



Luxury Jewellery Marketing 30X Return on Investment Case Study

Greetings from London!

You are reading this case study most probably because you have been requested it from our paid advertising via LinkedIn or Facebook Advertising.

My name is Alexander Skibinskiy, and I'm the owner of ALLDGT – a digital marketing and web development agency. I have also been in the retail and online jewellery business since 2011.

Jewellery and digital marketing are my passions. Below you will find a case study about how I have been leading a retail & eCommerce jewellery businesses from ZERO to 30X return on investment.

Moreover, this information is aiming to empower and improve your eCommerce and retail jewellery businesses significantly.

This case study is about taking a dying retail jewellery business to new heights. Using only three digital marketing strategies, we succeeded in boosting said retail jewellery brand.

We helped it grow stronger with e-commerce. Now online store outperforms retail. However, we made retail and online realms work harmoniously well and bring better results together by empowering each other.

We have managed to create a loyal customer base which is still expanding. I call them jewellery hunters. They are continually seeking out bespoke and estate jewellery pieces we sell.

With a range from 50EUR up to 45.000EUR, below are a few examples of newly arrived pieces, so you can understand what type of jewellery we sell:



Diamonds and Emeralds Diamonds Ring



Leopard Necklace with Diamonds, Emeralds and Rubies



Goold Coral and Dimaonds Set



Gold and Pearls Bracelet

Jewellery Marketing Strategies Used:

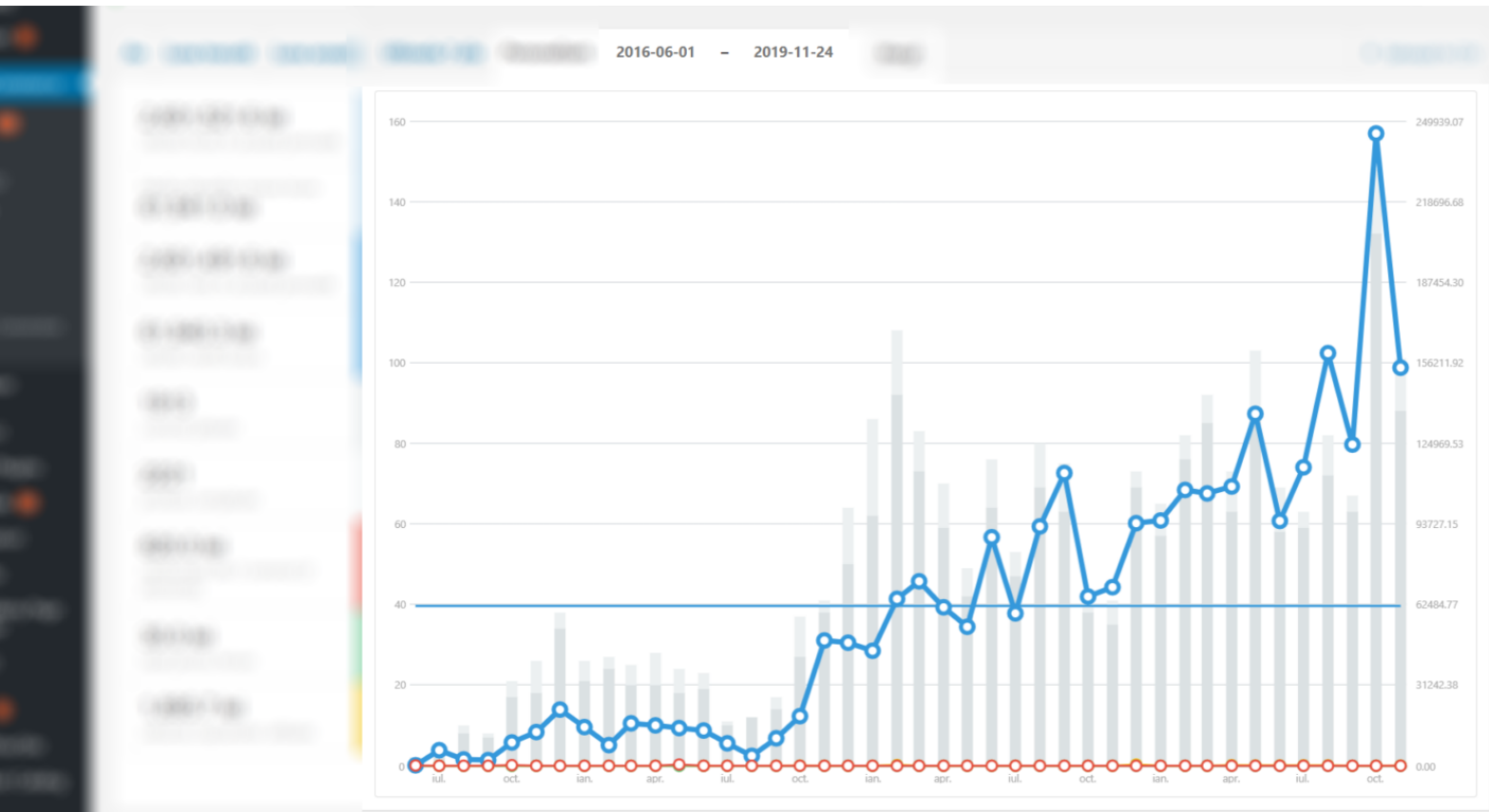
Back in 2016, my team and I developed an e-commerce store and uploaded over 200 products.

Having enough inventory to promote, we have begun with two advertising channels - Facebook and Instagram.

We tested over 36 advertising campaigns. Further, we optimized three of them by interest, age, and placement. Four campaigns that drive us better ROAS.

Those 4 Facebook and Instagram jewellery marketing campaigns form a fundamental marketing structure of we may call it a sales FUNNEL:

Ecommerce sales growth between 2016-2019



Starting phase (Jun-Aug 2016) was disappointed. We had a negative return on advertising spent. But, we continued to advertise.

2016 - Jun to Aug

Campaigns Skiba RON (1198607686... Jun 1, 2016 – Aug 31, 2016

Search or add filters

Create Review and Publish (9) Duplicate Edit Export Columns: Custom

Name	Impressions	CPM (Cos per 1,00 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)	People Taking Action	Purchase ROAS (Return on Ad Spend)
> [Campaign Name]	-	-	-	-	-	-	-
> [Campaign Name]	-	-	-	-	-	-	-
> [Campaign Name]	16,065	\$15.25	207	\$1.18	1.29%	263	1.98
> [Campaign Name]	-	-	-	-	-	-	-
> [Campaign Name]	-	-	-	-	-	-	-
> [Campaign Name]	-	-	-	-	-	-	-
> [Campaign Name]	-	-	-	-	-	-	-
Results from 36 campaigns Excludes deleted items	62,842 Total	\$9.90 Per 1,000 Imp...	575 Total	\$1.08 Per Action	0.91% Per Impres...	624 People	1.82 Average

By the end of 2016, we become profitable, in just 6 months, and for every \$1 invested in advertising, we earned back \$6.6. In other words 660% ROAS:

2016 - Jun to Dec

Campaigns Skiba RON (1198607686... Jul 1, 2016 – Dec 31, 2016 Up

Search or add filters

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Columns: Custom

Name	Impressions	CPM (Cos per 1,00 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)	People Taking Action	Purchase ROAS (Return on Ad Spend)
> [Campaign Name]	16,731	\$17.49	237	\$1.23	1.42%	89	21.41
> [Campaign Name]	123,034	\$13.64	2,481	\$0.68	2.02%	2,341	7.68
<input checked="" type="checkbox"/> > [Campaign Name]	73,700	\$15.44	1,062	\$1.07	1.44%	1,244	1.76
> [Campaign Name]	–	–	–	–	–	–	–
> [Campaign Name]	–	–	–	–	–	–	–
> [Campaign Name]	–	–	–	–	–	–	–
> [Campaign Name]	–	–	–	–	–	–	–
Results from 36 campaigns <small>Excludes deleted items</small>	712,316 <small>Total</small>	\$9.34 <small>Per 1,000 Imp...</small>	13,361 <small>Total</small>	\$0.50 <small>Per Action</small>	1.88% <small>Per Impres...</small>	12,608 <small>People</small>	6.64 <small>Average</small>

In 2017 we got 831% average ROAS.

2017

Campaigns Skiba RON (1198607686... Jan 1, 2017 - Dec 31, 2017

Search or add filters

Create Review and Publish (9) Duplicate Edit Export Columns: Custom

Name	Impressions	CPM (Cos per 1,00 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)	People Taking Action	Purchase ROAS (Return on Ad Spend)
> [Campaign Name]	338,007	\$9.08	10,978	\$0.28	3.25%	2,642	17.23
> [Campaign Name]	362,249	\$13.48	6,756	\$0.72	1.87%	4,458	8.73
> [Campaign Name]	798,547	\$8.54	22,566	\$0.30	2.83%	15,224	9.46
> [Campaign Name]	-	-	-	-	-	-	-
> [Campaign Name]	-	-	-	-	-	-	-
> [Campaign Name]	-	-	-	-	-	-	-
> [Campaign Name]	-	-	-	-	-	-	-
Results from 36 campaigns	2,284,173 Total	\$8.55 Per 1,000 Imp...	53,032 Total	\$0.37 Per Action	2.32% Per Impres...	29,856 People	8.31 Average

Things get better in 2018 and we achieved 1165% ROAS

2018

Campaigns Skiba RON (1198607686... Jan 1, 2018 – Dec 31, 2018

Search or add filters

Create Review and Publish (9) Duplicate Edit Export

Name	Impressions	CPM (Cos per 1,00 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)	People Taking Action	Purchase ROAS (Return on Ad Spend)
> [Campaign Name]	1,085,109	\$6.98	65,323	\$0.12	6.02%	10,016	8.01
> [Campaign Name]	553,549	\$9.89	30,467	\$0.18	5.50%	6,400	33.82
> [Campaign Name]	3,316,333	\$8.35	94,150	\$0.29	2.84%	42,432	8.46
> [Campaign Name]	—	—	—	—	—	—	—
> [Campaign Name]	—	—	—	—	—	—	—
> [Campaign Name]	25,216	\$11.89	173	\$1.73	0.69%	769	14.46
> [Campaign Name]	—	—	—	—	—	—	—
Results from 36 campaigns	5,472,793 Total	\$7.84 Per 1,000 Imp...	192,432 Total	\$0.22 Per Action	3.52% Per Impres...	166,912 People	11.65 Average

And in 2019 we have reached 1500% ROAS only from Facebook & Instagram - this is without other sales channels (like - retail purchases, email, phone orders and Google Advertising).

2019

Campaigns Skiba RON (1198607686... Jan 1, 2019 – Dec 31, 2019 Up

Search or add filters

Create
Review and Publish (9)
Duplicate
Edit
Export
Columns: Custom

Name	Impressions	CPM (Cos per 1,00 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)	People Taking Action	Purchase ROAS (Return on Ad Spend)
> [Campaign Name]	717,158	\$9.95	49,297	\$0.14	6.87%	12,520	12.63
> [Campaign Name]	229,678	\$13.29	23,895	\$0.13	10.40%	5,494	24.26
<input checked="" type="checkbox"/> > [Campaign Name]	1,594,367	\$11.11	116,191	\$0.15	7.29%	31,936	15.85
> [Campaign Name]	80,094	\$15.34	10,202	\$0.67	3.84%	5,456	52.27
> [Campaign Name]	271,329	\$7.65	11,109	\$0.19	4.09%	4,610	0.88
> [Campaign Name]	51,315	\$12.69	268	\$2.43	0.52%	1,782	11.34
> [Campaign Name]	–	–	–	–	–	–	–
Results from 36 campaigns	3,386,540 Total	\$9.25 Per 1,000 Imp...	250,962 Total	\$0.15 Per Action	5.97% Per Impres...	188,992 People	14.58 Average

Jewellery Content Marketing, Google Maps - An SEO Strategy

Content Marketing strategy in combination with search engine optimization (SEO).

In a nutshell, driving traffic from Google for different types of keywords aimed to target the desired customer.

For examples, people who are searching for: Gold Earrings, Diamond Earrings, Citrine Earrings, Art Deco Earrings, and so on. At this moment we have 500 keywords; each keyword is an idea for a great piece of content. It can be videos on youtube or blog posts in our case.

content marketing strategy

Файл Изменить Вид Вставка Формат Данные Инструменты Дополнения Справка Все изменения сохранены на Диске

Keywords	Searches Per Month	KPD	link s commentarii
uteren aur online	500	33	
uteren cu diamante	200		
uteren de argint	200		
uteren pietre semipretioase	400		
uteren cu pietre pretioase naturale	40		
uteren aur cu pietre pretioase	70		
uteren aur modela aur	10		
annee hauten	100		
inse din aur si argint	1000		
inse din argint si aur	100		
uteren sare	75		
uteren artice	80		
inse din aur si argint	200		
uteren sare	25		
uteren sare	85		
uteren sare	78		
uteren sare	95		
uteren sare	99		
uteren sare	88		
uteren sare	0-100		
uteren sare	0-100		
uteren sare			
uteren medievale			
uteren design roman	0-100		

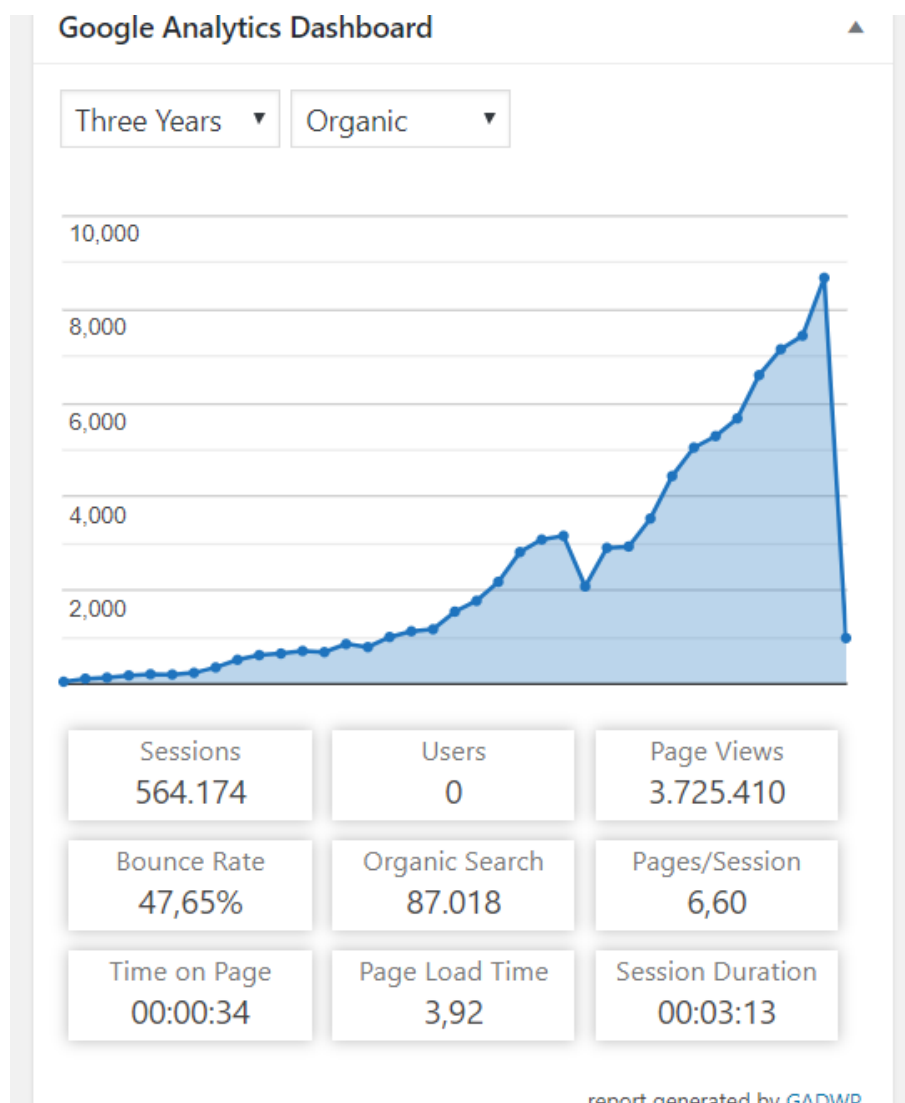
Keyword Research Content Planing Link-Building

Example of our content marketing strategy in Excel

We have created almost 100/500 blog posts; totalling 25% of our content marketing strategy. How does it help? It helps to target a customer with a higher intent to buy, which is a must for every business.

Content is King.

A part of them become loyal customers each day. Moreover, they invest thousands of dollars in our jewellery each month.



Here an issue with a plugin, it doesn't show the total number of users. But it's about 400.000+ unique users only from search/organic traffic.

From the previous graph, you can observe an impressive growth from 0 to almost 10.000 unique monthly users from Google search alone.

We have finished just 25% of our content strategy, and I plan to triple these stats in the coming year, in fact, I expect 25-30K monthly organic visitors. For a country with 11.000.000 internet users, this would be an excellent result!

These two strategies support each other: Facebook/Instagram and content marketing

How?

Those users who are arriving from Google see remarketing advertising on Facebook. Remarketing – remember that, as we will talk about it later. Those who are coming from Facebook are helping to rank our content on the first page of Google.

You may already know that Google has over 200+ ranking factors. Bearing that in mind, people who arrive at the website from Facebook are reading and sharing the content.

So, How Does This Help?

It gives ranking algorithms a signal that the website is good to be on the first page for any topic :).

Google loves it when people spend their time reading, looking through jewellery, and visiting and sharing your pages on social media.

Google also loves when someone types the exact brand name into their search engine – this is a large ranking factor, and Facebook Advertising can help significantly with that. After seeing your advertising on Facebook, people will naturally use Google search to find out more about your brand.

More than that, if you are using google wisely, for every search mentioned on your website, you can quickly drive the customer to your retails stores. Google considers each keyword as a mention in GOOGLE MAPS, and showing your place to your potential customer like this:



emerald earrings 



[→ More images for emerald earrings](#)

[Report images](#)



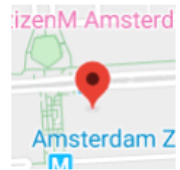
Rating ▾ Hours ▾

Bulgari International Corporation

5.0 ★★★★★ (1) · Jewelry designer

Amsterdam · 020 575 3160

[Their website mentions emerald earrings](#)



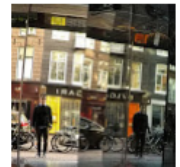
BVLGARI Boutique Amsterdam

4.8 ★★★★★ (12) · Jeweler

Amsterdam · 020 760 0747

Closed · Opens 1PM Mon

[Their website mentions emerald earrings](#)



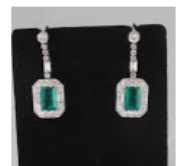
Weldons

4.3 ★★★★★ (29) · Jewelry store

Dublin 2, Ireland · +353 1 677 1638

Closed · Opens 10AM Mon

[Their website mentions emerald and earrings](#)



Google Maps Strategy Empowered by Content Marketing.

In addition to content strategy is always a good idea to integrate a Google Shopping Strategy and it looks like this:



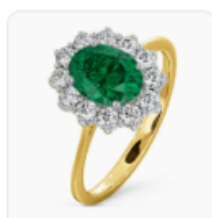
emerald ring gold

All Images Shopping News Maps More Settings Tools

About 66.400.000 results (0,61 seconds)

See emerald ring gold

Sponsored ⓘ



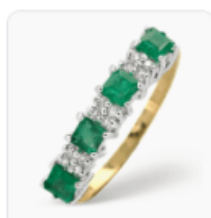
Emerald 1.15ct
And Diamond
0.50ct 18k Go...
€1,768.82
£ 1,519.00
The Diamond S.
By Shoptail



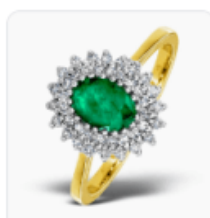
Emerald 0.83ct
And Diamond
9k Gold Ring
€341.19
£ 293.00
The Diamond S.
By Shoptail



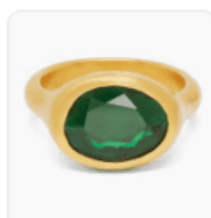
18K Gold
Fashion Luxury
Popular...
€1.00
Wish
By Google



Emerald 0.65ct
And Diamond
9k Gold Ring...
€341.19
£ 293.00
The Diamond S.
By Shoptail



Emerald 7 X
5mm And
Diamond 9k...
€624.15
£ 536.00
The Diamond S.
By Shoptail



Eli Halili - Green
Tourmaline &
22kt Gold Rin...
€6,864.00
MatchesFashion
By Pricesear...

Google Shopping Strategy

Luxury Jewellery Marketing Audience

In our particular case, we were targeting the same audience that frequented our retail store, that is, the audience likely to buy gold jewellery with precious stones:

Doctors: A ROI-winning audience. They give us the best ROI, considering just how many of them are in our loyal client base and their lifetime customer value (LCV).

Lawyers, Advocates, Top Managers, Business Owners.
University Professors. Artists, etc... And of course, people that are interested in other jewellery brands, like this:

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ


- Interests > Additional Interests > Brilliant Earth
Brilliant Earth
- Interests > Additional Interests > Buccellati
Buccellati
- Interests > Additional Interests > Chaumet
Chaumet
- Interests > Additional Interests > Chopard
Chopard
- Interests > Additional Interests > David Yurman

Add demographics, interests or behaviors | **Suggestions** | **Browse**

Exclude People or Narrow Audience

Expand interests when it may improve performance at a lower cost per result. ⓘ

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 5,700,000 people ⓘ

Estimated Daily Results

Based on 1-day click conversion window

Reach ⓘ
1.9K - 4.2K

Conversions ⓘ
< 10

The accuracy of estimates is based on factors like past

Every advertising channel has its way of targeting. Google, for example, gives you many different possibilities, one which I will outline for you.

You can create an audience based on people's searches, covering everyone who searched via Google using the following terms: Diamond earrings, Gold Ring, Cartier, and so on. Let's call it a "custom audience".

Bearing that in mind, now you can use a simple jewellery marketing funnel:

1. Show a video ad on YouTube to people from a "custom audience."
2. Extract those people who watched 50% of the video and remarket to them with banners everywhere.
3. Remarket those who visited the website but had not made a purchase with Google Dynamic Ads.

Do remarketing until they buy something from you. Yes, this is how it works.

A prospect needs 7-10 interaction with a brand to make a decision, a purchase. It's for low-cost jewellery.

But hundreds of interactions for the luxury jewellery segment where the client needs more time to decide. Here comes Remarketing.

60% of Sales Come From Remarketing

If you have high traffic to your luxury jewellery website and you are not using remarketing. You are just leaving 60% of your revenue on the table. If you are making, for instance, 1.000.000 in revenue with your online store and you don't use remarketing it means that you don't like to get additional 600.000 in revenue.

1.000.000 without Remarketing, 1.600.000 with Remarketing.

Which one is better?

A few years ago, any good marketer was able to achieve profitability without remarketing.

These days, many brands are surviving and making a profit with remarketing. Without it, they are at the break-even point or worst.

Of course, will you be at the break-even point or better than that also depends on your:

1. Jewellery designs and visuals
2. CRO - Conversion Rate Optimization
3. AOV - Average Order Value Optimization
4. Email Marketing Automation
5. Hard and Soft Skills

As a BONUS for this case study, I will share some information about those five components of a successful jewellery business.

1. Return on Advertising Spent Depends Product Visuals and Designs. Those Help to get faster growth and made the scaling phase easier.

The guarantee of your ROI is your jewellery designs. You can hire a jewellery marketing GURU, but if your product design and visuals are not on the right level, no one will be able to help you get more sales and high return on investment from the eCommerce store.

If your jewellery designs are usual, standard, don't expect to get a higher return on investment, loyal customer, or brand advocacy.

Facebook and Instagram are also useful instruments when you wish to validate your jewellery line/collection/designs. Some of your design will bring you joy, sales and success; some of them may cause stress.

The crucial role of a marketer is to help you find products that bring a HIGHER return on investment. In that case, all your marketing efforts will lead to fast national or international scaling — speedier growth.

Only 10-20% of your products will bring your positive return on investment. It's not a rule that I can apply to everyone, just my general observation.

2. Importance of Conversion Rate optimization in Jewellery industry (CRO). Helps to X2-X3 you revenue!

< Reports

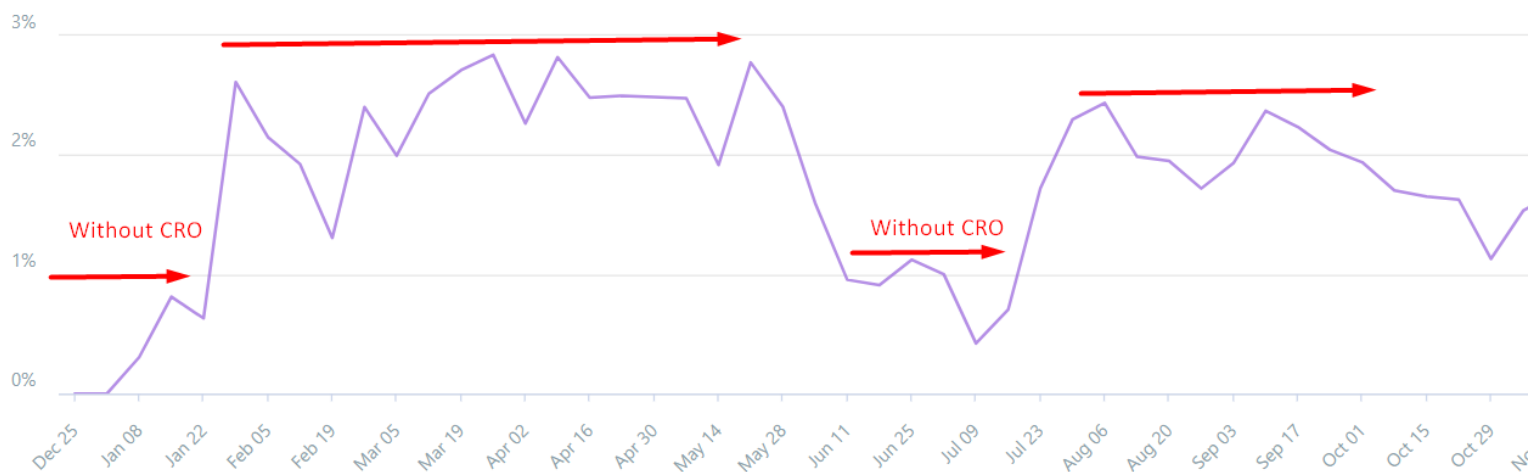
Online store conversion over time

Print Export

Date range Dec 25, 2017 - Dec 31, 2018

Group by Week

Conversion rate



The image above represents of n my conversion rate optimization project for a USA based Jewellery Brand.

Don't take this as a rule! Conversion rate for a luxury segment are usually above 1%. Depends on many factors.

CRO is an art, a science, the psychology of persuading people to buy. There are hundreds of technics, courses, and books. CRO is used in advertising, product pages, emails, add to card pages, checkout pages. Almost anywhere.

How does this help?

Let's imagine the following situation. Your store operates at a 1% conversion rate, and you earn 100.000\$ in revenue in a year. After conversion rate optimization, your store operates at a 2% conversion rate. By optimizing your conversion, you double the income!

Which one is better, to operate at 1% and to have \$100.000 in revenue or to have a 2% conversion rate and \$200.000 in revenue with the same marketing budget?

3. Importance of AOV. Average Order Value Optimization. Helps to increase revenue by 20%.

The (AOV) is additional techniques that, on average, helps to increase your revenue by another 20%. Amazon using this optimization, managed to increase its revenue significantly.

1. Upsell On a Product page. For instance. Buy 2 Necklaces and get one free or with a 50% discount.

2. Upsell On a Cart Page. For instance. Add complimentary product and get 20% discounts or Free Shipping.

3. Upsell After Purchase. Yes. You can sell them again after the purchase by showing exclusive one-time offers. See the image below.

Note. Usually, those technics works very well from low cost to middle-end jewellery brands. And it can be an excellent solution to become profitable when you are dealing with low-profit margins. I don't recommend this technique for a prestigious jewellery brands.

WAIT! Special ONE TIME ONLY Offer
Get 3 Additional Bracelets For 70% OFF
You Save \$127

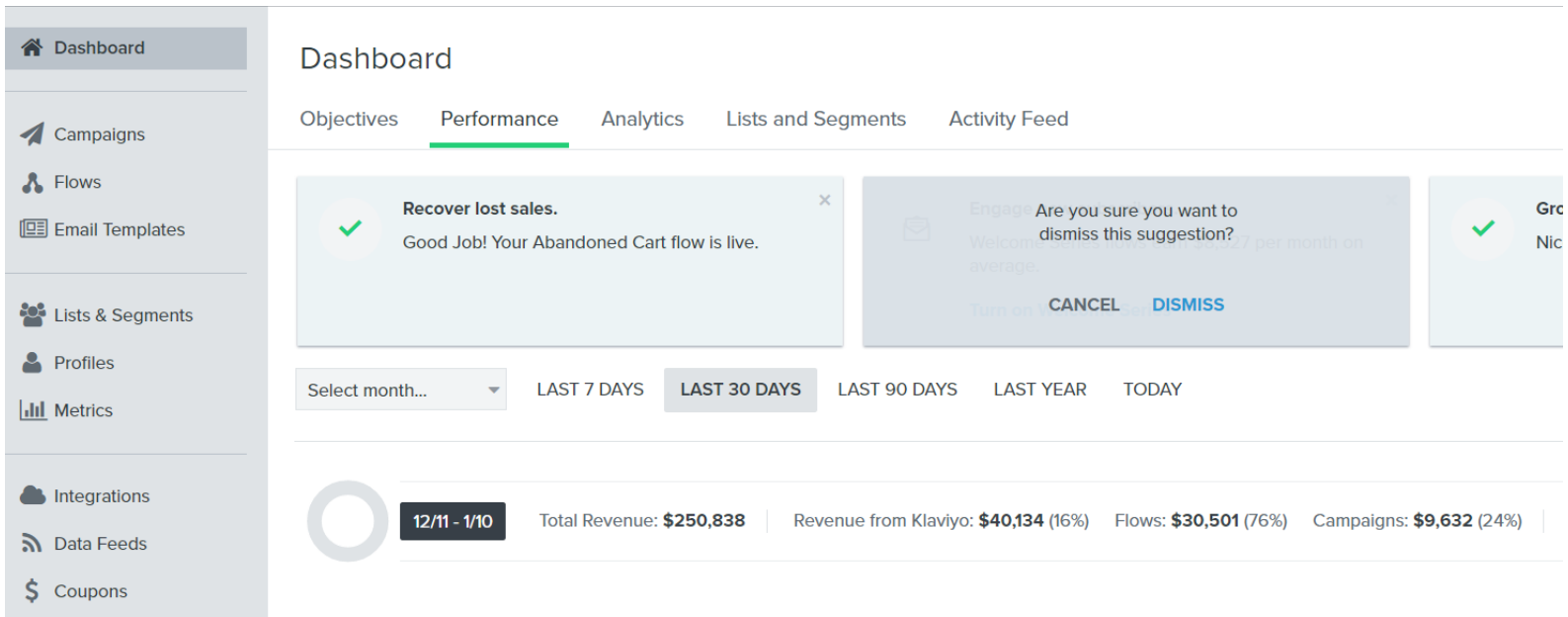


 **Add To Order**

[Add To Order - Just \\$47](#)

[Thanks, but no thanks, I'd rather pass on this amazing 70% discount](#)

4. Importance of Email Marketing Automation and how to increase revenue by at least 20%.



Email Marketing CRM Dashbord from another jewellery marketing project

Email marketing is about building a customer base using legal ways and creating a different type of email flow, smart flows with specific rules, and this also means email marketing automation.

This is a very powerful instrument that guarantees at least 20% additional revenue. You can't image how many sales we recover with Abandoned Email Flows and how many customers we get back with Winback Email Flows.

- Flow
- Abandoned Cart
- Browse Abandonment
- Customer Thank You
- Customer Winback
- Product Review / Cross Sell
- Welcome Series

5. Hard and Soft Skills to understand

Below is the list of the skills a Jewellery Marketing Expert must master. At least to understand the importance and value of each.

Every skill is very crucial. The competition is big that to get a good return on investment from your marketing activities you must have in-depth understanding all of the skills, in that way you can compete and beat your competition with smart strategies.

1. Ecommerce Web Design and Development
2. Brand Identity Design
3. Story Telling
4. Copywriting
5. Social Media Management
6. Conversion Rate Optimization
7. User Interface / User Experience
8. Content Marketing
9. Search Engine Optimization
10. Facebook Advertising
11. Instagram Advertising
12. Google Search Advertising
13. Google Shopping Advertising
14. Google Display Advertising
15. Remarketing Strategies
16. Email Marketing

17. Chatbot Marketing
18. Youtube Advertising
19. Linkedin Advertising
20. Pinterest Advertising
21. Automed Marketplace Distribution
22. Amazon Advertising
23. Influence Marketing
24. Microsoft Search Advertising
25. Microsoft Display Advertising
26. Native Advertising
27. Strategic Partnership Marketing
28. Affiliate Marketing
29. Data Analytics
30. Photo / Video Production
31. Investment management
32. Sales
33. Communication

34. Twitter Advertising
35. Jewellery Design Research
36. Marketing Automation
37. Team Management
38. Teaching
39. Administration
40. OUTSOURCING
41. Jewellery Acquisition
42. Jewellery Manufacturing
43. Import / Export
44. Diamonds, Colored Stones and Pearls
45. International Marketing

Those are the skills I have to learn or at least to understand while selling jewellery at the retail and online store. I did it because I'm passionate about business development, jewellery and digital marketing. Of course, I'm still learning and testing new skills. This process never ends. Don't be scared of those skills. It's tough to find an expert that understands all of them. In conclusion, learn and outsource everything you are not good at so you can speed up the process and cut the learning phase.

To summarise:

1. REMARKETING: Helps to increase revenue by 40-60%. Vital for luxury brands.
2. CRO: Can double/triple your income with the same marketing budget.
3. AOV: Help to increase revenue by 20%.
4. EMAIL MARKETING: Helps to increase revenue by at least 20%.
5. Soft and hard skills help you to be successful.

Scaling a jewellery brand

Once you build a marketing structure and find products that brings high return on investment it's time for scaling.

You either can do national scaling by investing and validated other marketing channels or you can do international scaling by replicating existent marketing structure to other countries/ continents.

As a scaling Jewellery Marketing Strategies, I recommend using,

1. Youtube Ads
2. Marketplace Distributions
3. Google Shopping
4. Google Display Ads
5. Google Search
6. Bing Search
7. Pinterest Ads
8. LinkedIn Ads

Give it a try, especially for luxury jewelry. Expensive for prospecting, but you can retarget with Google Ads or Facebook both of which are cheaper.

9. Twitter Ads
 10. Influence Marketing
 11. Email Marketing
 12. Strategic Partnership
 13. Native Advertising
 14. Messenger Bots
 15. Snapchat Ads
 16. Affiliate Marketing
- etc.

Only use channels that offering you the possibility to target your desired audience and, most importantly, to measure ROAS.



THANK YOU

Interested in meeting me and discussing
how we can improve your business?
Or have me talk at your event?

Please send me a message at LinkedIn
or email at alexander@alldgt.com to
learn more about our services.

Kind regards,
Alexander Skibinskiy
CEO at ALLDGT.COM
London, UK.