



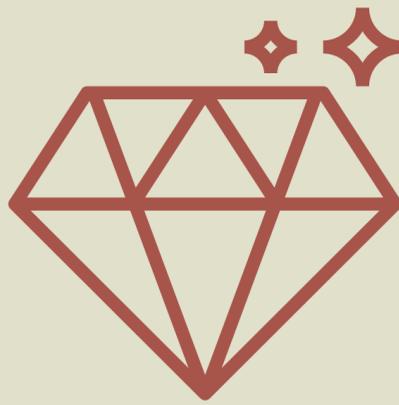
JOY JOYA

## JEWELRY MARKETING PREDICTIONS FOR 2023

Prepare for the future as Joy Joya  
shares jewelry marketing  
predictions for the year ahead.

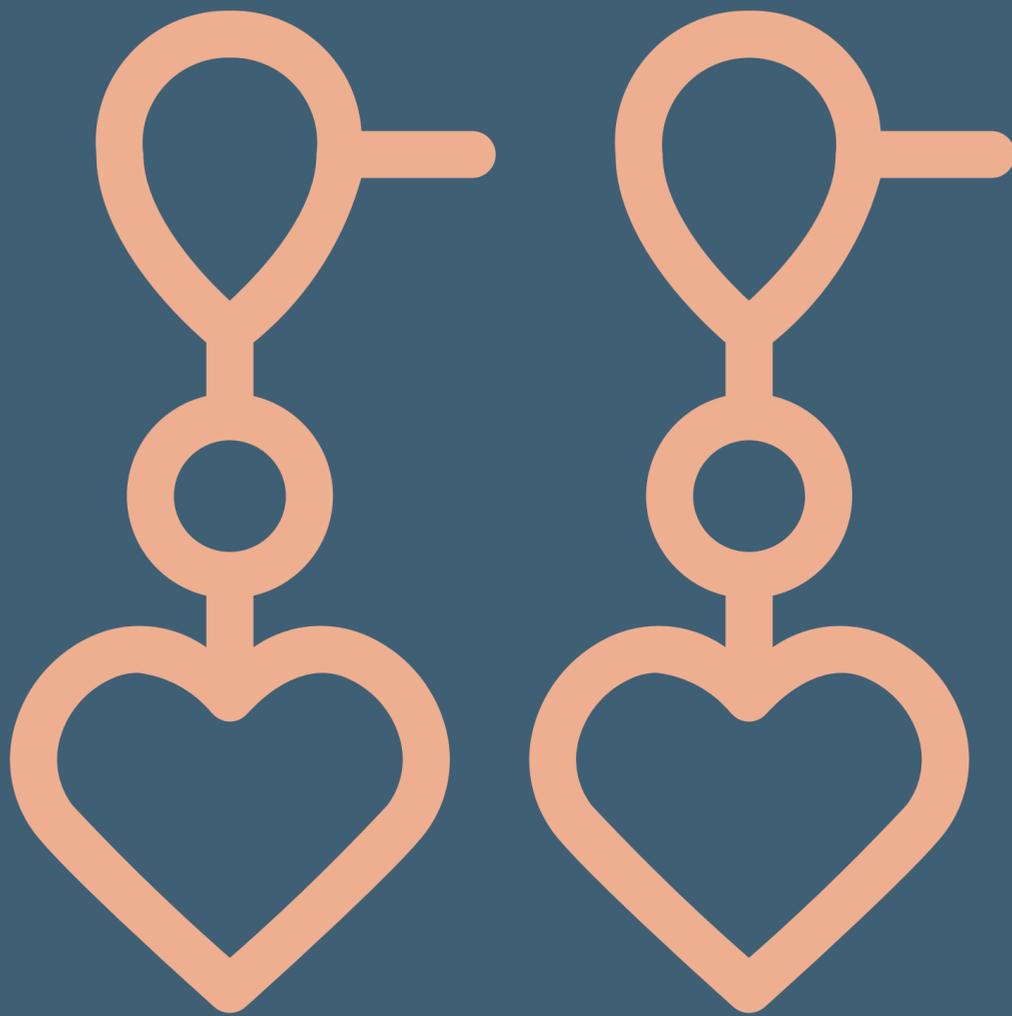
# 2023 INTENTIONS

This ebook will reveal Joy Joya's five jewelry marketing predictions to help you navigate your business in 2023.



- **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



**Marketing Merges With  
Customer Experience**

#1

## Marketing Merges With Customer Experience



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Customer experience refers to the perceptions that your customers have about your jewelry brand after interacting with it.

Do they feel annoyed by the thoughtless merchandising of your ecommerce website, or are they delighted by the fun and easy online shopping experience? Do they feel bored by your cookie-cutter email marketing campaigns, or do they look forward to receiving your communications in their inbox?

No matter how they're interacting with you, your customers should ultimately feel delighted and refreshed.

**"Studies have shown that people will pay more if they know they're going to get an exceptional experience. That's what you need to do: create an exceptional experience that exceeds expectations." - Paul Rutter**



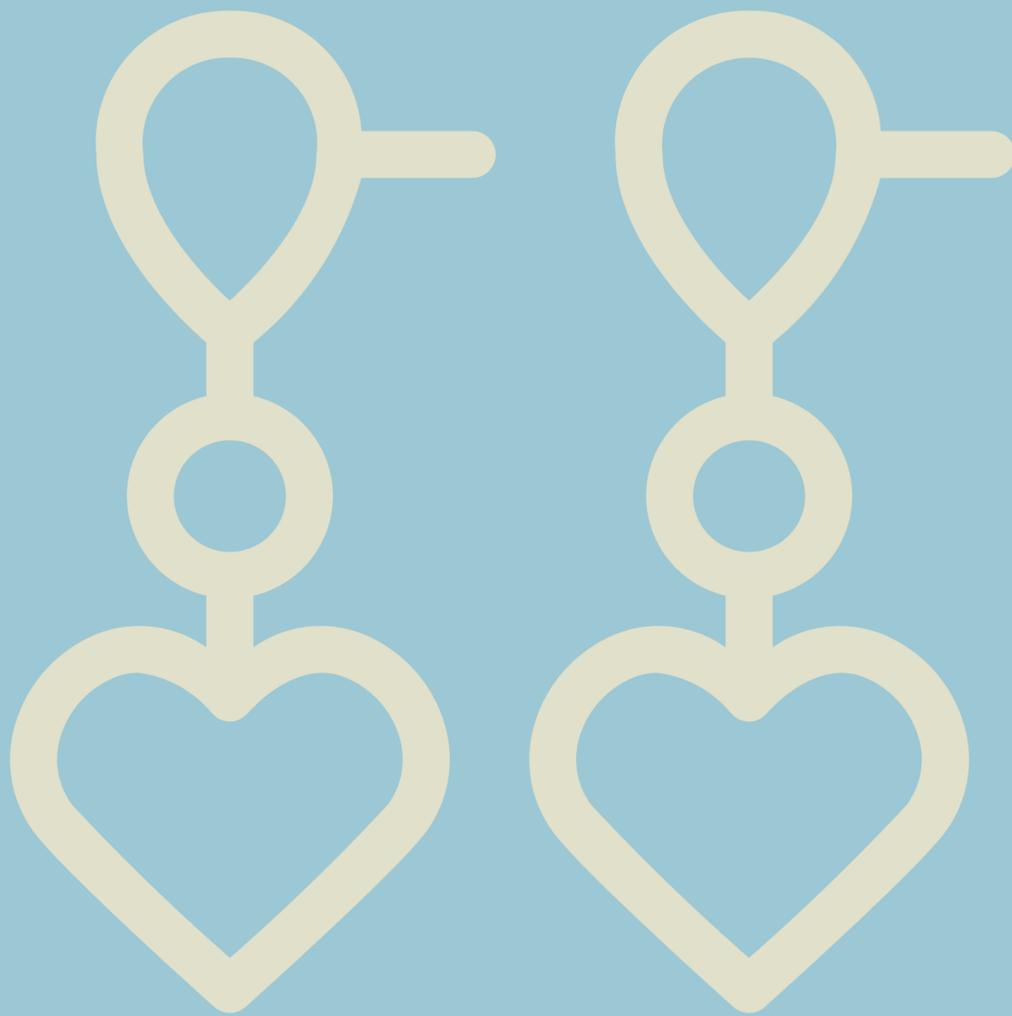
## **Marketing Is More Competitive Than Ever**

Marketers have it tough these days; not only must they compete with mountains-worth of brand messaging from other jewelry businesses, but they also have to captivate shortening consumer attention spans. Publishing a pretty Instagram post now and again just won't cut it.

More than ever, marketers are focused on providing an excellent and inspiring customer experience through their marketing initiatives because a positive interaction can be a differentiating factor in the marketplace, and it represents added value. A brand with an exceptional customer experience can distinguish itself from competitors and inspire customers to return again and again - with little effort.

For more tips and information about improving your customer experience, check out episodes [#207](#) and [#210](#) of the podcast.

#2



**Direct Mail Will Continue  
to Complement Digital**

#2

## Direct Mail Will Continue to Complement Digital

**"In general, the good thing about direct mail is that people can unsubscribe from email, but they can't really unsubscribe from direct mail." - Leo Plebani**

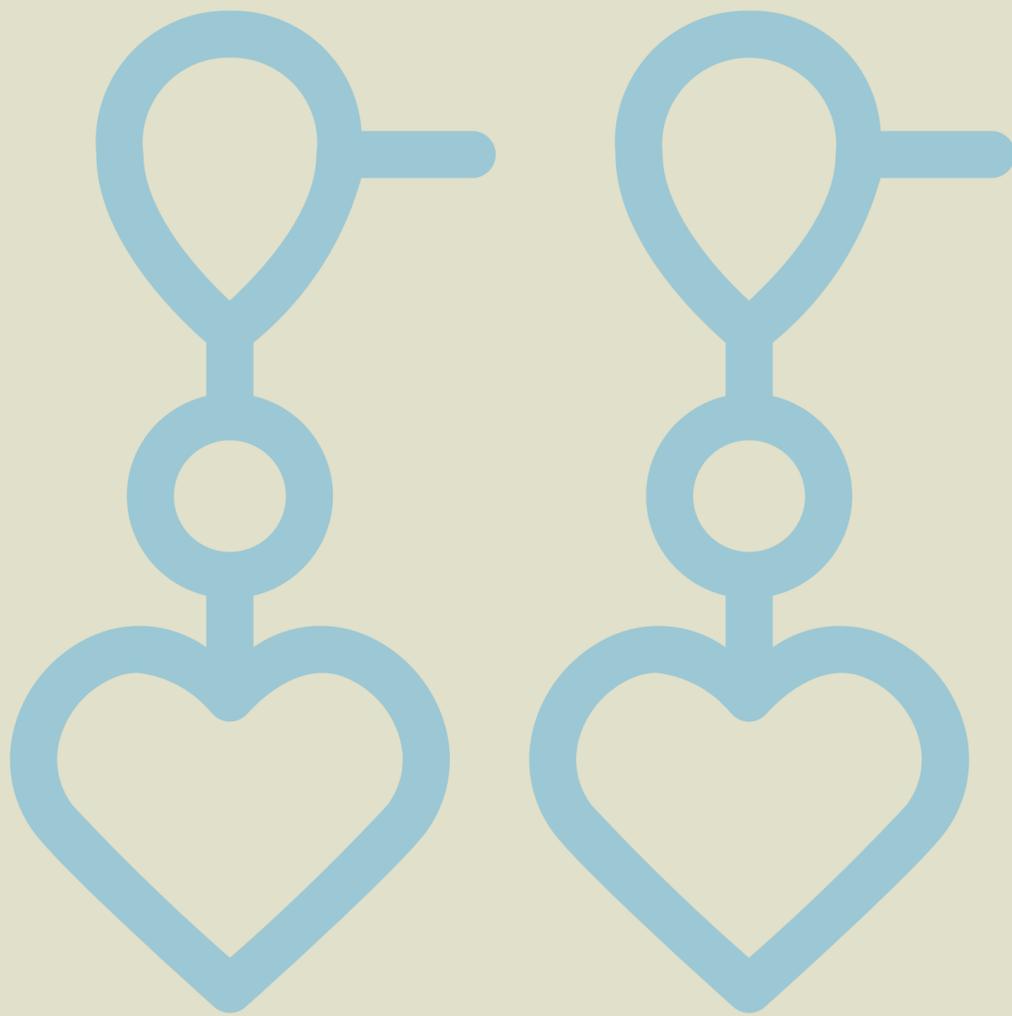
In 2022, we dedicated a lot of podcast airtime to the growing popularity and effectiveness of direct mail marketing. In general, direct mail marketing refers to any marketing asset that's physically delivered to your target customer's mailbox. Some examples of direct mail marketing include postcards, catalogs, flyers, letters, and more.



Though email marketing will continue to be a highly effective form of digital marketing in 2023, it definitely presents a challenge when it comes to earning attention. Your target customer is extremely overwhelmed by their inbox, but they likely don't receive as many pieces of physical mail as they do email every day. Through direct mail marketing, you have a chance to stand out and personalize your messaging. You can also segment based on behavior.

For more information about best practices in direct mail marketing, check out episodes [#197](#) and [#199](#).

#3



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**Brand Collaborations  
Are on the Rise**

# #3

## Brand Collaborations Are on the Rise

In 2022, most jewelry brands found it difficult to achieve "reach" on social media platforms like Instagram. Reach refers to the number of people likely to see your social media post or other messaging. Due to constant changes in the Instagram algorithm, reach is likely dwindling for your brand too.

### SHARE • INNOVATE • EXPAND

One way to expand your reach, especially as a new jewelry brand, is to partner with other brands, not necessarily in the jewelry industry.

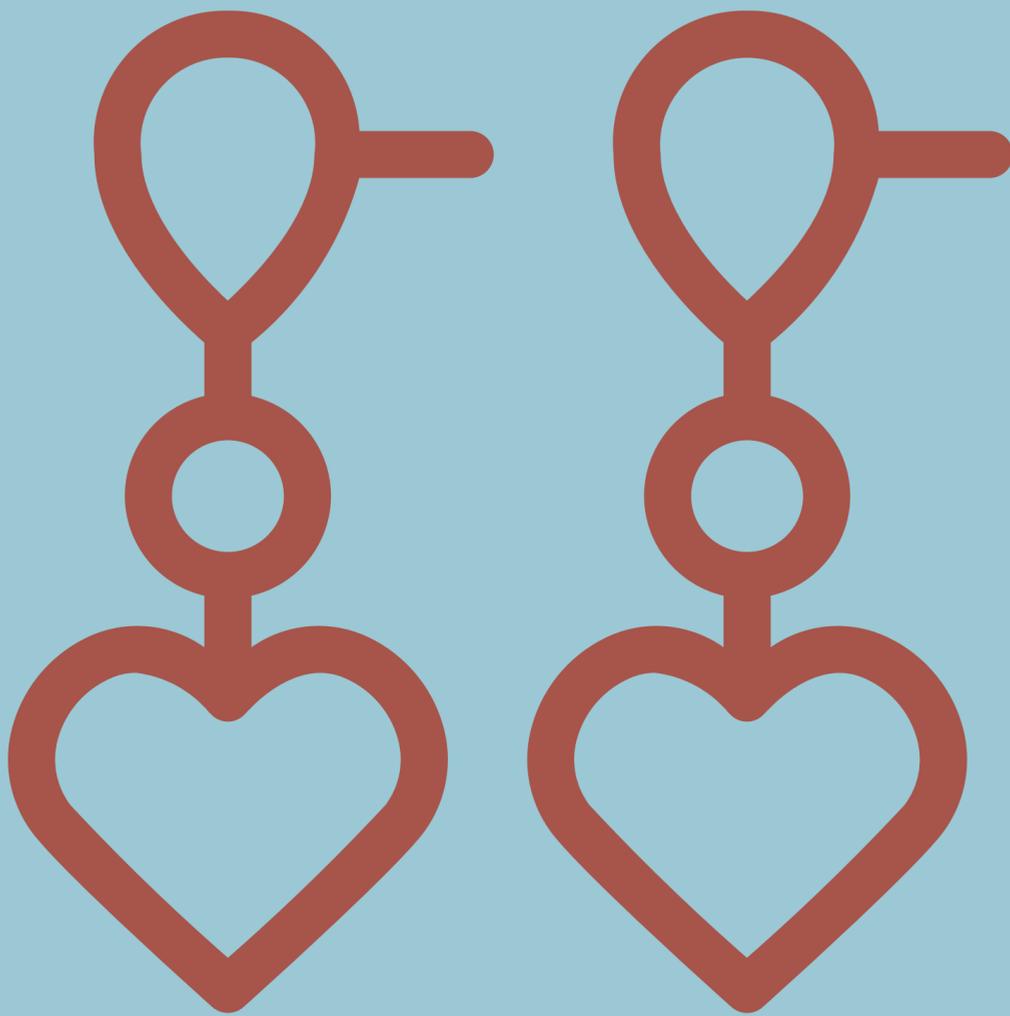
In our opinion, brand collaborations are one of the most underutilized tactics in jewelry marketing, and plenty of opportunity exists for brands that sell at all price points and to all types of customers.

By collaborating with brands in verticals like apparel, lifestyle, home goods, beauty, and more, you and the other business can mutually benefit from sharing audiences without the fear of competition.

Collaborations can look like joint photoshoots, co-developed products, giveaways, events, and more. The more creative the better!



#4



More Interactive  
Marketing Content

#4

## More Interactive Marketing Content



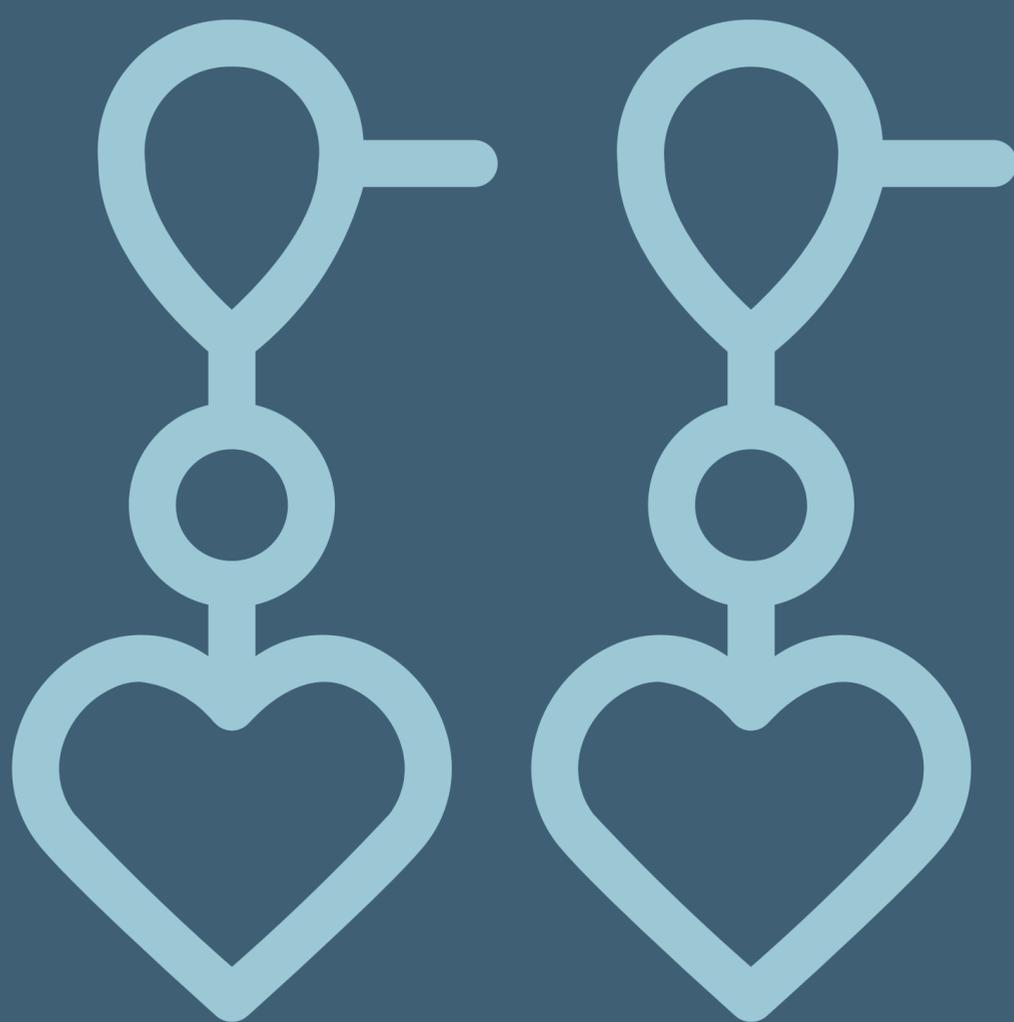
**By inspiring a customer to interact with your brand, you get to spend more time with them and continue to build a relationship.**

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It's one thing to get a customer to look at a photo of your jewelry, and it's another to encourage them to interact with your brand. If you can "stop the scroll", then you've inspired the customer to make a microcommitment to your brand, and that's extremely powerful.

Examples of interactive marketing content that will be popular in 2023 and beyond include online quizzes, surveys and polls, games, virtual events that encourage audience participation, and more.

#5



**Livestream Content  
Is the Norm**

#5

## Livestream Content Is the Norm

**"The livestream market is estimated to be worth \$35 billion in the US by 2024."  
- Retail Touchpoints**

During the COVID-19 pandemic, consumers became accustomed to shopping from the comfort of their own homes, and many of them have now come to expect a high level of service while they're sitting on their couch.

The in-store experience will never not be important, but some consumers still enjoy the experience of "window shopping" and interacting with a salesperson - in their pajamas. Who can blame them?

Livestream shopping provides opportunities to tell the story of your brand and products, connect with your customers in an intimate way, and offer them an exceptional experience.



For more information about livestream shopping and the opportunities it can present for your jewelry brand, check out episode [#172](#).

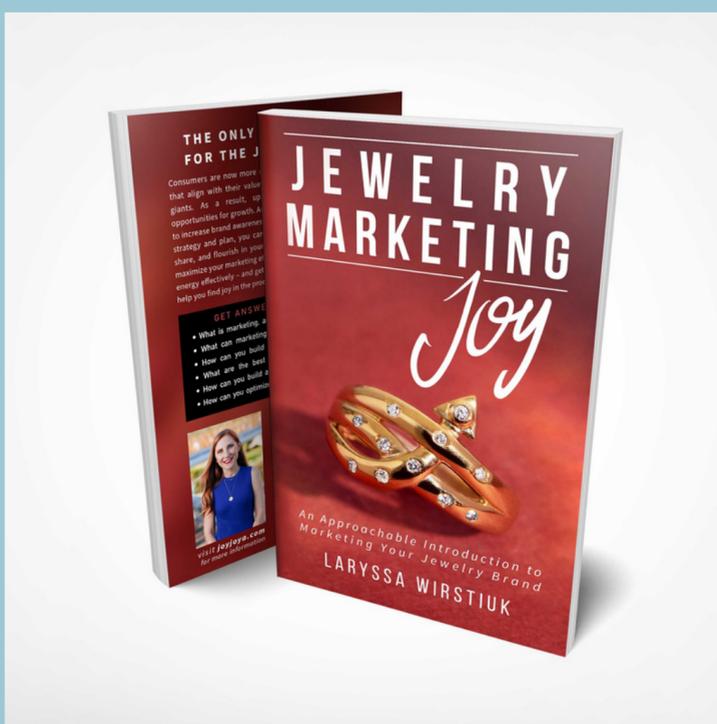
# Thanks for reading!

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](http://joyjoya.com/book).