

GEMS ONE

KNOWING WHAT'S NEXT

2020 Christmas Marketing Campaign User's Guide





INTRODUCTION

Your Gems One Christmas Marketing Campaign consists of a set of powerful Omnichannel marketing tools designed to create Traffic, Sales, and a meaningful initial dialogue with next year's Bridal customer base.

At its core lies a proven direct mail strategy that has helped hundreds of Independent Jewelers achieve their marketing and sales objectives. **The purpose of this Guide is to provide important information about how to get the most from your Campaign.**

The Pandemic has fundamentally changed the retail scenario this year. On the positive side, unmarried couples who experienced the trauma of the shutdown last Spring seem to have re-evaluated what's important in their lives, and have reacted by getting engaged, creating a historic spike in engagement ring sales. Furthermore, affluent consumers who couldn't travel seem to have redirected their discretionary spending power towards alternate luxury items, with a consequent benefit to the jewelry sector.




2020: A Unique Retailing Environment

But now as November increases in Covid infections threaten to overwhelm hospitals and have resulted in government-imposed restrictions for Thanksgiving gatherings, we're seeing a significant slowdown in jewelry sales, contributing to a sense of uncertainty as we approach the all-important Holiday Season. We are hopeful that married couples may have been experiencing a similar thought process to their unmarried counterparts, triggering a coming spike in diamond bands and other jewelry category purchases that confirm the strength of romantic marital bonds.



Regardless of the consumer sentiment as we move into December, it seems reasonable to assert that your store's sales will rise or fall based on the effectiveness of your seasonal marketing plan.





Every retail business requires new customers to achieve growth. Properly executed, your Gems One Christmas Campaign should yield a minimum number of new customers added to your customer database during the period from Dec. 10th through Dec. 24th equal to 1/2 of one percent of the number of flyers that you distribute in your local market.

What should you expect from your Gems One Campaign?

Our customers who track the behavior of these new customers consistently find that roughly 14 percent of them will make a second purchase during the subsequent 12 months, the significant majority of which will be Engagement Rings. The Direct Mail portion of your Campaign should yield minimum Metrics of:

- **New Customer Acquisition cost of less than 70 dollars per customer; and**
- **Minimum Advertising ROI of at least 11 times cost.**

Many Gems One customers achieve even better results by supplementing their Direct Mail campaign with additional Omnichannel marketing efforts, at little or no added cost.

Key Omnichannel Marketing Elements

Key Omnichannel Marketing Elements

Through its wholly owned subsidiary RLA Creative, Gems One's marketing team creates a wealth of additional advertising support materials each year, including:

- Facebook and Instagram static and video posts
- Flipbook version of the print piece
- Billboards
- Posters and Counter Cards
- Videos
- TV ads
- Eblasts
- Radio Scripts



More Key Omnichannel Marketing Elements

Through various Partners, Gems One also offers additional support, including:

- GO Express Bolt-On mini-websites designed to capture B to B to C Internet Sales, with immediate fulfillment direct to the consumer, constructed by Imagine Retailer;



- Predatory and Geocoding digital marketing designed to distribute advertising messages through phones, tablets, computers, and video streaming from Achieve 360; and
- Paid Digital social media support executed by Dinsmoor Digital Strategies



2020 represents our thirteenth year engaged in marketing platforms for our customers, and each prior year's Campaign has yielded performance data that have allowed us to continuously refine and improve the program, because more than anything else, everything we do is driven by data.

The Marketing Calendar

You can gain immediate insight into how to integrate the various Omnichannel marketing elements by reviewing our December Marketing Calendar. You can access it here:

https://docs.google.com/spreadsheets/d/1Klu_OgBJzu0k4WhLZN2zp6thf6ggtSyUpqf9jy-eK2XM/edit?usp=sharing

You will note that each of the Pinterest, Facebook, and Instagram posts are clickable on the Calendar. We will also post a video containing some specific guidelines for how you might best take advantage of the various elements we've posted in the other "advertising methodology lines" on the spreadsheet within the Marketing Support Folder.

Sales Training

In order to help your sales associates obtain a better understanding of the products you're promoting, we've shot Video run throughs of the Product Assortment in the both the 16- and 8-page core flyers. You can access them here:


16-Page Flyer Video: <https://www.youtube.com/watch?v=BoOviG9Z5v8&feature=youtu.be>


8-Page Flyer Video: <https://www.youtube.com/watch?v=odtblWHMX4M&feature=youtu.be>

We'll also be posting additional videos filled with sales tips, to acquaint your staff with certain Best Practices that drive desirable sales results.

**Navigation
Instructions
for the
gemstone.com
website**

Find all your free marketing materials on GemsOne.com by clicking on the Marketing Support and clicking the CLICK icon



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ACCOUNT

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COUNTER BOOKSPRINT DISTRIBUTIONBEST SELLERSMARKETING SUPPORTBIN STOCK UPDATE


Home / Marketing Support

COUNTER BOOKSPRINT DISTRIBUTIONBEST SELLERSBIN STOCK UPDATE



This opens another tab/window, Click **Christmas 2020**



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COUNTER BOOKSPRINT DISTRIBUTIONBEST SELLERSMARKETING SUPPORTBIN STOCK UPDATE

FOLDER WITH ALL MATERIALS:

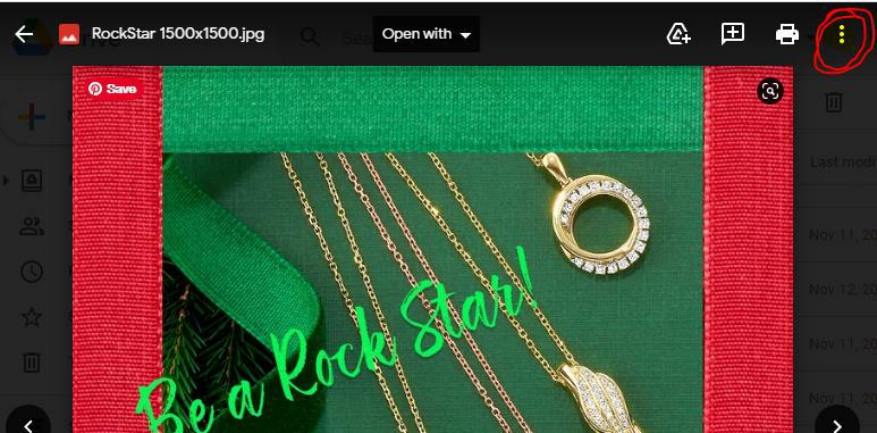
Christmas 2020

This opens another tab/window where you will find the 2020 Marketing Materials

Shared with me > RLA Assets > 2020 Christmas Assets >  

Name ↑	Owner	Last modified
 360 Videos	Barbara Reese	Nov 20, 2020 Barbara R
 Ads Billboards Posters	Barbara Reese	Nov 13, 2020 Barbara R
 Flyer Images	Barbara Reese	Nov 18, 2020 Barbara R
 Flyers	Barbara Reese	Nov 18, 2020 Barbara R
 Social Media	Barbara Reese	Nov 3, 2020 Barbara Re
 Videos	Barbara Reese	Nov 24, 2020 Barbara R

Each folder has everything you need to advertise. To download, click on an image then will click on the 3 dots in the upper right to find the download option




The Flyer Images will have high resolution images of all the styles featured in the flyer organized by style number.


PSD files are for your graphic arts designers.

LIVE Background files are flyer pages without any text.

Name ↑	
📌	096PG-SS.jpg
📌	142PW-SS.jpg
📌	BC08049-4WC_alt.jpg
📌	BC10006-4WC.jpg
📌	BC10027-SPGSC.jpg
📌	BC10058-4YF_Alt.jpg

Your digital flip book is found at B TO C VERSION FOR POSTING (shown highlighted)



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COUNTER BOOKS PRINT DISTRIBUTION BEST SELLERS MARKETING SUPPORT BIN STOCK UPDATE


FOLDER WITH ALL MATERIALS:
[Christmas 2020](#)

INTERNAL VERSION WITH STYLE NUMBERS
[Christmas 8 Page 2020](#)
[Christmas 16 Page 2020](#)

B TO C VERSION FOR POSTING
[Christmas 8 Page 2020](#)
[Christmas 16 Page 2020](#)

The INTERNAL VERSION WITH STYLE NUMBERS will help with ordering items from the flyer

ORDERING PRODUCT: Click PRINT DISTRIBUTION and your flyer pages will show. Click on a page and the style numbers found on that page open



Search


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COUNTER BOOKSPRINT DISTRIBUTIONBEST SELLERSMARKETING SUPPORTBIN STOCK UPDATE

Home / Print Distribution / Christmas Day / 8 Page New Look 2020

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Search

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COUNTER BOOKSPRINT DISTRIBUTIONBEST SELLERSMARKETING SUPPORTBIN STOCK UPDATE

Home / Print Distribution / Christmas Day / 8 Page New Look 2020 / Page 2

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Filter By:

METAL:PRICE:

Total: 39 Products

SORT BY: Key no

2A




RG10834-SSF

\$249.00

1 | 1

2B




PD10454-SSF

\$249.00

1 | 1

2C



ER10446-SSF

\$249.00

1 | 1

Check bin stock anytime by clicking BINSTOCK UPDATE and clicking the CLICK icon. Bin stock is updated once a day. It is recommended you call the office if the quantity shows below 10.

Home / Bin Stock Update

COUNTER BOOKS

PRINT DISTRIBUTION

BEST SELLERS

MARKETING SUPPORT

CLICK

A new tab/window will open. Bin stock is updated once a day. It is recommended you call the office if the quantity shows below 10.



16 West 46th Street, 6th Floor, New York, NY 10036
Phone (212) 869-7084 Fax (212) 869-7091

Style number

Search




Estimated bin stock


sequence_no	270
item_id	RTS
<input type="checkbox"/> 009PB-SS	3.0
<input type="checkbox"/> 009PP-SS	47.0
<input type="checkbox"/> 076E01G-SS	81.0
<input type="checkbox"/> 096PG-SS	188.0
<input type="checkbox"/> 096PP-SS	106.0

* This is a guideline and stock is updated once a day. ** anything under 10 we recommend calling 212.869.7084 ext 0.
Place an order via email at orders@gemsone.com

**Find the
Marketing
Support
you need**

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COUNTER BOOKS PRINT DISTRIBUTION BEST SELLERS **MARKETING SUPPORT** BIN STOCK UPDATE


Home / Marketing Support

COUNTER BOOKSPRINT DISTRIBUTIONBEST SELLERSBIN STOCK UPDATE



This opens another tab/window, Click **Christmas 2020**



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COUNTER BOOKS PRINT DISTRIBUTION BEST SELLERS **MARKETING SUPPORT** BIN STOCK UPDATE

FOLDER WITH ALL MATERIALS:

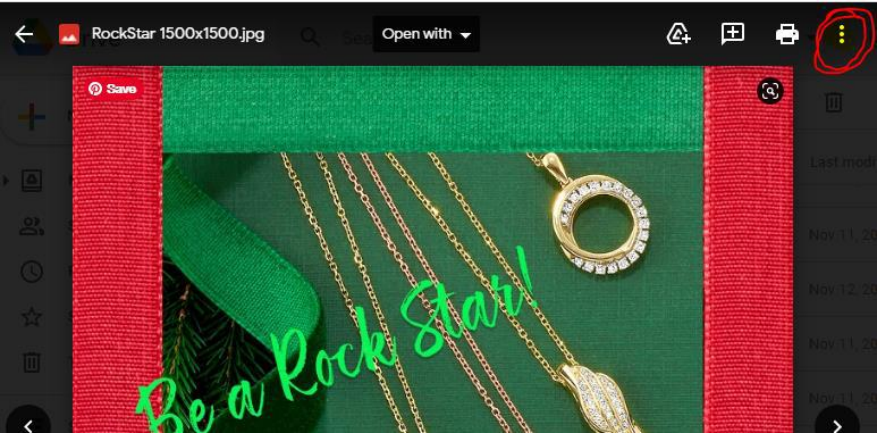
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PAGE 1PAGE 3PAGE 4PAGE 5PAGE 6PAGE 7PAGE 8


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1 | 1

2C



ER10446-SSF


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