

# Digital Marketing Strategy for **JEWELLERY STORE**

by



**SEVEN BOATS**<sup>®</sup>

Sail on it. Grow with it.

# Website Suggestions

- Make it like eCommerce website or a semi eCommerce without payment gateway but enquiry form
- Categorize products for Occasion / Festival / Collection / Event / Party / Light Weight / Gems / Diamond etc
- Give product details with enquiry form on every product page to collect user info
- You can give online gold scheme/invest in gold jewellery scheme enquiry form on website for lead
- Showcase products with high resolution pics in different angles like eCommerce websites

# How to Reach Target Audience

## Channels

- Search Engine
- Social Media (Facebook, Instagram, Youtube, Pinterest)
- Email Marketing
- Influencer Marketing (Celebrity, Fashion Blogger)
- Mobile App, QR Code
- Paid Ads
- Google My Business (GMB listing & Optimization for more store visit)

## Approach

- Organic (Natural traffic, engagement, action from target channels)
- Inorganic (Paid targeting on these channels based on data, research & suggestion)

# Search Engine Optimization

- Website / internal web pages / product page promotion on search engine for natural traffic & lead
- Content Marketing (Blog, Presentation, Infographic, relevant Forum participation etc) / link building from quality websites for brand building / referral traffic
- Great content creation with right categories and interlinking between pages
- Focus more on UI/UX and mobile usability
- Focus on user's intent.
- Focus on SEO friendly page/product url, Titles, Description
- Focus on getting more genuine reviews.
- Focus on Google My business listing & Optimization for more local store footfalls
- Focus to get more online PR for the brand.

# Social Media Marketing

## Brand promotion in Social Media

- Regular informative & promotional posts
- Pre-Launch Campaign (for new collections)
- Post-Launch Campaign (story telling, testimonial)
- Event promotion (for brand recall)
- Group promotion (for awareness, branding)
- Selfie and tagging contest (for engagement & brand recall)
- Bridal jewellery / Special moments / Puja stories and short videos share (for engagement & branding)
- Maintain proactive response (for lead)
- Maintain freshness & regularity of post on social pages (for increasing genuine followers)

# Online Ads for Branding & Lead

- Google Search ad (for call, traffic to website)
- Google Display ad (for branding)
- YouTube Video ad (for branding)
- Google Shopping ad (for traffic/remarketing/conversion)
- Facebook Awareness ads (for branding)
- Facebook Traffic ad (for website traffic)
- Facebook Engagement ads (for page like & engagement with post)
- Gold scheme FB lead ad targeting women Kolkata 26-57 yrs.
- Instagram ad (for brand awareness)

# Influencer & Email Marketing

- Asking fashion bloggers to write about your store
- Sending emailers on occasions like Dhanteras, Diwali, Laxmi Puja, Eid, Christmas, New Year, Birthday, Anniversary, etc to existing customer database
- Sending Newsletter to emails acquired from website
- Loyalty program, birthday wishes and offer, website spin the wheel lucky draw contest to increase and engage recurring visitors.

# How Seven Boats Can Help

We can provide full - stack digital marketing solution for branding & lead. That includes following & more

- SEO strategy for reaching target audience
- Implementing SEO strategy for brand building & lead
- Blog Content Ideas, Topics, Reference & Writing
- Social Content - Research, Content Creation & Suggestions
- Graphics - Website creative, infographic, social creative, emailer & ad creative
- Paid Campaign Budget Planning, Allocation, Execution, Monitor & Report
- Emailer designing & campaign management
- Monitoring your resource and their work.
- Daily/Weekly/Monthly Work Analysis and Feedback
- Month Wise Data & Feedback Driven Strategy
- Roadmap Planning & Suggestions



# Contact Us

**For Finalizing Scope of Work with estimated budget**

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