

A top-down view of a meeting table with a central mind map diagram, sticky notes, pens, and a smartphone. The mind map includes terms like 'IDEAS', 'PASSION', 'COLLABORATION', 'PHOTOS', 'VECTOR', 'COLOR PALETTE', 'MAGNETISM', 'IMAGINATION', 'INSPIRATION', 'POSITIVE', 'NEGATIVE', 'PASSION', 'COLLABORATION', 'PHOTOS', 'VECTOR', 'COLOR PALETTE', 'MAGNETISM', 'IMAGINATION', 'INSPIRATION', 'POSITIVE', 'NEGATIVE'.

Selig Jewelers Marketing Plan

Michael Featherstone, Hazel Hill, Matthew Elwell & Ryan Freeman



Who is Selig Jewelers?

- Bill Selig Jewelers, located in Simsbury, Connecticut, has been a trusted fine jewelry retailer for nearly 45 years.
- The family-owned business specializes in custom-designed jewelry, restoration of heirloom pieces, and exclusive collections blending timeless elegance with modern trends.
- Committed to sustainability, the company uses ethically sourced gems and gold and emphasizes personalized customer service.

Agenda



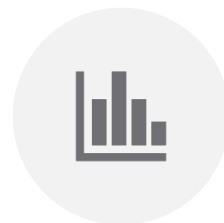
Research and
Situation Analysis



Target Audience and
Strategy



Implementation,
Budgeting, and
Tactics



Final metrics and
results



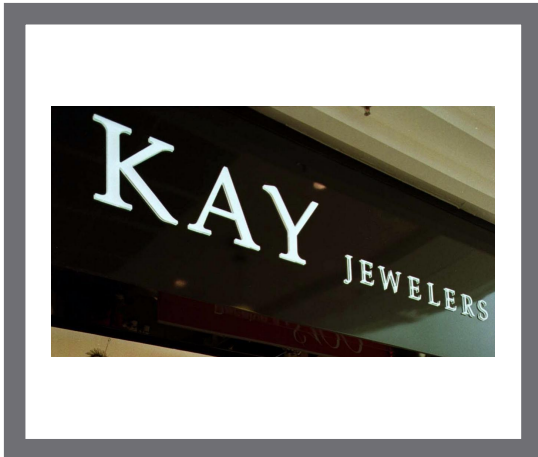
Jewelry Industry

- The global jewelry market is projected to grow from USD 353.26 billion in 2023 to USD 482 billion by 2030, driven by rising disposable incomes and innovative designs.
- There is a significant shift toward lab-grown diamonds, appealing to environmentally conscious consumers.
- E-commerce has transformed purchasing behaviors, with more consumers comfortable buying fine jewelry online, a trend accelerated by the pandemic.



Competitive Environment

- Key competitors include national chains like Jared and Kay Jewelers, which offer extensive selections and large-scale marketing campaigns.
- Local competitors, such as Becker's Diamonds & Fine Jewelry, focus on personalized services and strong community ties.
- Strategies vary, with national chains leveraging broad product ranges and advertising budgets, while local jewelers emphasize bespoke services and unique offerings.





SMART Goals



INCREASE ONLINE
SALES



BOOST SOCIAL
MEDIA ENGAGEMENT





Communication Strategies

How we will reach our audience

Who is Our Target Audience?

Demographics

- Ages: 18-35-year-old
- Gender: Primarily female
- Income: \$10,000-\$120,000
- Education: High school+



Psychographics

Interests

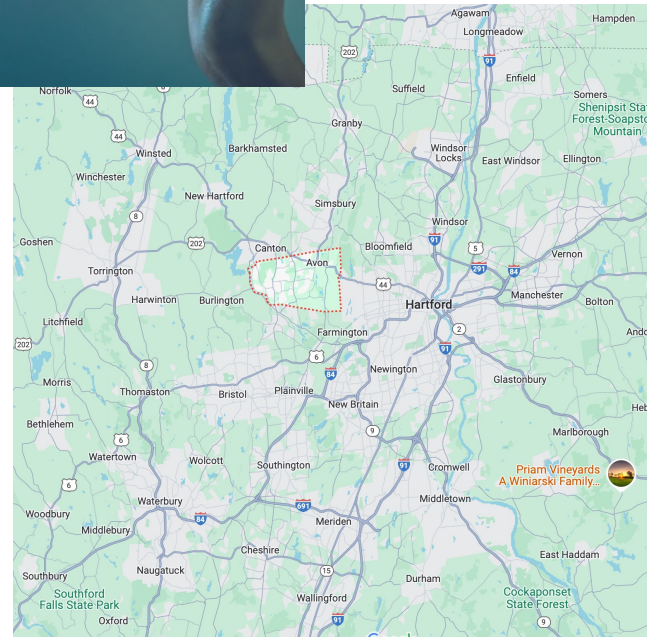
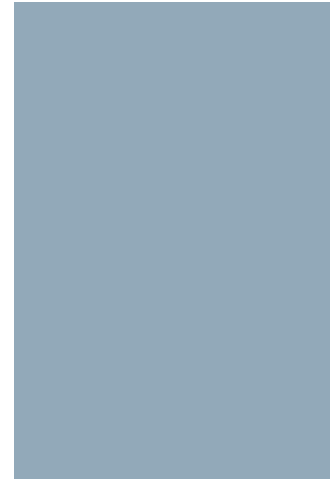
- Sustainability
- Personalized jewelry
- Fashion
- Supporting local businesses

Values

- Ethical sourcing, family-owned businesses, buying unique pieces



Where?






bill sigel jewelers



Search Engine

All Shopping Images News Videos Maps Forums More Tools

Including results for bill **siegel** jewelers
Search only for bill sigel jewelers

 Siegel Jewelers
<https://www.siegeljewelers.com>

Siegel Jewelers

Siegel Jewelers was founded in downtown Grand Rapids in 1889 by Joseph Siegel. Joseph came to America by himself from Russia in 1881 at the age of 17.

[About Us](#) · [Meet Us](#) · [Jewelry Appraisals](#) · [Hours](#)

 Siegel Jewelers
<https://www.siegeljewelers.com> > [contact](#)

Contact Us Phone Email Text or Message


7370. Hours. Monday – Friday 10am-6pm. Saturday 10am-3pm. Extra Christmas Hours. Email us. gems@siegeljewelers.com.

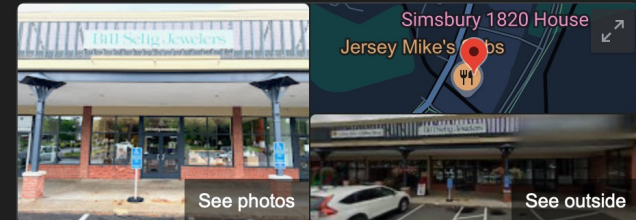
Missing: [b#](#) | Show results with: [bill](#)

People also ask

Does not align= issue with SEO

Feedback

 Yelp
<https://www.yelp.com> > ... > [Shopping](#) > [Jewelry](#)



Bill Selig Jewelers Inc

[Website](#) [Directions](#) [Save](#)

4.9 ★★★★★ 173 Google reviews

Small business · Jeweler in Simsbury, Connecticut

Retailer at Drake Hill Mall offering jewelry including engagement rings, plus repair services, and appraisals.

Generative AI is experimental. [Learn more](#)

Service options: Has repair services

Located in: Drake Hill Mall

Address: 712 Hopmeadow St, Simsbury, CT 06070

Hours: Closed · Opens 10 AM

Phone: (860) 651-0555

[Suggest an edit](#) · [Own this business?](#)

Questions & answers

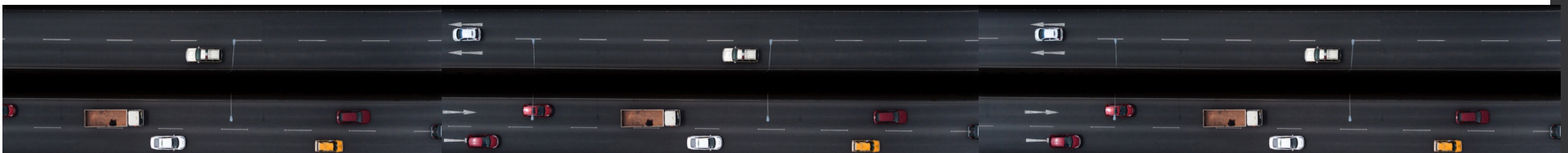
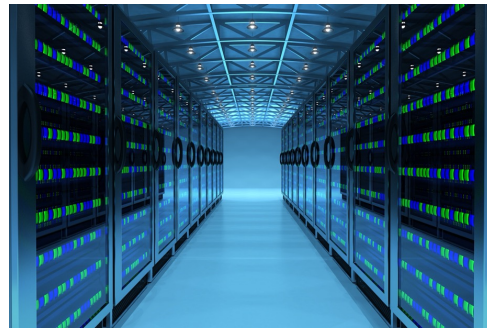
See all questions (4)

[Ask a question](#)

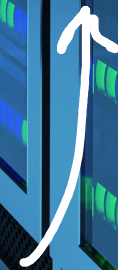
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[Send](#)

Digital Communication Road



Digital Communication Road



Our Customer Profiles & Behaviors



Charles (25-35)

Custom engagement rings
for significant moments.



Elena (18-24)

Affordable yet stylish
jewelry for daily wear.



Petunia (20-30)

Versatile, meaningful pieces
blending style and
sentimentality.

Popularity with Platforms



WordStream by LOCALIQ	Facebook	Instagram
PEOPLE	<ul style="list-style-type: none"> • 25-34 • Boomers 	<ul style="list-style-type: none"> • 18-24, 25-34 • Millennials
CONTENT	<ul style="list-style-type: none"> • Photos & links • Information • Live video 	<ul style="list-style-type: none"> • Inspiration & adventure • Questions/polls
STRATEGIES	<ul style="list-style-type: none"> • Local marketing • Advertising • Relationship building 	<ul style="list-style-type: none"> • Ecommerce • Organic engagement • Influencer
INDUSTRIES	<ul style="list-style-type: none"> • Beauty/fitness • Jobs/education • Emplymt/job train • Healthcare • Restaurants • Finance 	<ul style="list-style-type: none"> • Higher ed • Sports teams • Nonprofits • Technology • Consumer goods • Office supplies
EMOTIONS	<ul style="list-style-type: none"> • Informed • Overwhelmed • Guilty • Curious • Self-conscious • Connected • Entertained • Isolated • Lonely 	<ul style="list-style-type: none"> • Inspired • Entertained • Adventurous • Smart • Flirtatious • Self-conscious • Creative • Playful • Attractive
WEAKNESS	<ul style="list-style-type: none"> • Weak organic reach 	<ul style="list-style-type: none"> • High ad costs

Our Customer Profiles & Behaviors



facebook



 Pinterest



 Instagram

**please note customers are not limited to these specific platforms*

Meeting Target Audience Needs



**ESTABLISH THEIR
PAINT POINTS**



**SHINE LIGHT ON YOUR
SOLUTIONS**





Overwhelmed by engagement ring choices.

Difficulty finding stylish, affordable jewelry.

Struggles to find exclusivity.



Pain Points

Focus on personalized service and ethical sourcing with targeted ads and expert consultations.

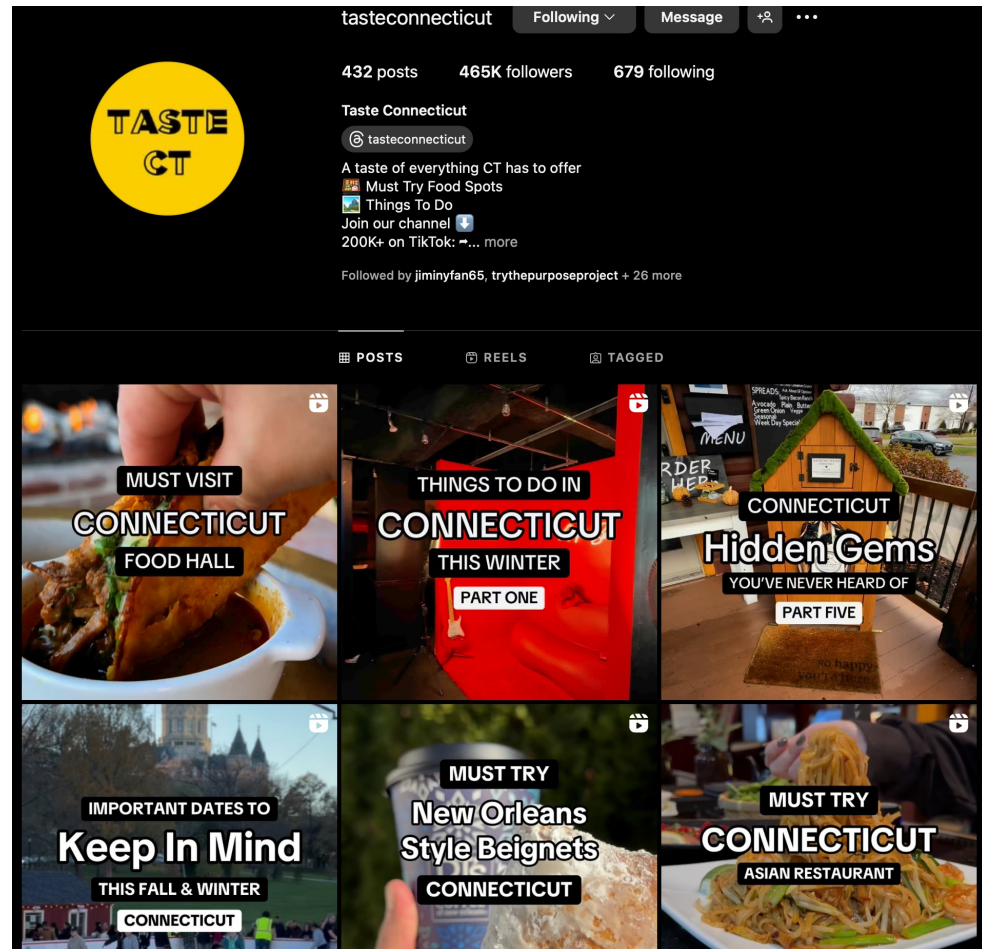
Affordable, sustainable collections promoted via social media campaigns.

Highlight customizable, mid-range pieces through blogs and visual storytelling.

Solutions

Influencer Partnership

- Who would this reach?
 - Charles
 - Elena
 - Petunia





5 Year Plan

Year 1: Establish a Strong Digital Presence & Foundation

- Website Optimization & E-Commerce Setup
- Content Creation & Social Media Strategy
- Influencer Partnerships
- Customer Feedback Loop



Website Optimization & E-Commerce Setup

Objective:

- Redesign the website to optimize for mobile, improve user experience, and integrate e-commerce functionality.

Key Actions:

- Adjust the website header to reduce its size and make above-the-fold content more appealing.
- Collaborate with web development (outsourced if necessary) and marketing teams to redesign pages, create product descriptions, and implement basic SEO.

Timeline:

- First two quarters of Year 1.



Our commitment to quality and personal service has made us a
end jewelry that tells a story and stands the test of time. At Bill
moments with pieces as enduring as the m

[Shop Our Store](#)



Content Creation & Social Media Strategy

Objective:

- Create a consistent posting schedule to engage the 18-35 demographic and build a customer base.

Key Actions:

- Post 3-4 times per week, including product photos, Reels, stories, and educational posts.
- Monitor platforms for reputation management and customer interaction.
- Regularly evaluate and adjust the strategy based on performance.

Timeline:

- Continuous throughout Year 1.





Influencer Partnerships

Objective:

- Partner with local micro-influencers to increase brand visibility and reach.

Key Actions:

- Collaborate with influencers like TasteConnecticut to showcase products.
- Track engagement and adjust partnerships as needed.

Timeline:

- Initiate partnerships in Q2-Q3 of Year 1.

Customer Feedback Loop

Objective:

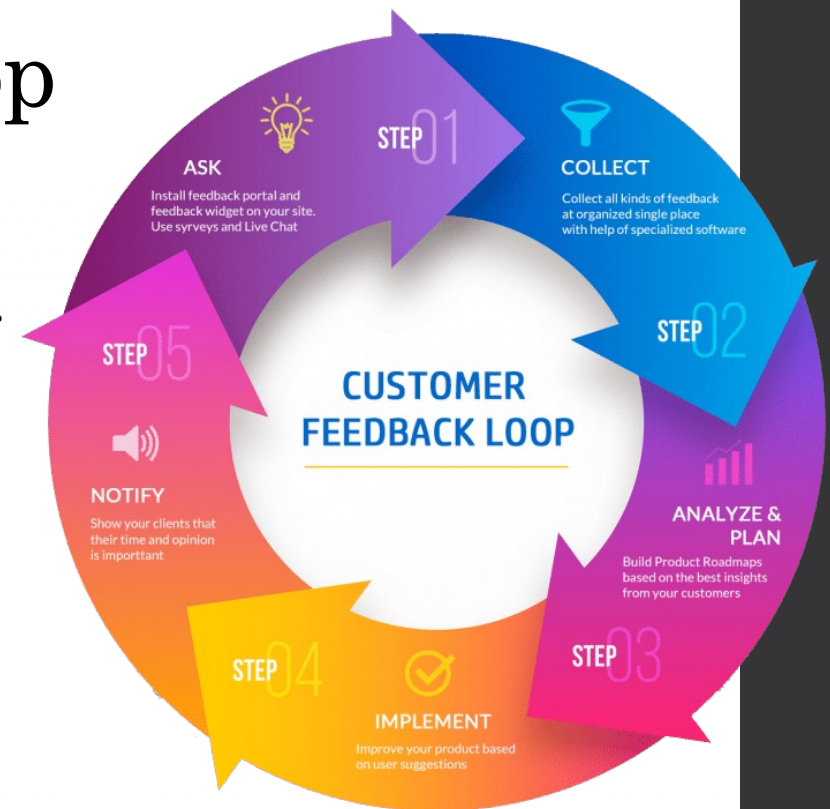
- Implement an automated email system to collect post-purchase feedback and segment customers for targeted marketing.

Key Actions:

- Analyze feedback to refine campaigns and improve customer relations.

Timeline:

- Complete setup by the end of Q3.



Goals and Metrics: Year 1

- **Goals:**
 - Website redesign
 - Implement Social media strategy with regular posting
 - Partner with local influencers for brand awareness.
 - Implement customer feedback loops.
- **Metrics:**
 - **50% increase** in unique website visitors.
 - Bounce rate reduced by **10-15%**.
 - Social media follower growth: **30-40%**.



Year 2: Strengthen Brand Recognition & Expand E-Commerce

- SEO and Content Strategy
- Launch New Product Line
- Email Marketing Campaign
- Instagram & Facebook Ads



SEO and Content Strategy

Objective:

- Improve website ranking and reliability through blogs and targeted keywords.

Key Actions:

- Publish blogs on jewelry trends, sustainability, and custom design tips.
- Collaborate with an SEO specialist for optimization.

Timeline:

- Begin in Q1 and continue quarterly.



Launch New Product Line

Objective:

- Introduce a fresh collection (e.g., men's jewelry or seasonal items) to attract younger audiences.

Key Actions:

- Conduct market research and create targeted campaigns.
- Ensure landing pages align with SEO practices.

Timeline:

- Q2

Email Marketing Campaign

Objective:

- Leverage subscriber lists for targeted promotions and offers.

Key Actions:

- Segment audiences and design personalized email campaigns.
- Promote email offers via social media.

Timeline:

- Q2-Q3



Instagram & Facebook Ads

Objective:

- Drive traffic to the website and boost sales through paid campaigns.

Key Actions:

- Develop visuals, track performance, and optimize ads.

Timeline:

- Begin in Q2 and maintain ongoing efforts.



Goals and Metrics: Year 2

- **Goals:**
- Launch SEO-focused blogs and content strategy.
- Introduce a new product line and targeted email campaigns.
- Launch Instagram & Facebook ads.
- **Metrics:**
- Organic traffic increase: **25-30% annually**.
- E-commerce revenue up by **30-50%**.
- CTR from email campaigns: Growth of **3-4%**.



Year 3: Expand Market Reach & Customer Engagement

- Influencer Marketing Expansion
- Seasonal & Limited Edition Collection Launch
- SEO Refinement
- Pop-up Events & Live Streams



Influencer Marketing Expansion

Objective:

- Scale influencer collaborations to reach broader audiences.

Key Actions:

- Partner with larger influencers or local celebrities.
- Manage campaigns and ensure smooth execution.

Timeline:

- Q1



Seasonal & Limited Edition Collection Launch

Objective:

- Create buzz with exclusive, seasonal collections.

Key Actions:

- Collaborate on design and production with product teams.
- Promote collections via social media, email, and ads.

Timeline:

- Q3



SEO Refinement

Objective:

- Conduct a mid-year audit to improve site performance and keyword targeting.

Key Actions:

- Implement technical changes based on audit findings.

Timeline:

- Complete by Q2.



Pop-Up Events & Live Streams

Objective:

- Engage with local and online communities through interactive events.

Key Actions:

- Host the first pop-up event or live stream in November.
- Plan and execute with marketing, sales, and product teams.

Timeline:

- November of Year 3.

Goals and Metrics: Year 3

- **Goals:**
 - Scale influencer marketing (local and national).
 - Seasonal/limited collections items
 - Host pop-up events and live streams to boost engagement.
- **Metrics:**
 - Product-specific engagement: Growth of **15-25% annually**.
 - Domain authority increase: **10-15 points**.
 - Enhanced community buzz and social engagement.



Year 4: Customer Retention & Loyalty

- Launch Loyalty Program
- Retargeting Campaigns
- Customer Testimonials & User-Generated Content



Launch Loyalty Programs

Objective:

- Reward repeat customers and encourage continued engagement.

Key Actions:

- Plan and launch a rewards system at the start of Year 4.

Timeline:

- Q1



Retargeting Campaigns

Objective:

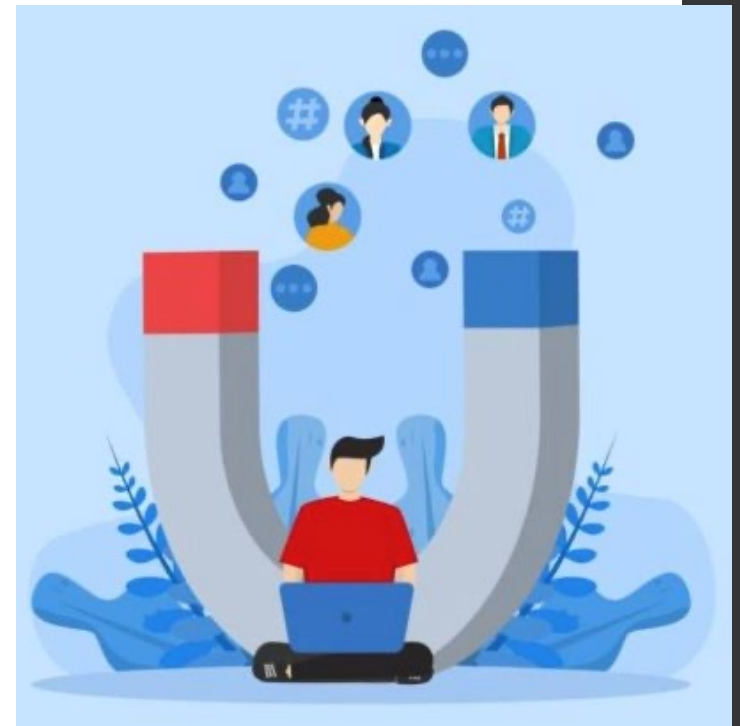
- Convert potential customers who showed initial interest but did not purchase.

Key Actions:

- Run retargeting ads on Facebook/Instagram for abandoned carts or viewed products.

Timeline:

- Begin in Q1 and repeat 3-6 times annually.



Customer Testimonial & User-Generated Content

Objective:

- Utilize authentic customer stories to build trust and engagement.

Key Actions:

- Collect and promote testimonials and user-generated content.

Timeline:

- Q2



Goals and Metrics: Year 4

- **Goals:**
 - Launch rewards program for repeat buyers.
 - Retargeting campaigns for abandoned carts and site visitors.
 - Promote customer testimonials and user-generated content.
- **Metrics:**
 - Retention rates up to **40-50%**.
 - Repeat purchases increase: **5-10% annually**.
 - Higher customer lifetime value and loyalty.



Year 5: National Expansion & Brand Legacy

- National Digital Campaign
- Collaborations with Luxury Brands
- Sustainability Initiatives



National Digital Campaigns

Objective:

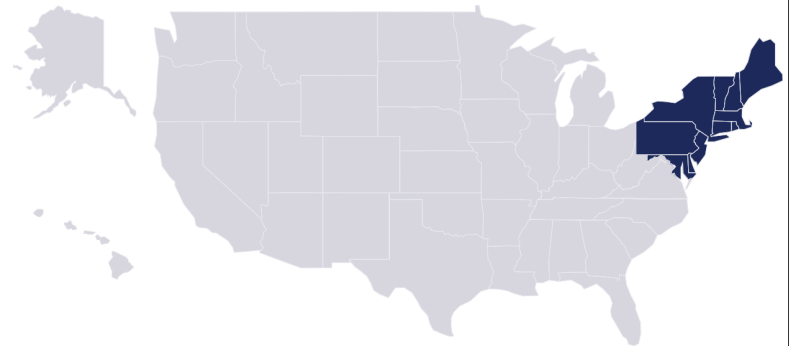
- Expand brand reach across the Northeast.

Key Actions:

- Launch national ad campaigns and coordinate creative efforts.

Timeline:

- Throughout Year 5.



Collaborations with Luxury Brands

Objective:

- Partner with prestigious brands to enhance credibility and appeal.

Key Actions:

- Negotiate partnerships and execute cross-promotional campaigns.

Timeline:

- Q3



Sustainability Initiatives

Objective:

- Highlight and enhance sustainable practices.

Key Actions:

- Appoint a Sustainability Officer and integrate sustainability into marketing efforts.

Timeline:

- Q2



Goals and Metrics: Year 5

- **Goals:**
 - Launch national ad campaigns
 - Collaborate with luxury brands for exclusive collections.
 - Promote sustainability efforts through content and partnerships.
- **Metrics:**
 - Brand awareness increase: **50%**.
 - Organic traffic and sales grow by **50%**.
 - Strengthened customer trust with sustainability initiatives.





Budget Cost & Breakdown

Budget Breakdown



Category	Year 1	Year 2	Year 3	Year 4	Year 5
Social Media Ads	\$10,000	\$15,000	\$20,000	\$25,000	\$30,000
Influencer Collaborations	\$5,000	\$7,500	\$10,000	\$12,000	\$15,000
Website Development & SEO	\$15,000	\$10,000	\$8,000	\$5,000	\$5,000
Content Production (photos, videos, blogs)	\$8,000	\$12,000	\$12,000	\$15,000	\$18,000
Email Marketing Tools	\$2,000	\$3,000	\$4,000	\$5,000	\$6,000
Events & Pop-up Stores	\$10,000	\$12,000	\$15,000	\$20,000	\$25,000
Customer Loyalty Program	\$3,000	\$5,000	\$6,000	\$8,000	\$10,000
Miscellaneous & Contingency	\$2,000	\$2,500	\$4,000	\$5,000	\$7,000
Totals	\$55,000	\$67,000	\$79,000	\$95,000	\$116,000

Justification

- **Social Media Ads & Influencers:** Essential for building brand awareness and driving sales among the target demographic (18-35 years).
- **Website Optimization:** Crucial for retaining potential customers and improving SEO.
- **Content Production:** High-quality visuals and compelling narratives are key for engagement.
- **Events & Loyalty Programs:** Vital for customer retention and long-term revenue growth.

Expected Results

- Improved digital presence and e-commerce functionality.
- Stronger customer relationships and loyalty.
- Consistent growth in traffic, engagement, and sales.
- Much higher brand recognition and brand legacy.





Success consists
of going from
failure to failure
without loss of
enthusiasm.

~ Winston Churchill