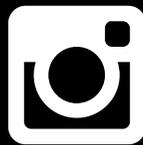




**TECHNOLOGY
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P R E S E N T S



I N S T A G R A M
F O R J E W E L E R S



INSTAGRAM FOR JEWELERS | ABOUT THE AUTHORS



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Jennifer is the President and CEO of the Technology Therapy Group. For more than 15 years, she's been providing the technological guidance and smart digital marketing strategies independent jewelers have used to go from good to great.

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Courtney Weiss

Courtney Weiss is the Client Liason and Social Media Strategist for Technology Therapy Group. She creates, develops, and implements social media marketing for some of the nation's best independent jewelers.

Follow the Technology Therapy Group:



Technology Therapy Group is the full service digital marketing agency for jewelers who want to shine. Our world class web design & development, social media management, and targeted marketing campaigns extend your capacity to dazzle and delight extends far beyond the jewelry cases!

- Attract more customers
- Sell more, faster
- Spotlight custom offerings
- Build lasting relationships

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Instagram

Instagram is one of the fastest growing social networks. Originally developed for Apple devices, Instagram recently became available on Android powered devices and user numbers have exploded. As of this writing, there are 150 million on Instagram. On any given day, 7.6 million of those users are active, sharing images of everything from their lunch to their latest purchases. The most popular type of images on Instagram are selfies – photos your customers are taking of themselves.



How can Instagram be used to help you sell more jewelry? In many ways, Instagram provides the ideal marketing vehicle for the jeweler. Its intensely visual presentation is ideal for putting your merchandise in front of your target audience. Combine that with a way for your customers to discuss their favorite topic – themselves! – and you wind up with a powerful sales tool.

In this guide, you'll find strategies you can use to capitalize on Instagram's phenomenal popularity. Remember that consistency is key: if you want Instagram to work for you, taking and sharing photos needs to become part of your every day routine.

INSTAGRAM FOR JEWELERS | GENERAL BEST PRACTICES

- If possible, your Instagram user name and Twitter handle should match.
- You should use your company logo as your profile picture
- In your description (also known as the Instagram bio), you should state what your company does, where you are located, a link to your website, and – if possible - a specialized hashtag for your customers to use. Also, you should show a bit of personality to give users a feel for your business.
 - Note that the character limit is just 150 characters, so you may not be able to include a hashtag. However, if you find that you have the room, the hashtag is a nice touch.
 - For example, see Starbucks' Description: Freshly brewed instagrans from Starbucks in Seattle, WA. Tag your coffee photos with #Starbucks! <http://starbucks.com>
- The name associated with your account should be your business name, as opposed to the name of the business owner or employee who set up the account
- Once you have implemented the above suggestions, the Instagram logo should be added to the social icons on your website and it should be linked to your Instagram page.



POSTING FREQUENCY

The general rule of thumb is to post one image or video per day on Instagram. However, you can post more images in a single day if you are hosting an event. We discuss the use of Instagram during events more down below. You should also take care not to post too many of the same types of images/videos in a row (these types of content are discussed next).

INSTAGRAM FOR JEWELERS | GENERAL BEST PRACTICES (CON.)

Types of Images to Post

The images you post should be well balanced, meaning that each of the types of images below are represented equally or almost equally. While it is tempting to post mostly images of your merchandise, in order to excite and engage users, multiple kinds of images are necessary. Here are several categories of images that work well for your business:

- **Product images:** These may include the product in a display case, propped in an amusing setting, or the product in use.
- **Images of Your Staff:** Meet the staff photos are a great way to express your brand personality and give your company a face.
- **Photos of Your Store:** Share photos of display cases, new renovations, holiday decorations etc. You can also share images of the outside of the store or your sign, especially if you can capture it with a beautiful sunset, rainbow, night sky etc. in the background.
- **Images of Your Customers:** Ask your most loyal customers and those who are excited about their new purchases if you can have their permission to take & post a photo of them in your store and/or with your products.
- **Photos Taken in Your Community:** Take photos of local landmarks and at local events and share them with your followers.
- **Non-Product Images Relating to Your Customers' Interests:** For example, a jewelry business may take photos at a local country club and say that this is a great spot for a wedding – then mention that they know where they can get the rings!

Additional Tips on Posting Images to Instagram

- **Choose an Appropriate Filter:** Filters not only allow you to make images more visually striking, they can also convey a certain mood, evoking an emotional response from your followers. Not all of your photos need to have a filter, but it's a good idea to test a few with each photo to see if they enhance the image.
- **Optimize your Description:** Just like on other social platforms, you should use your keywords and geotargeted terms in your description.

INSTAGRAM FOR JEWELERS | GENERAL BEST PRACTICES (CON.)



Types of Videos to Post

Many of the above types of photos can be translated to videos. Please note that Instagram videos can be a maximum of 15 seconds. Below are a few categories of videos we'd like to highlight:

- **Event Videos:** : Take videos of the crowd having a great time or ask specific guests about their favorite event moments.
- **New Product Arrivals:** When new merchandise arrives film its “unboxing” or film a stop-motion video of a new display case set up.
- **Company Announcements:** Whether you are announcing a new event or informing your customers about a new sale, Instagram videos are a great platform. Be sure to share these types of videos on other platforms (like Facebook and Twitter) as well.
- **Engagement Ring Fittings:** When a couple comes in to get their engagement ring sized, ask to take a video of them. It can be simple

Additional Tips on Posting Images to Instagram

- **Consider the Lighting:** When filming a video for Instagram, consider the lighting around you. Take a test video and view it on your phone to see if your subject is visible in that lighting.
- **Choose an Appropriate Filter:** Again, you may use filters to enhance your videos. As always, test several filters before choosing one and feel free to post your video without a filter.
- **Optimize your Description:** As with images, you should use your keywords and geotargeted terms in your description. Your description should also indicate what people should expect to see in your video and get them excited to view it – rather than scroll right past.

#Hashtags

Some hashtags will apply to almost all of your Instagram posts while others will be more specific. Here are different categories of hashtags you may use.

- **Custom Hashtags for Your Business**
- **Localized Hashtags**
- **Hashtags That Relate to Your Products/Services**

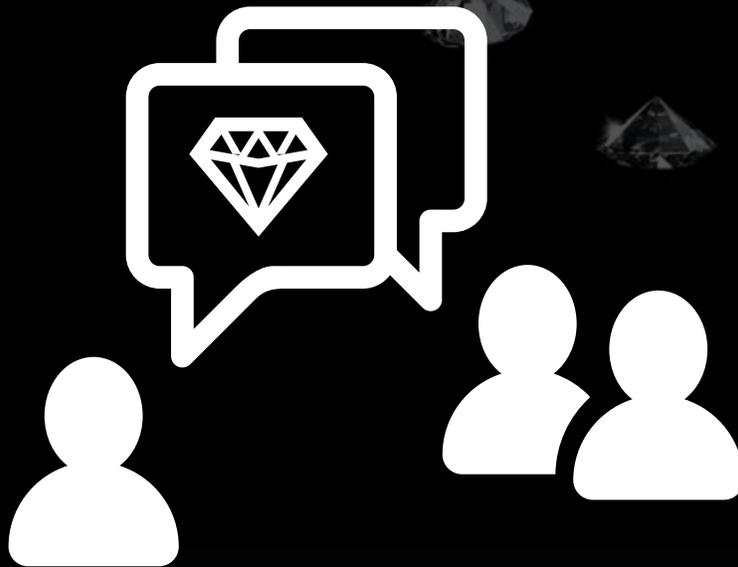
The culture of Instagram has caused certain general hashtags to become more popular than others. The hashtags below are popular across Instagram and may be leveraged for your business.

- **#TransformationTuesday** (#tt is also used)
- **#ThrowbackThursday** (#tbt is also used)
- **#SelfieSunday**
- **#Latergram**
- **#PhotoOfTheDay** (Or **#PicOfTheDay**)
- **#NoFilter**

Here are some additional tips on hashtags.

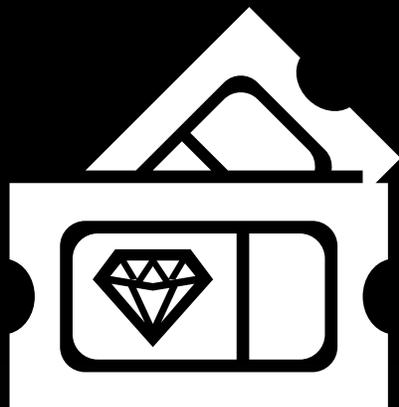
- **Choose Relevant Hashtags:** Choose hashtags that match the image that you're posting and the day on which you are posting it.
- **Limit Your Hashtags:** There is often a temptation to use all of the hashtags that are applicable to each picture that you post, but you should avoid using too many hashtags. Three or four hashtags is plenty. Any more and you risk your message getting lost in the shuffle.

INSTAGRAM FOR JEWELERS | ENGAGING WITH OTHER USERS



In addition to posting images each day, you should interact with other Instagram users. Below are our top tips for engaging others on the platform:

- **Follow Those Who Follow You:** Each week, preferably twice a week, check to see if anyone has followed you then follow them back. Not only will this show them that you appreciate the fact that they followed you, it also allow you to gain more insights in the types of photos they are interested in.
- **Respond to Users Who Tag You:** If you are tagged by a user in a post, whether they are wearing one of your pieces or in your store, comment on their post. This will required you to monitor your account on a daily basis in order to respond in a timely manner.
- **Regularly Search Your Company Specific Hashtags:** Once you have established your company specific hashtags and encouraged your customers to use them when posting images in your store or with your products search for these hashtags on a regular basis. Be sure to comment on the photos of those who use your hashtags.
- **Keep an Eye on Local Hashtags:** Similarly, search for local hashtags regularly and like/comment on photos from local events and of local landmarks.



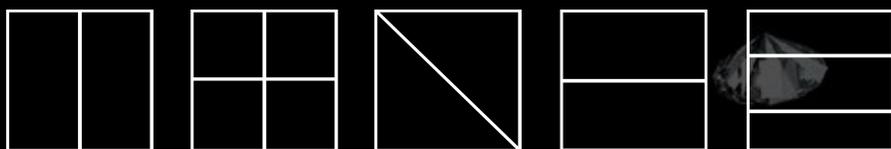
#Events

When you host an event, you should create a specific hashtag for that event. Leading up to and during the event, encourage attendees to use this hashtag when posting to Instagram, and other social media platforms. For example, if you were to host a special Ladies' Night, your hashtag should be #CompanyNameLadiesNight.



Remember to monitor the usage of these hashtags to like/comment on them. Similarly, when you attend other events, whether they are local festivals or larger trade shows, find out if that event has an official hashtag. Post photos from the event on Instagram using this hashtag and search for others using it as well. Interact with these users, you may even run into them at the event and post an Instagram photo together!

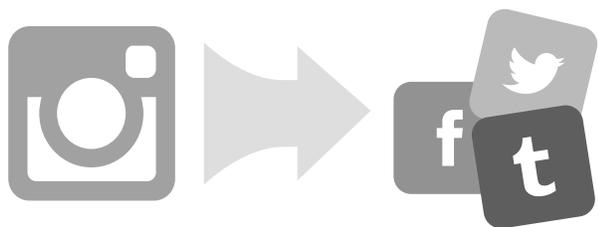
INSTAGRAM FOR JEWELERS | INSTAGRAM COLLAGES



Collages are a great way to diversify your Instagram photos. Several apps like InstaCollage Pro and InstaFrame are available for free on both Apple and Android devices. These allow you to choose from the gallery of photos on your phone to add to collages or edit with text, frames and additional effects. Here are some great applications for these tools:

- **Posting a wrap up of an event:** If you can't take the time to post images to Instagram throughout your event, take photos and post one collage at the end of the day or evening as an event wrap up or highlight reel.
- **Showcasing New Merchandise:** Post a collage featuring the new pieces that you have gotten into the store rather than posting them one at a time.
- **Product Showdowns:** Pit two products against each other and ask your followers which one they like best. For instance, you could post a modern engagement ring next to one with a classic style and ask your followers which they prefer. If you use this strategy regularly you should create a distinctive hashtag for it, such as #RingsInTheRing (As a play on competitors in the boxing ring) or simply #JewelryShowdown.

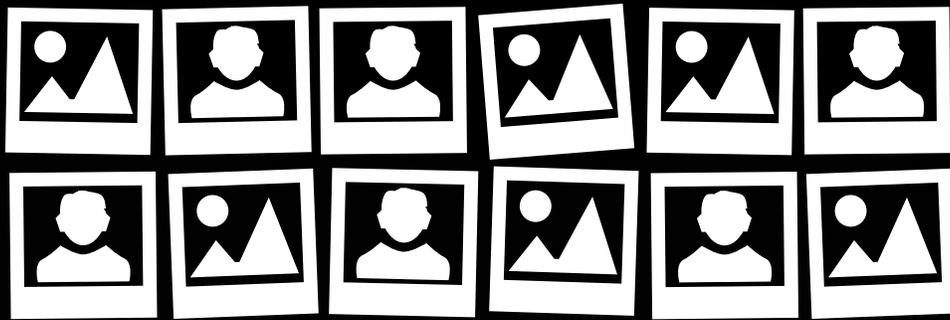
Sharing Instagram Photos on Other Platforms



Instagram allows you to connect your account to your other social platforms as well, including Facebook, Twitter, tumblr and Flickr. It is a good idea to connect the accounts that you do have, but share Instagram photos on other platforms sparingly. Choose one platform to push your photo to (don't share it to all platforms at once) and post some photos solely to Instagram. If you are sharing these images everywhere else as well you are not giving your customers as reason to follow you on Instagram.

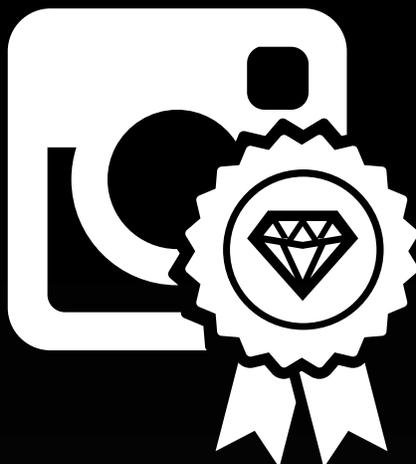
INSTAGRAM FOR JEWELERS | OFFLINE SUPPORT FOR YOUR ONLINE EFFORTS

Take your Instagram efforts a step further by bringing them to life in your business location. Here are a few ideas for taking your online efforts offline with Instagram:



- **Create an Instagram Gallery in your Store:** Print out your favorite Instagram photos both from your account and your customers who mention you or use your hashtags (with their permission) and post a gallery on one of the walls in your store. Not only does this show your customers that you are on Instagram, it will give them motivation to interact with you there so they can get in the gallery as well!
- **Share an Instagram Photo of the Week in the Store:** Print out your favorite fan photo of the week and post it near your register or display it on your in-store monitors (with their permission of course). Again, this will encourage customers to interact with you so that they can have the Pic of the Week as well!
- **Encourage Customers to Post Selfies:** Create an area in your store that makes your customers want to take a picture there. Whether you create an old-fashioned Polaroid style cut out and hang it from the ceiling or place a visually interesting background on one of your walls with a sign claiming that it's "Selfie Station," you should remind your customers that it's fun to take and share photos. Be sure to post your Instagram username and hashtag so they know how to tag you in their posts!

INSTAGRAM FOR JEWELERS | IN CONCLUSION



Instagram is a powerful social media platform. Remember that it is only one tool of many that you can use to market your fine jewelry business. Maximize the value you get from your Instagram campaign by integrating especially popular pictures on your other social media platforms – great images can be shared on Facebook, Twitter, and Pinterest.

Strategic thinking and consistent implementation are the keys to successful social media marketing. Keep your business goals in mind at all times, and regularly assess your performance. Be aware that social media marketing does take time. If your time is limited, you don't have to abandon your Instagram campaign. As a full service digital marketing agency, Technology Therapy Group is happy to provide the support you need to be successful.



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