

Tao Of Marketing

Business objective - Get people to purchase jewellery off the website(the landing page is the homepage)

Winner's Writing Process

1. Who am I talking to?

- a. Mostly women, also some men
- b. From 15 till 50 years of age
- c. Ideal client: Around 35 years old, fashion aware, cares about her appearance. Resonated with "You are never fully dressed without jewellery" High self awareness.
- d. Seeking for social validation, have limited buying power,

2. Where are they at now?

- a. Probably solution aware (3), they know that jewellery is cool and stuff but don't know about the company
- b. Stage of sophistication is 5, IDENTITY PLAY is the best fit here?. Only 29% (20 a month from tiktok, 16 instagram, 2 facebook) of traffic from last month came from social media, all other traffic came from direct search, if i remember correctly. (or I'm missing a source of traffic here.)
- c. Is the value I am getting worth it? - current feeling of desire/pain. Here is my assumption: they probably want a nice piece of jewellery to add to their outfit which makes them feel more beautiful and resonates more with their own identity, to ultimately express themselves.
- d. Does this product give me the desire? = belief in idea and company selling: 2/10, probably have never seen the company, only found it 5 seconds ago. Some subtle options to increase trust are, add a video of packing orders on SM → shows its not a scam company, testimonials of happy clients.
- e. *Probably 7/10, they know jewellery can help them accomplish the outcome I described above.*
- f. Current state - Desire for validation, confidence and self expression, looking for good value for money jewellery, for women aged 15 -25 → limited buying power (about 1.100.000 people in the Netherlands)
- g. Dream state - Happy, satisfied with their glamorous jewellery, maximum confidence, they are able to express themselves how they want.

3. What do I want them to do?

- a. Find the company (either via SM or direct search)
- b. Click on website
 - I. this means for direct search that the description text must be compelling,
 - li. For SM this means that BIO and post Captions must be compelling enough to drive them to the page.

FROM TOP PLAYER

- c. VIDEO (FOCUS ON IDENTITY AND EXPERIENCE)
 - I. Girls matching target audience
 - li. Quote “slow life at the sea” Resonates perfectly with audience.
 - lii. Sneaky product highlight
- d. Categories
 - i. Festival essentials set (Product bundle)
 - li. New
 - lii. Jewellery
 - lv. Clothing
 - V. Accessories
 - Vi. SALE
- e. Stimuli to make the brand more widely recognized (THEY WANT TO APPEAR ON THEIR FEED → silent desire to become an influencer.)
 - I. **#myjewellery styled by you!**

Tag your photos with @myjewellery and appear on our feed

- f. 2 elements next to each other → Shop clothing - Celebrate friendship day
- g. Stay in touch section

i. Let's stay in touch!

Schrijf je nu in voor onze nieuwsbrief & ontvang een welkomstkorting van 10%! Wij houden je op de hoogte van (exclusieve) kortingen, de nieuwste items en nog véél meer!

- h. Purchase a jewellery product off the website.

4. What do they need to experience/think/feel to do that?

- a. Click on website
 - I. Social media BIO + post caption must boost trust in company and resonate with target audience
 - li. Same applies to description on google

- b. They need to experience an aesthetic that resonates with their identity
 - I. Soft colors
- c. Main banner
 - I. Picture with brand name, quote. Matching aesthetic. → 'look beautiful' button
 - li. Maeven beach club → limited, new collection → shop now
- d. Best selling products
 - I. Display 4 best selling products
 - I. Ideally one product on sale
 - li. Boost desire by adding a sentence like: "these are our musthaves."
- e. Categories
 - I. Display main categories with visual element/bestsellers per category.
- f. SALE
 - I. Display 4 products who are all on SALE, this are ideally broadly appealing pieces, which appeal to the majority of the audience.
 - li. Add urgency → countdown till when sale ends e.g
- g. Reviews
 - I. Positive stories about customer journey (packaging, customer service, quality)
 - II. Add date + verified buyer label to boost trust
- h. Photo section / inspiration
 - i. Add link to SM
 - li. "GET INSPIRED"

OVERALL WEBSITE

- i. They need to believe that the company is trustworthy.
 - 1. Some kinds of Guarantee
 - 2. Positive reviews
 - 3. Show orders being shipped/packed.
 - 4. Strong social media presence, association with influencers.
 - 5. Secure payment options.
- j. Visual appeal
 - 1. High quality and uniform imagery
- k. Customer service
 - 1. Easy to access customer service

2. Detailed FAQ's

3. Flexible return policies

I. They need to feel that the product they are getting is in high demand

1. Add scarcity and urgency to the offer

GENERAL NOTES

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My Jewellery

<https://www.my-jewellery.com> › nl-nl



My Jewellery | Sieraden, fashion, gifts & accessoires

My Jewellery is hét sieradenlabel van dit moment. Wat begon als een hobby is uitgegroeid tot een online e-commerce bedrijf met boutiques door heel Nederland. My ...

Sharon Hilgers

Sharon Hilgers - Eigenaresse My Jewellery. Sharon Hilgers ...



Kleding

Dan is online shoppen de oplossing! Want na werktijd ...

Sale

My Jewellery sale is here. Ieder jaar start het nieuwe seizoen ...

Sieraden

Bij My Jewellery worden alle sieraden zelf ontworpen ...

Contact | Klantenservice

Heb je een vraag of opmerking? Dat kan! Neem dan contact op ...

[Meer resultaten van my-jewellery.com »](#)