



Facebook and Beyond Spotlighting effective social media approaches

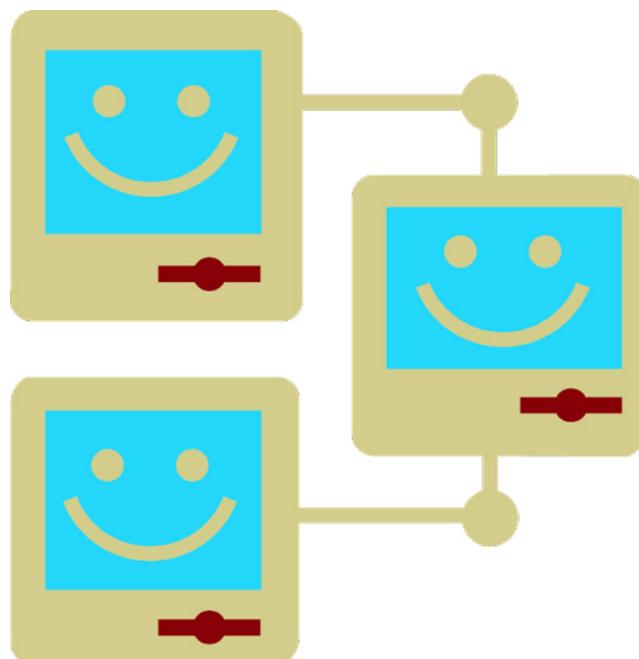
By Peggy Jo Donahue

MJSA Journal's October article "Social Networking 2.0" examined the art and science of attracting social networking followers, primarily on Facebook. We focused on Facebook because it is, by far, the most widely used social network, according to the Pew Internet and American Life Project. The study found that while virtually all online adults use Facebook, only 16 percent use Twitter, 15 percent use Pinterest, and 13 percent use Instagram.

Nevertheless, the latter networks can still be very important to your marketing outreach, especially if your target market likes or favors them as much as—or more—than Facebook. The Pew studies show that Twitter appeals to men and women under 50 and urban dwellers. Pinterest is especially appealing to women under 50, and people with some college education. Instagram most appeals to people under 30 with some college education, and urban dwellers.

In this online extra, we highlight several jewelry makers and designers who are expertly using not only Facebook but also other social networks to build awareness for their designs.

What constitutes "good posting" on social networks? As with Facebook, many users log on to see what friends and family are posting, or to catch up on current events, especially via Twitter. But there's also another dimension. Consumers use social networks such as Pinterest and Instagram (and also YouTube) to follow their passions, and for consumers who love jewelry, your postings can constitute small moments of joy



that give them an emotional boost. Jewelry makers and designers are lucky to be selling a product that's gorgeous to look at, and that people use to express love, mark milestones, and treat or reward themselves. If you had to invent a product that would fare well, especially on visuals-driven social networks, jewelry would be at or near the top of the list.

All social networks also create a space where you can answer your followers' questions, and share with them what motivates you to design or make jewelry. Whether it's an interest in art, fashion, nature, technology, gemstones, metalsmithing, jewelry history, or any one of a million other subcategories, social networks are hard wired for storytelling. You can flesh out who you are as a designer or jewelry maker in a dynamic setting that is far more likely to be visited by your customers on a day-to-day basis than your website.

As Rio Grande Marketing Manager Eugene Brill told a room full of MJSA Expo attendees at a session he ran at Expo in March: "As marketers, we've gone from using 'hunting' terms to 'gardening' terms. We used to refer to 'targets' and 'kills'—now we talk about 'growing,' 'nurturing,' 'feeding,' and 'harvesting.'" It was Brill's brilliant way of saying that social networking isn't so much about hard sell as it is about building relationships and keeping your clients posted on your point-of-view as a brand in a "softer, gentler" way.

Here are five examples of MJSA member jewelry makers and designers who are doing a great job in these new social mediums.

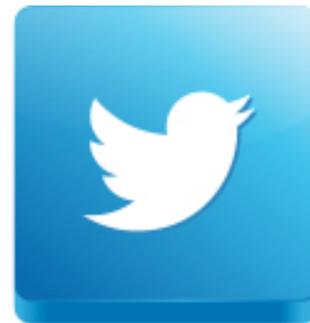


Facebook: Etienne Perret Jewelry

A long-time Facebook user, designer and jewelry maker Etienne Perret understands that being effective isn't simply about posting photos of his jewelry (though he does include that in the mix). Perret gives regular shout-outs to his home state (Maine) and its great traditions. He loves to post on exotic travel locales and places he's visited and had travel adventures. He features interesting designs across the fine and decorative arts and photography fields to share his aesthetic tastes. He shares news on gem and jewelry auctions and museum exhibits, as well as photos of cool clothing and accessories that pique his interest. Mixed in are facts about his niche in colored diamond and ceramic jewelry, as well as offers to take on custom design commissions. Perret is fun to follow, because he keeps it interesting.

Twitter: Mastoloni Pearls

Pearl brand Mastoloni does a good job focusing on all things pearl on Twitter, a social network that can breed attention deficit after a few minutes of watching tweets go by. In 140 characters or less, Mastoloni keeps it interesting with fashion featuring pearls, pearl care advice, retweets from fashionistas who mention pearls, pearl history and museum exhibits, and trend alerts—all the while sprinkling in posts featuring its own pearl jewelry. It never gets boring—a tough act when you are promoting a single category, such as pearls.

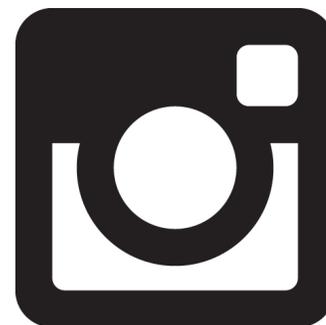


Pinterest: Monica Rich Kosann

Well-known jewelry designer Monica Rich Kosann also works as a photographer, as well as creating handbags and gifts for home. As such, she's a natural at the distinctly visual nature of Pinterest. The designer knows how to convey a lifestyle that makes fans crave her work and her world view. Her boards not only include her jewelry, but also interesting photographs she loves from all eras (and not just her own photography work). Among other interests that inspire her aesthetic include travel, style icons, and the street style of fashionable women around the world. She also shares boards from other brands to which she is aligned, including the Accessories Council and Bergdorf Goodman, where she has an in-store boutique. The shares convey a lot about the company she keeps, and contribute to her allure.

Instagram: Todd Reed Jewelry

Jewelry maker and designer Todd Reed comes alive on Instagram, the photo sharing service that challenges brands to embody who they are almost totally in photos, with very few words attached. Reed has mastered the medium, posting photos that convey his message of handcrafted workmanship, with photos from his shop that convey how jewelry is made. He also masterfully exploits his beautiful retail location in Boulder, Colorado, and the inspiration that provides. Photos of customers wearing his pieces dot the feed, and pictures from his in-store events also lend excitement. Pictures of beautifully arranged food and meals signal his status as a foodie and further convey his appreciation for great design in all areas. Interspersed with his highly artistic finished pieces, the feed fosters a “you-are-there” feeling that compels his fans.





YouTube: Calla Gold Jewelry

Custom jeweler Calla Gold has dubbed herself “your personal jeweler,” and she conveys a warmth in all of her social networking, which lends itself to the video world of YouTube, too. Calla’s gift is as a storyteller and educator, and her videos feature her, or her narration, explaining how she helped various clients create, repurpose, or refurbish their jewelry. Seated in a comfortable chair and smiling naturally, Gold helps viewers feel at home, while also explaining the millions of little details and terms that are commonly used in jewelry making and design. She makes good use of photos of her pieces, too, which illustrate the “lesson” she is gently teaching. Offering reassurance, with great authority on her topic, Gold’s videos superbly convey her expertise, and encourage clients to want to work with her, either in person or via the Internet, where a lot of her business is derived.

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