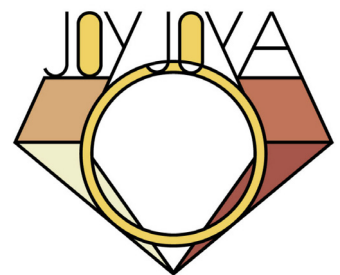


# Packages & Pricing

## GET STARTED WITH A PACKAGE OR CHOOSE OUR BESPOKE SERVICES

If your jewelry brand needs a digital marketing jumpstart, you'll likely benefit from one of our pre-built service packages: **Silver**, **Gold**, or **Platinum**.

If you're seeking a custom approach to digital marketing, we can build a solution from our menu of **Bespoke** services.

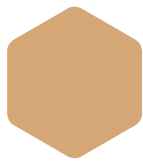


[www.joyjova.com](http://www.joyjova.com)

# OUR APPROACH

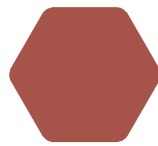
How we help you

Our mission is to empower jewelry designers and retailers, so they can focus on what's important to them – and bring more beauty and creativity to the world with their jewelry. By finding the customers who are right for their products and connecting them with those customers, we're committed to contributing to our clients' long-term success – so they can shine to their fullest potential.



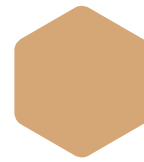
## STEP ONE EVALUTION

First, we audit your brand. What are your current strengths and weaknesses in jewelry marketing? How are your competitors marketing themselves?



## STEP TWO STRATEGY

Next, we devise a marketing strategy to turn your weaknesses into strengths. We define your target customers and get your brand in front of them.



## STEP THREE EXECUTION

Finally, we implement and monitor the new marketing strategy, so you can focus on running your jewelry business and taking care of customers.

As collectors and lovers of jewelry ourselves, we understand that jewelry is a deeply personal and emotional purchase. When we partner with jewelry designers and retailers, we're certain that the right customer will fall deeply in love with our client's products – once we connect them.

We're committed to building a brand over the long term, fostering deep, collaborative relationships with our clients, providing comprehensive and personalized service, and sharing honest, practical advice – the kind of advice we'd give and follow ourselves.

Motivated by opportunities for stretching our creativity to communicate a jewelry brand's unique story through language and imagery, we're passionate about dreaming up new ways of reaching the right customers. We see our clients' challenges with a fresh perspective, and we apply our resourcefulness to find and implement the solutions that open doors to future success.



# OUR PACKAGES

For a comprehensive approach

For our clients who seek a more comprehensive approach to digital marketing, we offer three pre-made packages: **Silver**, **Gold**, and **Platinum**. Above all, we value relationships and getting to know our clients, so we ask for a three-month minimum commitment on all packages.

**\$550/mo.\***

## Silver Package

- ✓ Competitive Analysis
- ✓ Customer Persona Development
- ✓ Look / Tone / Feel Document
- ✓ SEO Audit and Keyword Research
- ✓ New Brand Story Content
- ✓ Social Media Strategy (Instagram and Facebook)
- ✓ Bi-weekly Social Media Planning
- ✓ 4 Hours / Month to Use as Needed

**\$1050/mo.\***

## Gold Package

- ✓ All Services in Silver Package
- ✓ Social Media Content Writing and Posting

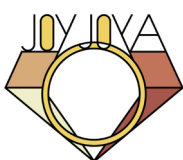
**\$1550/mo.\***

## Platinum Package

- ✓ All Services in Gold Package
- ✓ Bi-weekly Social Media Analytics and Reports
- ✓ Email Marketing Strategy, Including an Email Marketing Calendar for Weekly Emails OR Blogging Strategy, Including a Content Calendar for Weekly Blog Posts

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\* Requires a three-month commitment.



# SILVER PACKAGE

## A closer look

Our **Silver Package** is ideal for the jewelry brand that needs a complete digital marketing jumpstart, from identifying competitors and defining target customers to creating a social media strategy.

## What's Included

When you choose the **Silver Package**, you will benefit from the following services, which will help you define your jewelry brand and distinguish yourself in the marketplace.

- › Competitive Analysis
- › Customer Persona Development
- › Look / Tone / Feel Document
- › SEO Audit and Keyword Research
- › New Brand Story Content
- › Social Media Strategy (Instagram and Facebook)
- › Bi-Weekly Social Media Planning
- › 4 Hours / Month to Use as Needed

**Competitive Analysis:** We identify three competitors and examine their digital marketing strategies. We analyze what these competitors are doing well and how you can differentiate your brand from theirs.

**Customer Persona Development:** We develop three Customer Personas, based on your current and ideal customers. These Personas help us get to know your target customer, including demographics, lifestyle, brand affinities, and more.

**Look / Tone / Feel Document:** We set the standards for your brand, including mission and values, fonts and colors, communication guidelines, customer takeaway, and more.

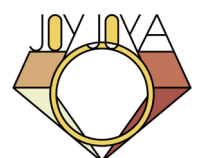
**SEO Audit and Keyword Research:** We examine your current search engine rankings and brainstorm 10 keywords you can target to improve your rankings and get in front of the right customers.

**New Brand Story Content:** We review your current Brand Story or About Us page and transform it into a 500-word narrative in line with your Look / Tone / Feel, incorporating target SEO keywords. If you don't already have a Brand Story, we'll write one from scratch.

**Social Media Strategy:** We examine your current Instagram and Facebook presence and devise a strategy that's in line with your Look / Tone / Feel. We'll advise you about how you can post content that's on-brand and converts.

**Bi-Weekly Social Media Planning:** We plan your social media content on a bi-weekly basis to ensure it's consistent with your strategy and that it's being posted daily.

**4 Hours / Month to Use as Needed:** How else can we help you? Every month, you get 4 hours to use as you please: for coaching, phone meetings, or other digital marketing projects (see our **Bespoke** services page for ideas).



# GOLD PACKAGE

## A closer look

Our **Gold Package** is our most popular package. It's ideal for a jewelry brand that not only needs a complete digital marketing jumpstart but also wants hands-on help with social media marketing.

## What's Included

When you choose the **Gold Package**, you will benefit from the following services, which will help you define your jewelry brand and distinguish yourself in the marketplace.

- › Competitive Analysis
- › Customer Persona Development
- › Look / Tone / Feel Document
- › SEO Audit and Keyword Research
- › New Brand Story Content
- › Social Media Strategy (Instagram and Facebook)
- › Bi-Weekly Social Media Planning
- › 4 Hours / Month to Use as Needed
- › Social Media Content Writing and Posting

**Competitive Analysis:** We identify three competitors and examine their digital marketing strategies. We analyze what these competitors are doing well and how you can differentiate your brand from theirs.

**Customer Persona Development:** We develop three Customer Personas, based on your current and ideal customers. These Personas help us get to know your target customer, including demographics, lifestyle, brand affinities, and more.

**Look / Tone / Feel Document:** We set the standards for your brand, including mission and values, fonts and colors, communication guidelines, customer takeaway, and more.

**SEO Audit and Keyword Research:** We examine your current search engine rankings and brainstorm 10 keywords you can target to improve your rankings and get in front of the right customers.

**New Brand Story Content:** We review your current Brand Story or About Us page and transform it into a 500-word narrative in line with your Look / Tone / Feel, incorporating target SEO keywords. If you don't already have a Brand Story, we'll write one from scratch.

**Social Media Strategy:** We examine your current Instagram and Facebook presence and devise a strategy that's in line with your Look / Tone / Feel. We'll advise you about how you can post content that's on-brand and converts.

**Bi-Weekly Social Media Planning:** We plan your social media content on a bi-weekly basis to ensure it's consistent with your strategy and that it's being posted daily.

**4 Hours / Month to Use as Needed:** How else can we help you? Every month, you get 4 hours to use as you please: for coaching, phone meetings, or other digital marketing projects (see our **Bespoke** services page for ideas).

**Social Media Content Writing and Posting:** Not only will we plan your social media strategy, but we'll write all the updates (weekdays) and post for you.



# PLATINUM PACKAGE

## A closer look

Are you ready for more hands-on digital marketing assistance? Our **Platinum Package** will give your jewelry brand the complete digital marketing jumpstart it needs - and provide you with the time and space to focus on running your business.

## What's Included

When you choose the **Platinum Package**, you will benefit from the following services, which will help you define your jewelry brand and distinguish yourself in the marketplace.

- › Competitive Analysis
- › Customer Persona Development
- › Look / Tone / Feel Document
- › SEO Audit and Keyword Research
- › New Brand Story Content
- › Social Media Strategy (Instagram and Facebook)
- › Bi-Weekly Social Media Planning
- › 4 Hours / Month to Use as Needed
- › Social Media Content Writing and Posting
- › Bi-weekly Social Media Analytics and Reports
- › Email Marketing Strategy, Including an Email Marketing Calendar OR Blogging Strategy, Including a Content Calendar

**Competitive Analysis:** We identify three competitors and examine their digital marketing strategies. We analyze what these competitors are doing well and how you can differentiate your brand from theirs.

**Customer Persona Development:** We develop three Customer Personas, based on your current and ideal customers. These Personas help us get to know your target customer, including demographics, lifestyle, brand affinities, and more.

**Look / Tone / Feel Document:** We set the standards for your brand, including mission and values, fonts and colors, communication guidelines, customer takeaway, and more.

**SEO Audit and Keyword Research:** We examine your current search engine rankings and brainstorm 10 keywords you can target to improve your rankings and get in front of the right customers.

**New Brand Story Content:** We review your current Brand Story or About Us page and transform it into a 500-word narrative in line with your Look / Tone / Feel, incorporating target SEO keywords. If you don't already have a Brand Story, we'll write one from scratch.

**Social Media Strategy:** We examine your current Instagram and Facebook presence and devise a strategy that's in line with your Look / Tone / Feel. We'll advise you about how you can post content that's on-brand and converts.

**Bi-Weekly Social Media Planning:** We plan your social media content on a bi-weekly basis to ensure it's consistent with your strategy and that it's being posted daily.

**4 Hours / Month to Use as Needed:** How else can we help you? Every month, you get 4 hours to use as you please: for coaching, phone meetings, or other digital marketing projects (see our **Bespoke** services page for ideas).

**Social Media Content Writing and Posting:** Not only will we plan your social media strategy, but we'll write all the updates (weekdays) and post for you.

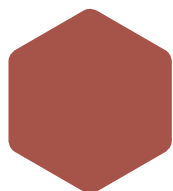
**Email Strategy or Blogging Strategy:** Depending on whether you need more guidance with email marketing or blogging, we create a calendar and strategy tailored to your needs.



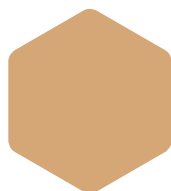
# BESPOKE SERVICES

For a custom solution

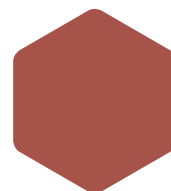
If your jewelry brand has set the foundation for a digital marketing strategy, you may be seeking a more customized solution to target specific challenges. For brands like yours, we offer **Bespoke** services that don't require a minimum commitment. Contact us for a proposal and pricing.



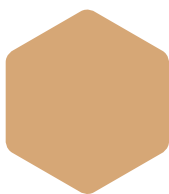
**Branding**



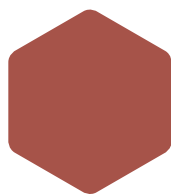
**Blogging**



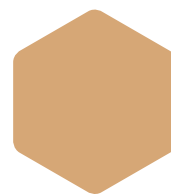
**Creative Direction**



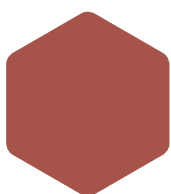
**Content Strategy  
and Creation**



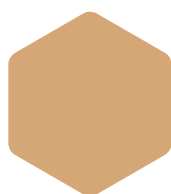
**Ecommerce and Search  
Engine Optimization**



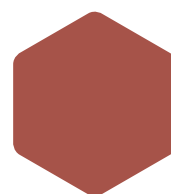
**Email Marketing  
and Automation**



**Event Marketing**



**Influencer Marketing**



**Social Media**



# Let's Get Started

We can't wait to meet you, learn about your jewelry brand, and help you reach the right customers, so your business can grow.

## Joy Joya

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[www.joyjoya.com](http://www.joyjoya.com)

