



ARE YOU  
USING IT?

# SOCIAL MEDIA FOR JEWELLERS

## Social Media for Jewellers

Social media is one of the new Buzz terms people use as if it is a new innovation recently invented. But it isn't, only the implementation is new.

A hundred years ago, if you were the local Jeweller, people came to your business because you were there. They knew you because you lived in the local community. You most likely went to every social function you could to display your wares and talk to people. This helped you become even better known.

Fifty years ago, if you had the local Jewellery Business, people still came to you because you were there but now they could come from further away. If you wanted to expand your business, you went to local shows, sponsored prizes at art shows, joined the surrounding area's social clubs etc and became more widely known.

Today, people still come to you because you are "there". But your bonus opportunity is, they can be coming, via the internet, from the other side of town and the world.

Why would they come to you? Because:-

- They know you
- Someone has recommended you
- They saw your advertisement or
- They found you by chance

None of these reasons are any different from what they were 50 or 100 years ago.

What is different, is the tools YOU can use to get yourself known. A hundred years ago it was all verbal word-of-mouth.

Fifty years ago it was verbal word-of-mouth plus printed media.

Now it is printed media, verbal AND virtual word-of-mouth.

In the past you became known by being out there physically, involved in clubs, shows, events etc.

Now you become known by being out there virtually (on the internet), involved in SOCIAL MEDIA.



Social media can be said to have three components:



**1. You are interactive**

Blogging, you take part in other people's conversations, you offer answers to questions about your product and service, you ask questions yourself

**2. You advertise**

Advertising is offered in many different ways online and can be very affordable

**3. You offer information**

You offer your expertise knowledge in exchange for collecting a database of potential customers who you can market to

Social Media and conversations about you and your business are happening whether you are involved or not.

Social Media is changing the way we communicate and is providing another tool for savvy business owners like you, to use in order to reach your customers.

This is not changing the marketing rules, this is merely following to where the market is.

Used correctly Social Media provides us with a way to build a community around who you are and what you stand for.

Your customers want to belong to that community. Social Media allows you to extend your reach to gain new customers. Often these customers are 'pre-sold' on you and your business as long as you provide the right information for them online.

You would have heard of the many social media sites out there..

Facebook, Twitter, Youtube LinkedIn and many more. These sites have enabled us all to stay in contact with friends and family on the Social scene, but they can also be used to enhance your business presence and help build both your internet and main stream businesses.





So how can social media sites help with building business?

There are over 400 million FB users which clearly shows that today more and more people are going online to find their purchases, get help or information, or just “look around”.

Social media, in the broadest concept has opened the communication lines to enable us all to talk with family, friends, business associates and customers all over the world for very little cost.

Think Skype – for the cost of your internet connection, you can talk With anyone else anywhere in the world – as long as they are on Skype.

An added benefit is the ease with which friendships can be made and contacts with suppliers.

Social Media can play a huge part in making new business contacts. Being able to build a rapport with people, becoming a part of their lives, showing interest in what they are doing, will build a trust that will in no time build you a very large contact base.

But remember that not everyone is on the Internet to do business.

And no one wants to have your business link shown every time you “talk” to them.  
So correct etiquette is a must.

Just keep in mind that anything you type or post, may be visible to EVERYONE.

Similarly, people are looking to build relationships with people not with products or logos.

You become the preferred Jeweller to deal with by offering lots of good, helpful advice.

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