



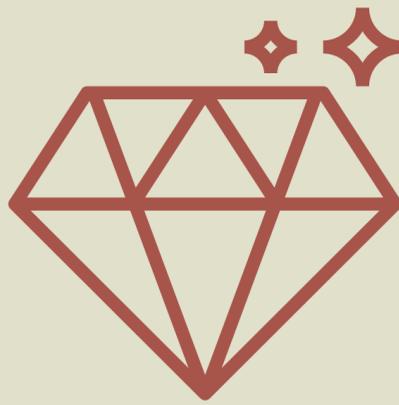
JOY JOYA

JEWELRY MARKETING TRENDS AND PREDICTIONS FOR 2022

Prepare for the future of marketing
as Joy Joya shares jewelry marketing
predictions and trends for 2022.

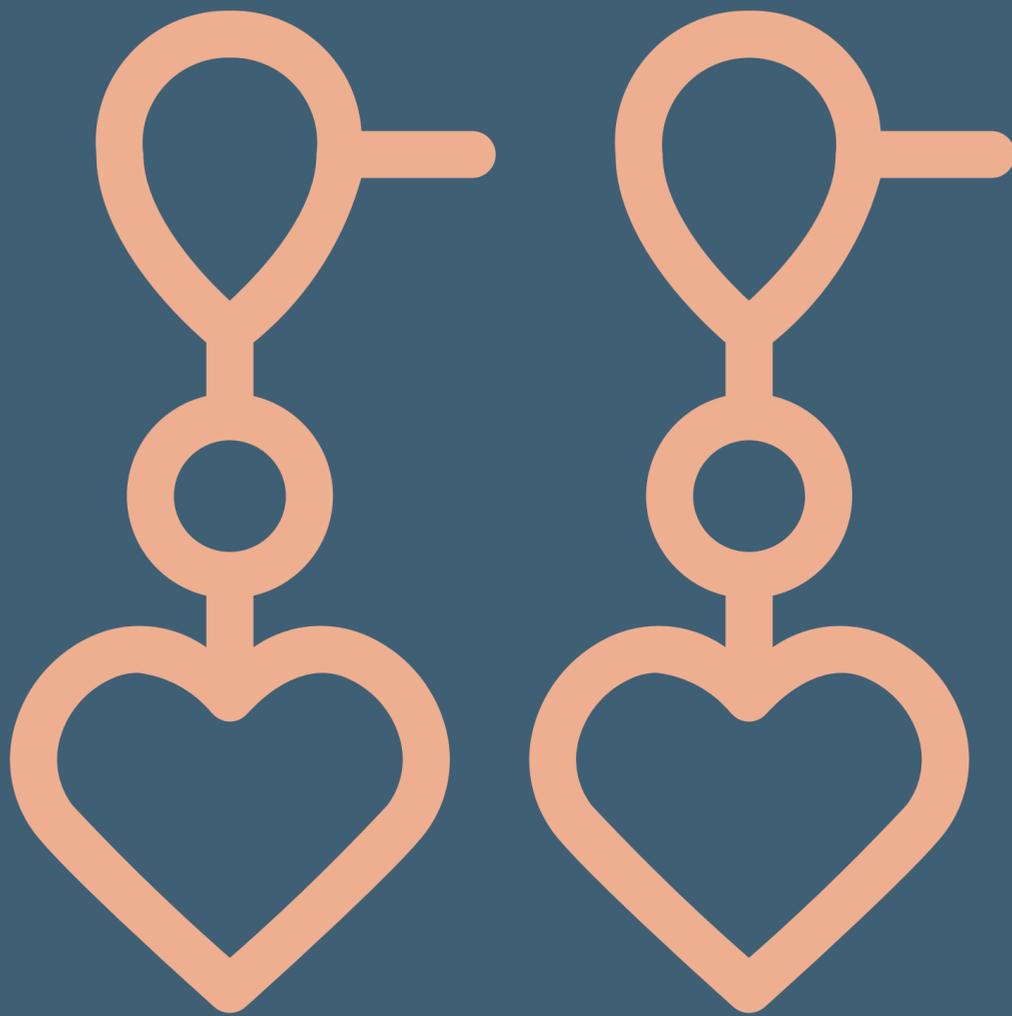
2022 INTENTIONS

This ebook will reveal Joy Joya's five jewelry marketing predictions to help you navigate your jewelry business in 2022.



- **Where should you be focusing your time and attention?**
- **Which marketing platforms will be most important this year?**
- **What will customers want from your brand, and how should you be communicating with them?**

#1



**Social Listening
Will Be a Priority**

#1

Social Listening Will Be a Priority



More than ever before, jewelry brands will be counting on their customers as trusted advisors, not only when it comes to marketing decisions, but also when it comes to strategic merchandising, pricing, and product development decisions.

As a jewelry brand, you may sometimes feel the temptation to please everyone, but you only have to please a small group of people - the ones who love your products and are your raving fans, who will wear your jewelry proudly and then tell their friends about it. They will shape the direction of your business.

In 2022, brands will be making their customers trusted advisors through social listening.



What is social listening?

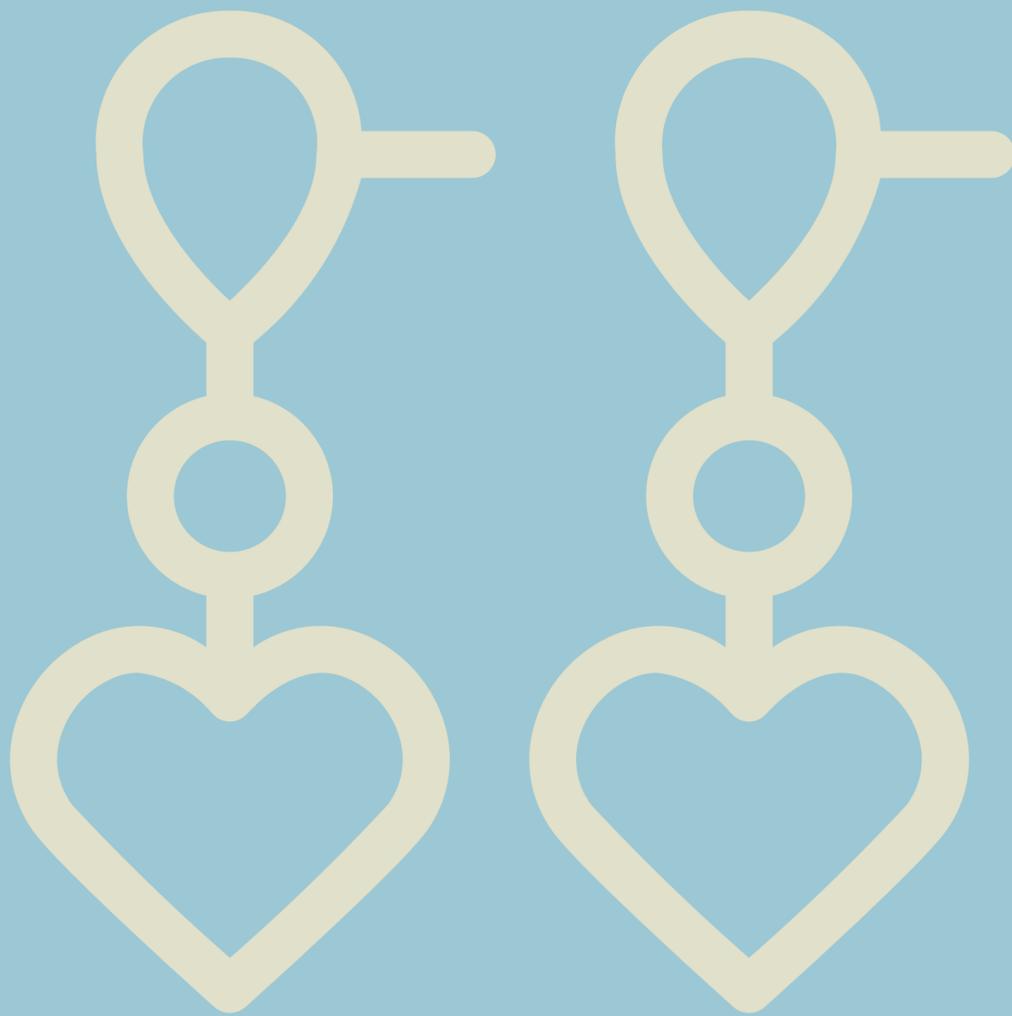
Social listening is actively monitoring social media platforms for mentions and conversations related to your brand, products, competitors, and keywords related to your business. Then, you analyze the information to help discover actionable responses to the conversations. It gives valuable insights into what your customers are thinking and what they want from your jewelry brand.

You can do polls, conduct customer surveys, build relationships with VIP customers to get honest feedback, and more.

Social listening allows a brand to:

- Uncover valuable insights
- Create proactive strategies
- Identify happy and unhappy customers
- Provide customer service
- ...and more!

#2



**A Greater Focus on
Brand Storytelling**

#2

A Greater Focus on Brand Storytelling

Brands will be leaning into the emotional elements of their jewelry story more than ever before.

If 2020 and 2021 taught us anything, it was about feeling grateful for the beautiful and positive things in our life and valuing our personal relationships. Jewelry plays such a pivotal role in representing those things, whether it's a self-purchase to honor a year of staying consistent with your at-home workouts or a gifted jewelry purchase to put a smile on the face of a loved one who's far away.



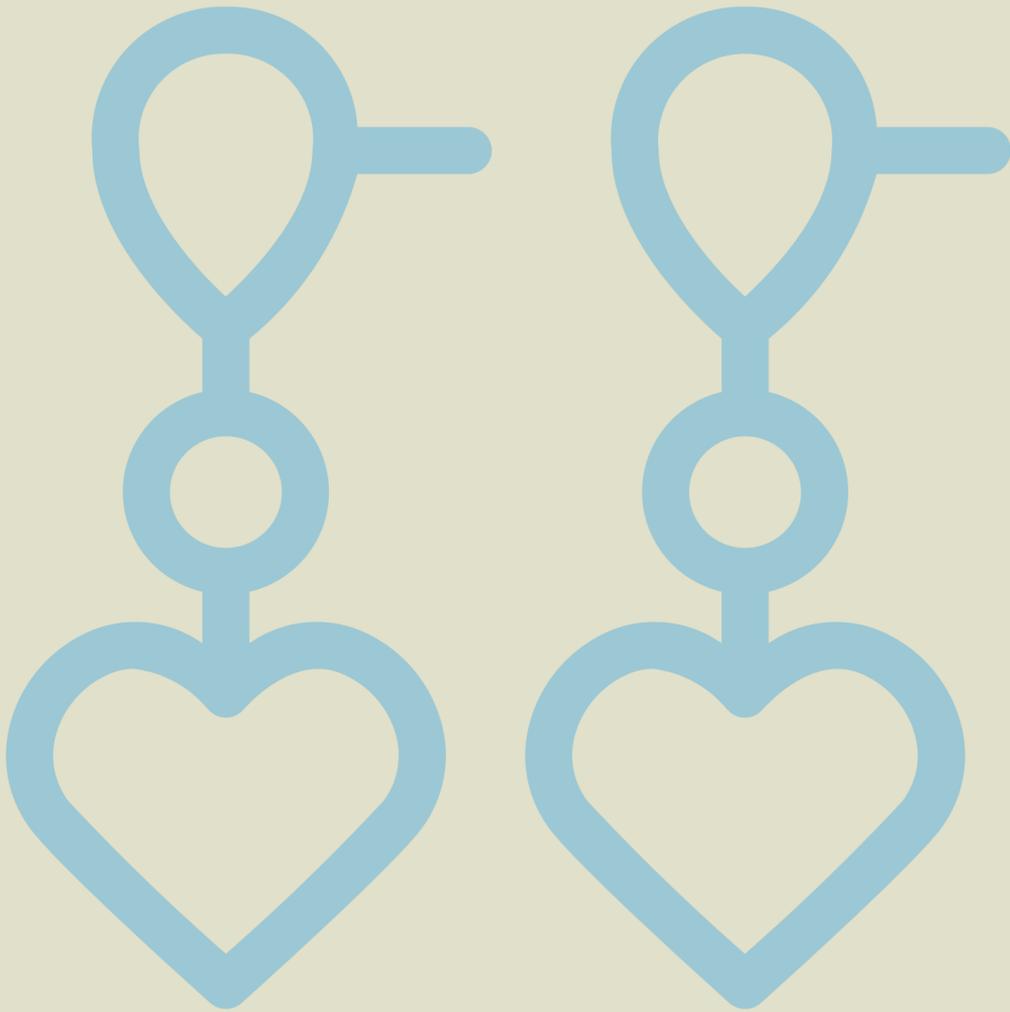
In 2022, be more feeling-driven in your storytelling and less cerebral.

This doesn't mean you have to be cheesy or sentimental if that's not your vibe; it just means you need to find an authentic way to communicate your brand heart with the world.

While things like sustainably-sourced materials, accessible pricing, quality craftsmanship, unique designs, exquisite and valuable materials all play a role in the buyer's journey and purchasing decisions, they're not the reason someone is ultimately buying jewelry.

People buy jewelry because it means something to them. There is always some kind of sentimental or emotional reason behind the jewelry pieces you wear and purchase.

#3



A More Entertaining
Shopping Experience

#3

A More Entertaining Shopping Experience

In 2022, jewelry shopping is going to be more like entertainment, with more live & interactive shopping experiences.

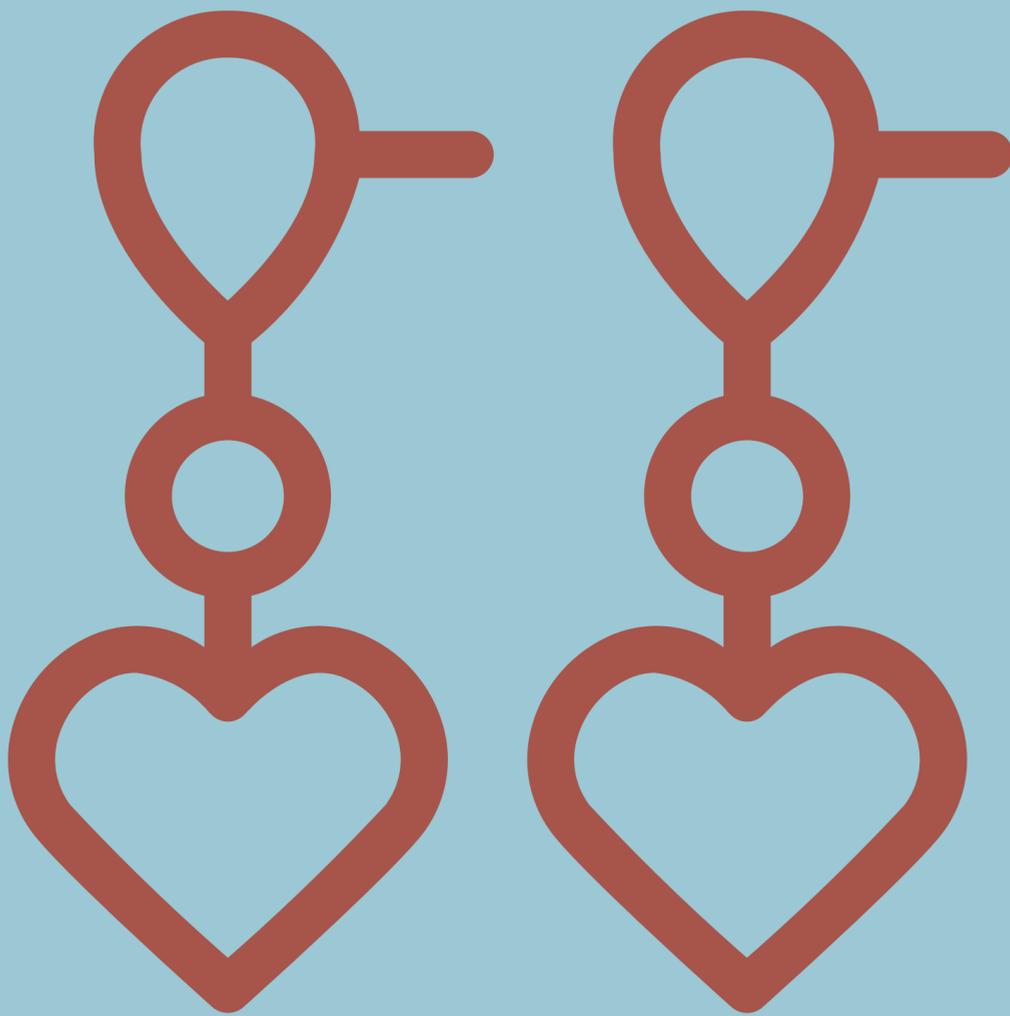
The brands that will have the most success in 2022 and beyond are the ones that make jewelry shopping:

FUN • ACCESSIBLE • EASY • NON-INTIMIDATING

As much as jewelry shopping is an emotional experience, it's also a FUN one, especially when it's a self purchase, and the fun behind jewelry shopping should be shared with people who might find it difficult or intimidating, like those shopping for partners who have never really shopped for jewelry before.



#4



**New Ways to Build and Nourish
a Sense of Community**

#4

New Ways to Build and Nourish a Sense of Community



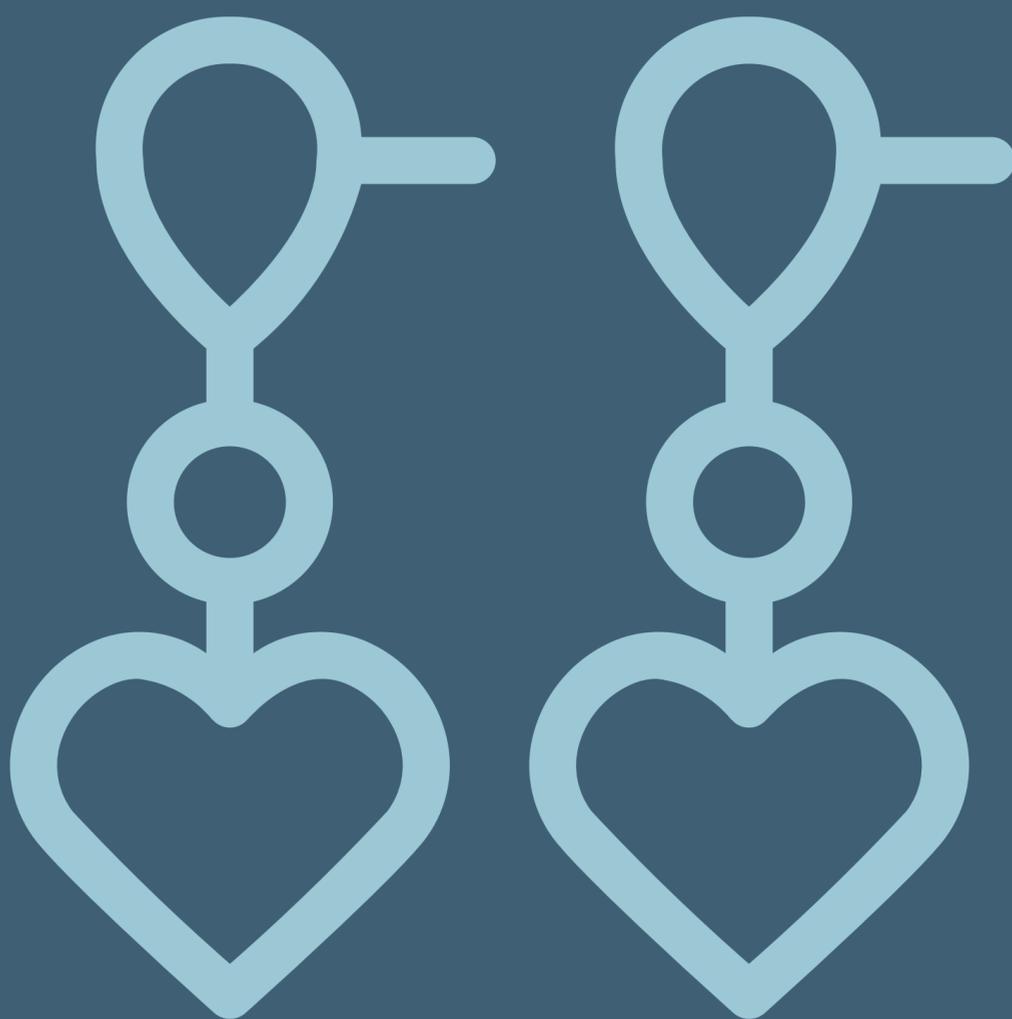
Community will be central to brand building and marketing.

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Brands will be looking for creative new ways to build and nourish a sense of community and engagement away from social media platforms like Instagram and Facebook.

That might mean starting a VIP customer program, launching a blog or a podcast, offering more value and connection through email marketing campaigns, doing more in-person and virtual events, etc.

#5



Humanized Content

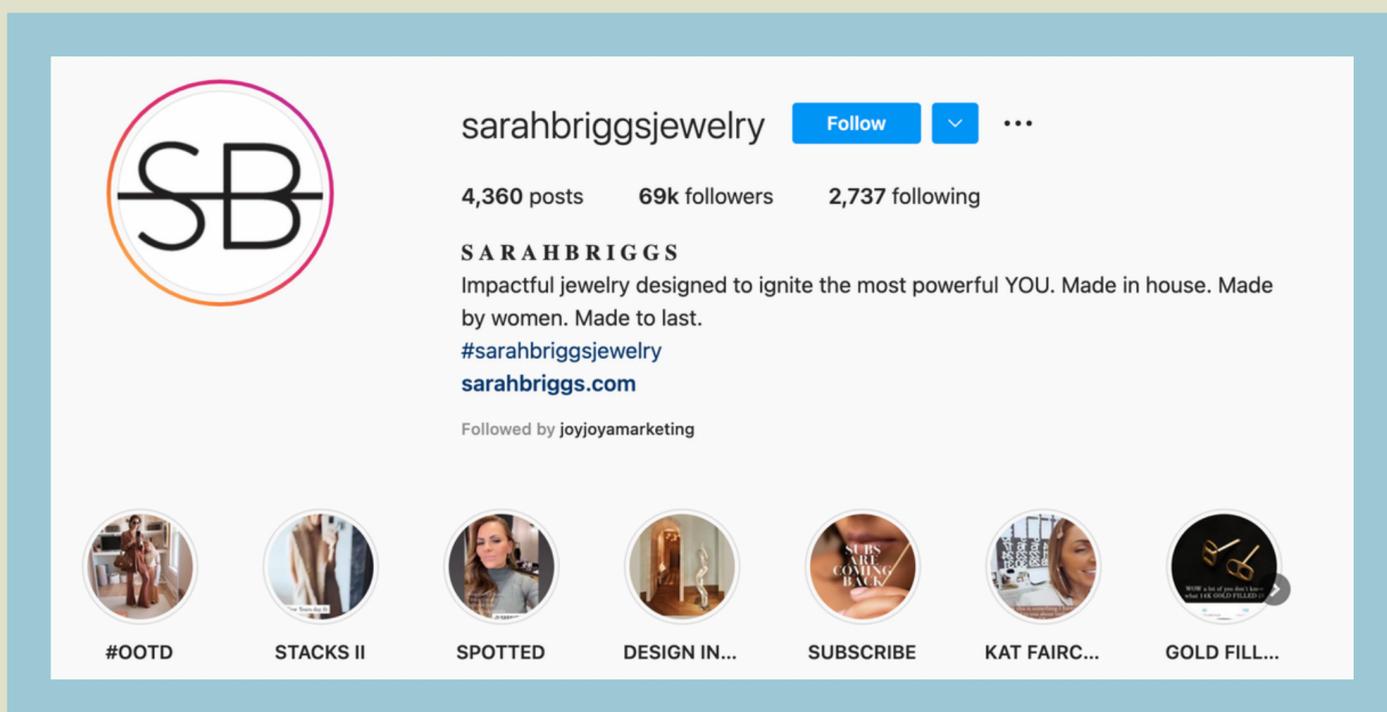
#5

Humanized Content

The smartest, most forward-thinking jewelry brands will not only be product-based businesses but also creative content machines.

Consumers are looking for more than aesthetically pleasing posts. Create content with personality, like behind the scenes, stories of your workforce, styling videos., etc.

One brand that's doing this really well right now is Sarah Briggs Jewelry, a Texas based jewelry brand with the following tagline on their Instagram profile @sarahbriggsjewelry: "Impactful jewelry designed to ignite the most powerful YOU. Made in house. Made by women. Made to last."



They're telling a story about their values, being transparent, and sharing content about their team. They also share video posts about the women who work at Sarah Briggs and how much fun they're having. Sarah, the founder, is always giving glimpses into her personal life.

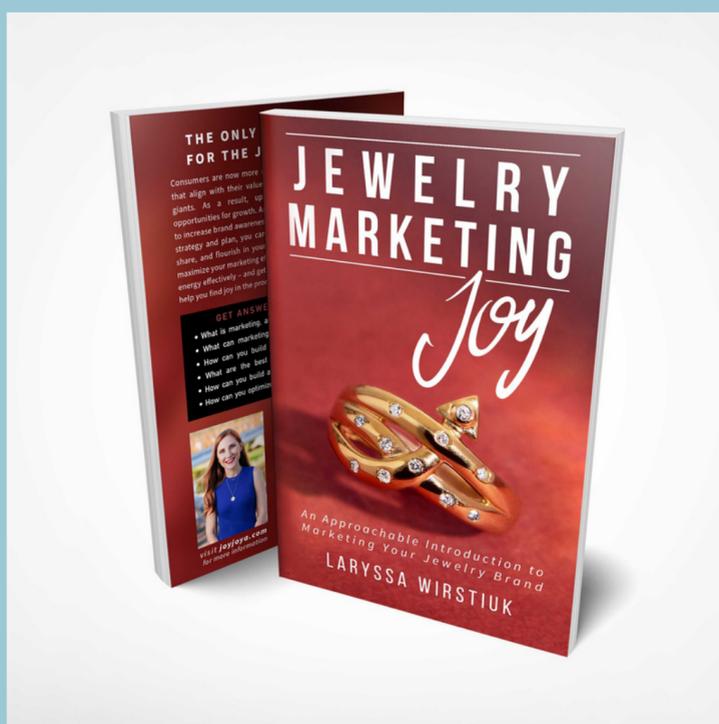
Thank you for reading!

If you'd like to start doing more research and exploration on your own, you should consider checking out these two helpful resources.



THE JOY JOYA PODCAST

Weekly, host Laryssa Wirstiuk speaks about various topics in jewelry marketing, from effective email marketing subject lines and customer data protection to product descriptions. You can listen on iTunes or your favorite podcast platform.



JEWELRY MARKETING JOY

The only book of its kind of the jewelry industry, Jewelry Marketing Joy is an approachable Introduction to marketing your jewelry brand. This book will help you find joy in the process. To Learn more, visit joyjoya.com/book.