

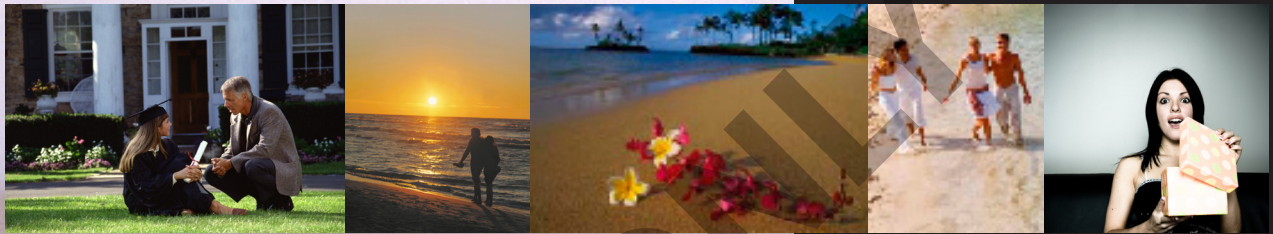
# **PREFACE**

Since this was written back in 2009, some of the recommendations and research data are now outdated. This document is to be used as a sample of the capabilities and demonstrate our ability to understand the unique and diverse businesses we service.

Sometimes, a company's best ideas come from an outsider asking questions and mixing with the existing leaders in its organization. This is a sample of booklet submitted in 2009 as a proposal to a 50-store retail jewelry chain in the Midwest called Riddle's Jewelry.

Many of the ad campaign ideas were later adapted and a clearer definition and understanding of what marketing is and how advertising and marketing could be better organized and coordinated were also instituted. These improvements allowed all marketing efforts to become more focused, more efficiently managed and targeted, and more accurately measured. This guidebook helped this particular client improve their operations, increase sales, assess their sales goals, and formulate longer-term strategies based on demographic and consumer trend data as they continued to grow.

# Riddle's Jewelry



## Fresh Marketing Ideas for 2010

This booklet includes suggestions for new marketing strategies and advertising ideas.

Many images included are stock photos to help convey the concepts within and are not intended to actually be used in advertisements.



# Ad Campaign Concepts

## 1. "Your Forever Starts with a Riddle"

Tone: Romantic & Sincere

The next few pages are some ideas of different campaigns and suggestions of how they could be optimized for greatest sales impact on television, in print, and on the web. Where possible, I include images that help tell the visual stories.



### TV COMMERCIAL OUTLINE

#### 1. "Start Your Forever"

(Romantic music, soft narration.)

Young man and woman are on a date, obviously in love.

*"Are you ready? Is it time?"*

They smile at each other.

Flash to future -- an elderly couple is walking, holding hands, same smile but older faces.

*"Your forever starts with an expression of your love."*

Note: An outline is the basic idea from which to build a series of commercial scripts

Close-up of hands reveals woman's ring.

*"Your forever starts with a Riddle."*

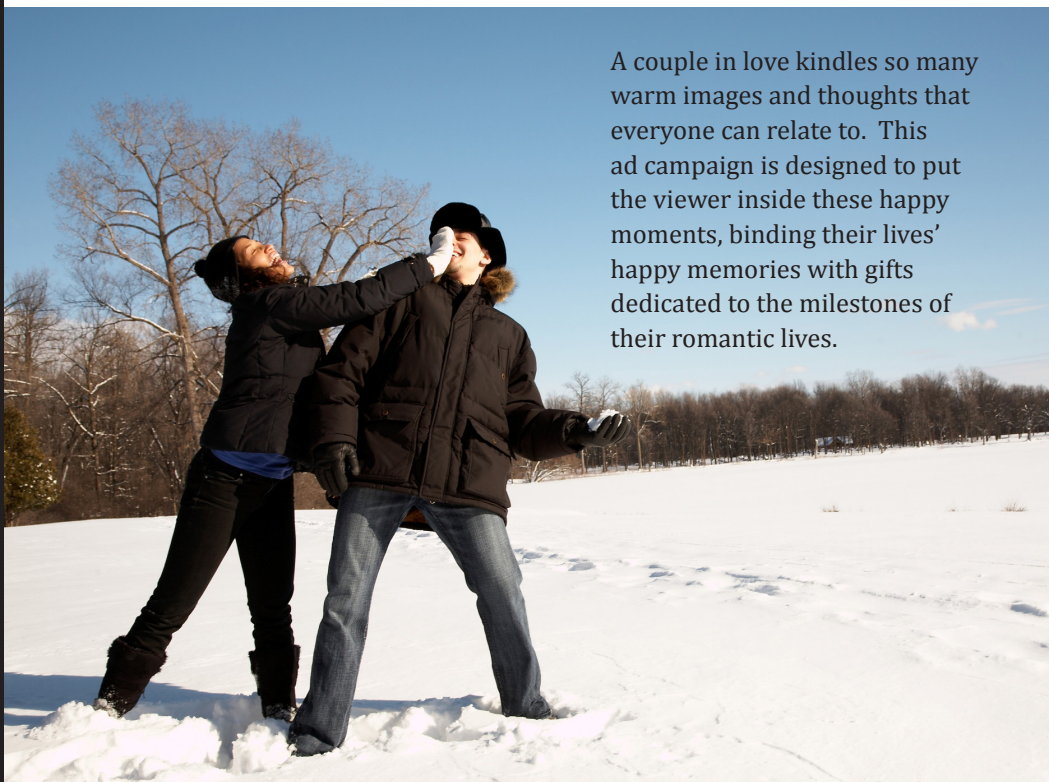
Shots go backwards, flashing moments through the milestones of their lives.

Shot of man putting ring on woman's finger, pull back to reveal young couple at the altar.

Last flash reveals the diamond ring.

*"Start your forever with a Riddle's engagement ring."*

A couple in love kindles so many warm images and thoughts that everyone can relate to. This ad campaign is designed to put the viewer inside these happy moments, binding their lives' happy memories with gifts dedicated to the milestones of their romantic lives.





# Ad Campaign Concepts

## 2. "Puzzling Gifts" 3. "Proposal Debacle"

Tone: Romantic Comedy

An ad campaign is a combination of unified advertising messages conveyed through different mediums to reach targeted people and compel them to buy our jewelry. Though below are TV commercial ideas, these themes are designed to translate into print ads and in the case of "Proposal Debacle" into an interactive Internet campaign contest as well.

### TV COMMERCIAL OUTLINE

#### 2. "Puzzling Gifts"

(Lighthearted, fast-paced music, female narrator)

Inside restaurant, at a table: Perplexed young woman stares down at an ugly calculator watch (or some other tacky present), a gift from her date.

*"Guys, are your gifts.... a bit puzzling?"*



Inside lodge: Couple sitting by a fire. Close up: Disappointed woman staring down into a gift box at the world's ugliest hiking boots.

*"Did your last surprise not get the reaction you were expecting?"*

Outside, on a busy city street: Mortified woman watches as her boyfriend greets her with a mariachi hat (or something as silly) on his head, and hands her one.

*"Next time, how about giving her a riddle she'll understand?"*

Outside in park: Man gives woman a jewelry box. She opens it, smiles, and gives him a kiss.

*"Riddle's Jewelry. Give her a gift she'll get."*

Close up shots of different women making perplexing faces.

*"Got it?"*

### TV COMMERCIAL OUTLINE

#### 3. "Proposal Debacle"

Premise: Funny, quick shots of different men surprising women by proposing with rings, but their proposals go terribly wrong.

(Lighthearted, fast-paced music)

Outside on Ski lift: Man presents ring to woman, to only drop it in the snow.

*"Ready to propose, you set the stage just right."*

Inside restaurant: Man hides ring in dessert to only find out his date ate it.

*"The timing, the mood. You planned it down to the last detail."*

An anxious man sitting across from his date watches as a woman across the room jumps up, admiring the new ring on her finger and hugs her date, who is shocked. (Waiter delivered ring to wrong table.)

*"With a gift from Riddle's Jewelry, our rings will be enough of a surprise."*



Outside on sidewalk: Man puts ring on dog's collar, but instead of delivering it to his girlfriend, the dog runs away.

Cut to money shot of beautiful diamond ring.

*"Riddle's Jewelry. Over 50 years of doing it right." \**

### WEB INTERACTIVE IDEA

#### Riddle's Jewelry "Proposal Debacle Online Contest"

Did your plans to propose to your special loved one go terribly wrong?

Let us help you with a "Do Over" -- simply go to

[www.RiddlesJewelry.com/proposal](http://www.RiddlesJewelry.com/proposal)

and share us your story. You will be automatically entered to win a \$2,500 diamond ring!

(Other web contests can then follow, like "Write Your Most Romantic Riddle", etc.)

### STRAY IDEAS



You wanted to surprise her. You thought it was a great idea.

A singing bear would have been cute, but it was only a bear's head... and it was once a real bear. Bad idea.

Guys, we know gift giving can be very difficult. That's why Riddle's Jewelry is here to help take the puzzle out of your special moments.

50 years ago, we solved the riddle of perfect gift giving. Pun intended.

#### \*Regarding "Proposal Debacle" above. Here are a few other sign off slogans that could fit the humorous tone:

*"Riddle's Jewelry. Keepin' it simple." -or- "The surest way to gift."*

*"Riddle's Jewelry. Take the guessing out of proposing."*

*"Riddle's Jewelry. No assembly required."*

*"Riddle's Jewelry. Save the show... for the show."*

*(alternate ending here: Cut to man surprising woman with tickets to a show.)*



## Ad Campaign Concepts

### 4. "A Riddle That Makes Sense"

Tone: Romantic Comedy

This next ad campaign idea is based on the premise that when men are about to take the next big step in a relationship, or pop the question, they get nervous. Sometimes very nervous. Out of this nervousness comes babbling jibberish and embarrassing performances of futility in communication.

#### TV COMMERCIAL OUTLINE

#### 4. "A Riddle That Makes Sense"

(Lighthearted, fast-paced music, female narrator)

Inside a gazebo: A couple is on a date.

Man looks at her nervously and starts babbling.

*Man: "Rachel, you are... my one... ummm... closed to me..."*

Woman smiles.

*Man: "I mean, you are my one -- and only one, I mean."*

Woman's smile slowly wanes.

*Man: "What I'm trying to say is, well, uh..."*

Woman nods, trying not to look too perplexed.

Man looks very uncomfortable, face turns red.



*Man: "I mean, with everything going on right now, I was going to say, umm..."*

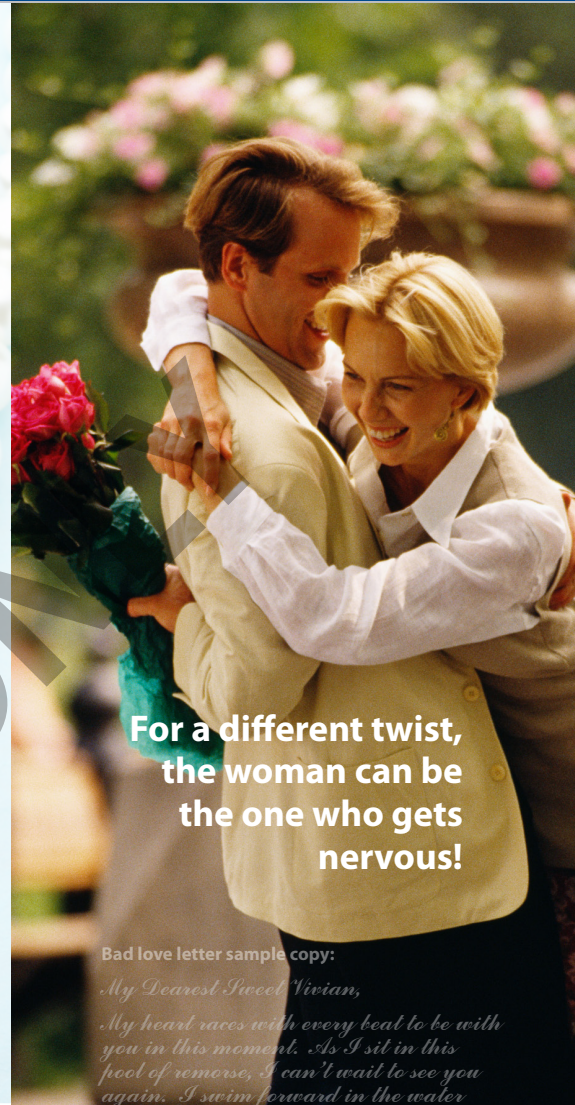
Woman's eyes glaze over, her smile completely gone, she's visibly disappointed.

Cut to money shot of beautiful necklace.

*Voice-over: "Next time, tell her you love her with a Riddle that makes sense."*

*Man: "Well, great, I'm so glad we had this talk... I think."*

Close-up of woman grimacing.



**For a different twist,  
the woman can be  
the one who gets  
nervous!**

Bad love letter sample copy:

*My Dearest Sweet Vivian,*

*My heart races with every beat to be with you in this moment. As I sit in this pool of remorse, I can't wait to see you again. I swim forward in the water because you are the love from which I drink, or something like that.*

*Voice-Over: "Are you bad at writing love letters? Take the riddle out of saying I love you with the new Noventa diamond ring."*

Cut to man standing in front of woman as she opens box and smiles.

*I would say that you were definitely worth playing all 18 holes for, even if it was hot outside. You see, I am as dedicated to you as I am to my favorite beer.*

*You are like the sunshine when it is bright outside.*

## Embarrassing Situations

As the TV show "The Office" has proven, embarrassing moments are the perfect opportunity for comedy! Above is just one example of a monologue of babbling nervousness.

This ad campaign concept can be made into a series and is designed

for TV commercials, print ads, and extended versions on the web.

There are so many "plays" on this concept, a variation called "Love Letter" is provided at the right.

## The Love Letter

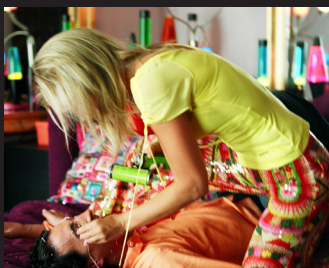
Serious love music.

A beautiful woman starts reading a letter, the sentences dissolve and float up on screen. As she reads, her boyfriend's voice echoes.

It's a terrible letter that doesn't make sense. She stops, looks confused.

## Branding, the Hallmark way:

1. Identify the occasions jewelry makes the perfect gift.
2. Build audience familiarity of Riddle's Jewelry by associating us with their personal special occasions.
3. Keep in contact with existing customers, show them we appreciate being a part of their lives and we remembered their special moments too.





# Special Marketing Promotion Project

## 5. The Riddle's Dedication Project



Everyone has someone in their life they admire. We can use the Internet to help people connect us to them and build a viral marketing campaign at very little cost.



www.filmaka.com

### The Riddle's Dedication Project

On this page I explain a special promotion project for marketing that can test the boundaries of our Internet reach and provide a new way to engage an audience, interact with them, and capitalize on the viral nature of online social networking.

The page address would be simple, [www.RiddlesJewelry.com/dedication](http://www.RiddlesJewelry.com/dedication), but on this page we should model the functions of an online film contest website like [www.filmaka.com](http://www.filmaka.com) (screenshot left). This web page will have code embedded in it that will track visitor activity including their IP address and referrer URLs, which are basically digital breadcrumbs.

This project will encourage people to upload video dedications to our website, then we let everyone vote on them. Those videos become parts of new TV commercials. Below, I provide sample ad copy to promote this project and help clarify this concept.

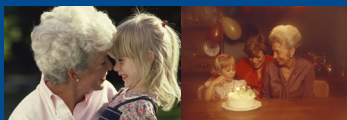
### Upload Your Admiration

Your friend means so much to you. Tell us why you admire her, show her how much you care.

Visit [www.RiddlesJewelry.com/dedication](http://www.RiddlesJewelry.com/dedication)

and upload a personalized video dedicated to your friend. Tell us how much your friend means to you, share with us a short example of what kind of person she is and win a chance at prizes and having your dedication aired on a future Riddle's TV commercial. Tell the world through the Riddle's Dedication Project.

To find out more, please visit our website at [www.RiddlesJewelry.com/dedication](http://www.RiddlesJewelry.com/dedication).



### I love you, Nanna.

A dedication is an expression of your admiration of someone you love. Visit

[www.RiddlesJewelry.com/dedication](http://www.RiddlesJewelry.com/dedication)

and upload your dedication video today. Win prizes and a chance to have your dedication aired on a future Riddle's TV commercial.

The following pages are dedicated to analyzing a typical Marketing Department.



### Summary

To market any business successfully, it is important to identify the responsibilities of the Marketing Department, understand its functions, and analyze the available marketing channels for different scenarios to optimize the individual effectiveness of every marketing effort.

This is not an all-inclusive analysis. I recognize Riddle's has implemented many of the ideas in this overview, but in order to clearly understand the different roles of the Marketing Department, it is helpful for newcomers to be prepared with expectations.

### Contents

On the next page is a basic chart of all marketing responsibilities. By breaking down the specific responsibilities of marketing, we can better understand all of its functions and how they can be coordinated. This may possibly lead to better ways to manage, delegate, control, evaluate and improve each function from an operational and financial standpoint while minimizing redundancy.

Beside each breakdown of marketing responsibilities are general summaries of each. In addition, I included some questions I have about these responsibilities.

Each marketing responsibility poses different challenges and strategies to convert leads into loyal customers. How do we funnel general leads through our various marketing channels to convert them into sales? Discussing marketing issues in more depth may help provide new ideas and solutions. At the end are some general suggestions to consider implementing.

# Riddle's Jewelry Marketing Department Overview

## Marketing Responsibilities

Each marketing responsibility is identified and defined in order to organize the Marketing Department. Each circle below is a responsibility that stands by itself as an entity that can be managed. "Managing" includes implementing plans, coordinating tasks, monitoring progress, analyzing results, and improving those results. Some responsibilities can be assigned a single person to manage, others require a team of people, while others depend on the cooperation between the Marketing Department and people outside of the department.



Some circles of responsibility are part of the day-to-day operations, some are tasks that produce tangible marketing materials, some are low skill and almost mechanical in nature (like masking out digital photos or stuffing envelopes.) Some, like "Culture" and "Customer Loyalty" are products of attitudes and perceptions that take imagination to positively influence.



# Riddle's Jewelry Marketing Department Overview

## General Marketing Responsibilities



**The lone circles that are floating around in the large, gray “Marketing” circle are responsibilities that marketing shares with other departments and are explored in more detail below.**

### Research & Surveys

Many companies try to push people to buy what they are selling when they should focus more on selling what people have already determined to buy. How can we anticipate what people will value and buy? If someone buys something at a store, it is easy to figure out, but what about the countless people who roam the store and leave empty-handed? Do we currently enroll the help of associates who tend to have a more intimate understanding of our customers? This is valuable marketing data that will help us develop profiles and help us hone future strategies by better identifying our ideal customers.

The most accurate marketing research is to study what compelled existing customers to purchase a product in the first place. Any alert salesperson can provide valuable marketing data by observing their customers' behaviors. What brought them into the store? How did they learn about us? Are they looking for a gift for someone dear to them? If so, what was the occasion and what were they looking for specifically? Where do they live? Did they visit our website? Was it a sign or radio ad that compelled them to push us a visit?

The use of research tools, such as Google Analytics and other web traffic monitoring systems, combined with a centralized database of research information will provide valuable statistics to help optimize future plans, both for marketing and for operations. By using factual and reliable numbers, more informed decisions can be made with the confidence they will help increase sales.

Though Riddle's 50 stores poses a great challenge for marketing, many important impromptu surveys or observations of our current customers could help reveal some helpful trends about each specific region while empowering the sales staff to become more of a part of the marketing process. By involving them, salespeople will tend to take more ownership and pride in products and the company when empowered. Are there more ways to empower them? Another part of research is keeping tabs on our competition is also important. What are our competitors doing right? What are they doing wrong?

### Website

Any website can do a better job of not only converting leads into sales, but identifying and tracking those leads. Is the website easy to update by non-tech savvy users? Do we incorporate dynamic modular components that can automate the delivery of fresh content intuitively targeted to the demographic of the individual visitor to our website based on their digital “bread crumbs”?

Leveraging more web marketing systems and automating the processes to avoid redundancy would streamline marketing tasks and expedite the broadcast of unified marketing messages across multiple web platforms. Such platforms, when promoted properly, can become the main source of information for networkers and media outlets, expediting the conversion of our news into publicity, increasing our marketing reach.

Every store should have its own blog which feeds into the main website. Blogs and community forums should be incorporated into our main website. Because of their importance and many roles, the benefits of blogging are mentioned later in this overview under “Internet”.

### Sales Conversions

What is our current sales conversion ratio? In other words, per number of visitors to a store, how many buy something over \$100? Getting people to our stores is marketing's job and converting a visitor to the store into a sale is everyone's primary goal. What incentives or methods are employed to entice a window shopper to buy? Do salespeople consistently share their ideas or insights that might improve our sales conversion ratio? Here, a private online forum where all our salespeople share ideas could be a helpful resource and tool to collect “man on the street” information and act as a suggestion box.

# Riddle's Jewelry Marketing Department Overview

## General Marketing Responsibilities



### Customer Service

Research shows that bad word-of-mouth is 5 times more impactful in a negative way than good word-of-mouth is in a positive way. How can we reduce negative word-of-mouth? Any interaction with the public is a valuable opportunity for marketing and advancing our market presence through positive perceptions. Are our customers happy with their purchase? Do we greet customers and offer assistance to them and then back off, or do our salespeople follow them like desperate furniture salesmen? Do our salespeople treat the phone as the most important customer and often ignore people in the store and make them wait? Good customer service will generate positive buzz, bad customer service will generate negative buzz. What do our managers and salespeople think could be improved upon?

### Reputation

Managing and protecting our organization's reputation is the responsibility of every stakeholder in our organization. Feedback from employees and the community must constantly be monitored so any misunderstandings or potentially negative news can be addressed, corrected, and counteracted. Our reputation is built on the overall quality of our products and the customer's satisfaction resulting from their experience at the store and their purchases.

Will a customer be satisfied and impressed enough to refer a friend to visit our store? Our reputation will help them make a quick decision. How are we different from our competitors? Differentiating ourselves will help define our reputation in peoples' minds. Are there ways to amplify the differences between us and our competitors more effectively?

### Culture

Our company's culture is rooted in a person's overall experience as a customer. The perception of our company's culture, or lack of culture, will resonate with customers long after they make a purchase, it binds them with a sense of family and loyalty towards Riddle's and our products. They share with us a positive connection. A company's values and traditions and its impact on the customer all make up the impression of our culture. Will their experience at one of our stores encourage enthusiastic recommendations or will they speak negatively about us to their peers?

### Product Quality

Our reputation relies on the quality of our products and level of service a customer receives. Clean facilities and a professional staff also contribute to the perception of product quality. Though a lot of this responsibility relies on our craftsmanship and salespeople, it is the role of marketing to analyze feedback from customers and provide this valuable information to production, store management and the sales staffs so perhaps improvements can be made.

### Customer Loyalty

A customer will be loyal to an organization if that loyalty is reciprocated. All the functions above will lead to a customer's impression of their overall satisfaction with our company. Their level of satisfaction will directly affect whether they become a source of referrals for new customers or become a source of negative word-of-mouth. A customer who feels a "connection" with the store most likely has a strong sense of our company's culture and has a positive impression of its reputation and product quality.

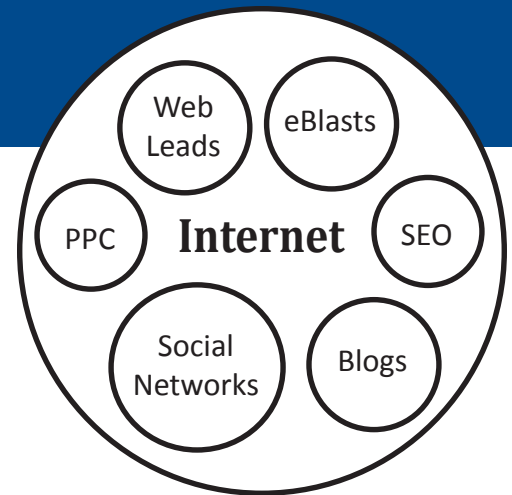
### Branding

A clear vision of the Riddle's Jewelry brands needs to be consistently expressed visually over all mediums, including all forms of broadcast, displays, web, print, marketing materials, documents, mailers, and signs. Branding strategies are a set of plans and rules that focus on expanding the number of people who not only can recall the brand from memory, but can readily identify the brand, understand what it represents, and think positively of it. Other sub-brands, such as a unique line of jewelry, like The Black Hills Gold Collection, are stand alone brands that should tie in to the main brand but be managed as an independent entity.



# Riddle's Jewelry Marketing Department Overview

## Internet



### Web Leads

There are three ways to generate useful leads from the web:

- 1) Discovery by individuals of our stores through web searches and other websites
- 2) Visits to our website by referral or other conventional advertisements.
- 3) By getting new visitors to our website with paid advertisements on targeted websites, usually through 'PPC' (Pay-Per-Click) programs.

### Social Networks

While certain marketing channels on the Internet are available at no cost, others are fee-based. All avenues of web marketing need to be explored more thoroughly to funnel targeted people to our website. Many "free" marketing outlets such as Facebook and YouTube are built to increase social awareness and spread an organization's web presence virally, but represent a considerable amount of work hours to properly maintain them. These sites allow hyper-targeted ad placement opportunities not available in open search engine networks. Allowing store managers to contribute to these sites will ensure important information about individual stores reach more interested people in different cities.

### Blogs

I can't stress enough the importance of blogging to promote any business. Blogs and RSS feeds populate the web with valuable press and other information that will provide us the ability to capture leads through "organic" searches. Blog articles can be press releases, useful tips, and "inside information" for the curious public. If our articles are relevant to a keyword search, a link to our blog article will be delivered to the web user, which they may click and be brought to our website or find our phone number. Anything entered into a blog can then be fed into different parts of our website with content and links for visitors to click and learn more. We can automate our press releases by feeding our press release page to our website from blog articles.

I recommend empowering each store manager to contribute relevant news and announcements about their own store to a specific store blog integrated into our website. If each store contributes meaningful news and events taking place in the store and their surrounding community and posts to our blogs, this may provide Riddle's the single greatest opportunity to increase our exposure on the web, provide relevant content for each city our stores are located in, and increase our rankings across the search engine spectrum. Another helpful hint for blogging is to add references to outside sources, including hyperlinks to other websites relevant to the story. If we are mentioned in an article in a newspaper and provide the hyperlink to the article within our own story, this makes the blog article more relevant and increases the likelihood of being discovered through future web searches. I have included more tips for effective blogging on page 13.

### eBlasts

Managing our online contacts and sending recipients targeted messages by email will help keep our products on the recipient's mind and encourage and increase the chance of them referring us to their peers. Specific eBlasts for existing customers should be sent to keep them connected and informed of news from our company that might benefit them.

### PPC

Pay-Per-Click (PPC) advertising is a way to isolate and target demographics (including by geographic region) with specific messages relevant to a person's individual searches. Search engines, such as Google, Bing and Yahoo are primary sources, but more targeted campaigns on Facebook and other social networks should be exploited.

### SEO

Search Engine Optimization (SEO) is a group of techniques used to increase our web presence by improving the content, code, and relevancy of individual web pages on our website in order to improve our rankings in search engines and increase the likelihood of being discovered by web users looking for our products and services. Though metatags, and other hidden web page code will affect search engine rankings, nothing makes web pages more relevant than content. If you are selling diamond rings, you need to mention "Diamond Rings" on the web page. The header, or title, and its paragraph of information in simple HTML code are at this point the most useful sources search engines rely upon to gather information through a process called "crawling." Since each search engine uses their own set of rules and guidelines to determine the relevancy of the content of a website, and often change the rules and evaluation criteria without notice, SEO is a constant effort of improving and adjusting websites to adapt and stay relevant.

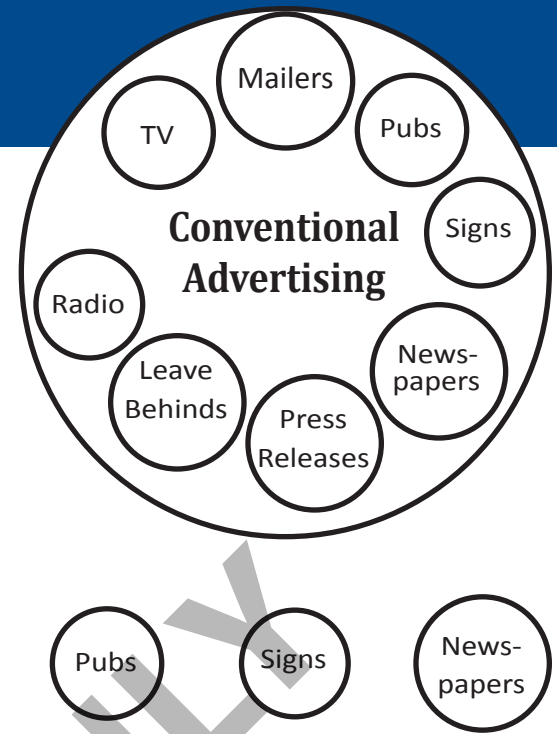
# Riddle's Jewelry Marketing Department Overview

## Conventional Advertising

**Conventional, or “traditional” advertising is typically one-way communication delivered to a target demographic.**

**Media strategy and ad placement, also known as “media buying,” are then planned and schedules are placed to optimize impact by targeting specific market demographics.**

**Each advertising message needs to compel the recipient to take action.**



All conventional advertising requires a coordinated plan to optimize the impact of each. This is done through market research, media strategy and ad placement through the Marketing Department's Media Buyer.

All advertising materials should focus mostly on a single interest, but when possible reinforce the availability of all of our other products available. Advertising campaigns should have a well-defined purpose, measurable objectives, and an identifiable target demographic. Multiple campaigns through different media channels can always be optimized by studying the previous ROI analysis of each campaign individually. What failed and what was a success of each campaign?

No ad campaign is ideally optimized since there is always information after the fact that, if known, could have made the campaign more effective. However, certain information about the demographic's behavior in the context of current events and other factors such as economic conditions can allow us to anticipate and optimize each campaign based on their anticipated and unique scenarios. For instance, if there is a military base in an area a store serves, can a special pendant or jewelry line dedicated to a unit be advertised when we learn of the unit's impending return from Iraq? This is a simplified scenario but illustrates the possibilities when identifying and anticipating new opportunities so we can reposition certain product lines and continue to make our products relevant in changing environments.

**Different jewelry lines attract different customers.** Peoples' interests and passions drive their behavior. Generally, retired women have different interests than male college students. As such, their behaviors and attitudes are different and the way they socialize are different. In recognition of these differences, each jewelry line should be marketed independently, but in a coordinated way.

For instance, a higher percentage of retired women tend to watch more television than a mother in her 30s with young children. A retired woman generally has more money and leisure time and could be reached during Ellen in the morning, local news in the early evening, and perhaps on the WebMD website at other random times.

The placement and timing of any advertising campaign should coordinate with all other current advertising. Like many small streams that flow into a single larger river, these advertising impressions should produce momentum in the market and compel individuals to act on the common call to action. The speed at which the main advertising river flows represents our market presence. Our market presence is measured by how many people can recall our name and are familiar with our brand.

General advertising, like signs and T-shirts, contain no specific call to action but help accumulate the impact of all of our advertising over time -- essentially "speeding up" the flow of our main advertising river.

All employees can participate with the collection of different data resulting from advertising activities so advertising can be optimized faster. We can collect information through reports generated by our website, surveys, and other data we can extrapolate through tracking phone numbers, mailer responses, in-store conversations and observations, etc.

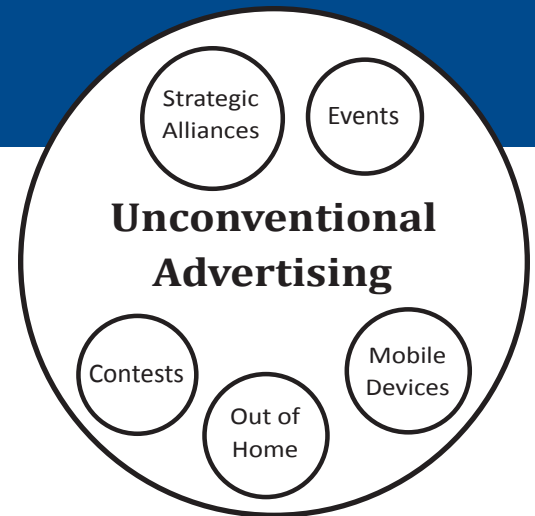


# Riddle's Jewelry Marketing Department Overview

## Unconventional Advertising

**Unconventional Advertising** are techniques of two-way communications used to identify and target prospective customers then engage them through personal, one-on-one contact and conversations with a knowledgeable representative.

**The purpose of these conversations is to listen to the prospect and compel her to visit our store or website and get acquainted with our products. Even though there are certain Internet marketing strategies considered "unconventional", Internet strategies have their own marketing category.**



### Strategic Alliances

The best way to forge a new strategic alliance and get business referred to us is to send that business a referral, a simple lesson from networking where the slogan is "Giver's Gain!" Also referred to as "Community Outreach", Strategic Alliances are cooperative arrangements we make with individuals, organizations, and other influential community members. Strategic Alliances is its own marketing program, complete with analysis and evaluations that will enable us to optimize it properly. Joining and actively participating in networking groups, like BNIs and Chambers of Commerce will create new marketing opportunities.

Probably the best strategic alliances for Riddle's would be wedding planners, bridal boutiques, local professional photographers, wedding videographers, tanning salons, travel agencies, and sales managers of high end clothing stores for men. By fostering new relationships with professionals who are at the forefront of upcoming wedding events, we can use our prestige and clout and invite these people to participate and become part of a cross-promotional and referral arrangement. Exchanging ads on each other's website and sharing other marketing materials is another affordable way to increase our market reach through strategic alliances.

### Events

Events are divided into two categories: Internal and External. External events are events coordinated by a separate organizations. These events usually involve a fee and our presence at a table or a trade show booth. Internal events are managed by Riddle's and should have tangible benefits for marketing. Each event coordinated by Riddle's should have specific objectives and expectations. After the event, an ROI analysis will reveal whether the event should become more of a tradition, if it needs to be changed, or simply be abandoned.

At any event, it is imperative that we show our products and hand out quality leave-behind pieces such as a brochures or call to action advertisements. Our presence at events like wedding shows would be an impactful way to market our products and expand our network of relationships. For those future referral opportunities, these would be well worth the investment.

### Contests

Contests are special events. Since contests result in winners and non-winners and usually take place over a longer period of time, they have their own category. Online contests, raffles, and other competitions can generate interest, encourage people to take our surveys, act as lead generators, and even provide a reason to make the news.

### Mobile Devices

The emerging technologies of mobile devices are opening new advertising opportunities to engage consumers. From simple ways such as Google Maps where visitors find us on the web and dial our number through the ad, to more complex promotional campaigns, including mobile apps, this is a growing marketing channel.

### Out of Home

According to Out-of-Home Video Advertising Bureau (OVAB), "Out of home" is a category where digital displays are featured in high traffic businesses like casual dining and fast food restaurants, theatres, and grocery stores which display relevant consumer information and advertisements. Zoom Media represents the largest network of health clubs and coffee cafes, while InDoor Direct leads nationally in displays among restaurants. Advertising where people are already out spending money could result in immediate sales if the store is nearby. Running a video ad before a movie is also worth considering and is part of "Out of Home."

# Riddle's Jewelry Marketing Department Overview

## Marketing Strategies to Consider

### Blogging: A no-fee way to increase visitors to all stores and the website

Every Riddle's Jewelry store should have its own blog and each blog should be housed within our main website. Each store manager should be assigned the task of providing one new blog article per week, providing a relevant story about their store, a local event, our participation in some local cause, or other interesting article about our product line. Each store manager can write this blog article on her own or can delegate this task to someone who works at the store. Each blog article contribution will then be sent to marketing for review and marketing can then look over the information and post it to the blog.

By providing "hyperlocal" information from every store, we will immediately begin to populate the Internet with relevant information about every community we are doing business in. The mention of people's names and local events will increase the likelihood of our blog articles being found in web searches and read and hopefully shared with others. Associating our operations with people and mentioning their names will increase our reach. With 50 new relevant sources of weekly blog articles provided for marketing with local angles impossible for marketing department to conceive alone, we will increase our website presence quickly at very little cost. By empowering each store employee to become a blog contributor, we could reap other benefits that might turn into new opportunities or improvements later. To ensure the effectiveness of each blog article, they should all have footers mentioning Riddle's Jewelry, the store's location, phone number, and names of the store manager.

### Social Networking Sites & Minimizing Redundancy

Facebook, YouTube, MySpace, Twitter, LinkedIn, Plaxo, Flickr, mIRC, and other online communities are platforms for Riddle's Jewelry to engage in conversations with the public. This two-way communication comes at a cost of employee time spent on them while exposing the company to new risks. With these risks come potential rewards that could lead to greater profits. What's most important is to set up a strict guideline of rules and behavior to help protect our reputation.

The goal of social networking is to engage our audience and entice people to become closer acquaintances, usually called "friends" or "followers". With a little planning, we can reduce redundancy by linking our network accounts. This will enable us to compose marketing messages once and automatically broadcast through many of our other social networks automatically. This can reduce the amount of time it takes to contribute meaningful messages to our followers and friends.

There are other websites to consider, like Jigsaw and Flickr which are not as much social networks as online directories or portfolios that are also easily found on search engines. It's marketing's job to spot new trends and explore new tools as they surface. What works on one site, may not work on another, so below is basic information about the main social networks:

Network	Advantages	Disadvantages	Goals
Facebook	Most popular and broad demographic. Effective for personal & business. Highly engaging, builds a loyal following, increases sphere of influence quickly, spreads information quickly.	Subjected to public scrutiny with little control of other's remarks.	Get people to join as friends so you can engage them.
Twitter	Very popular, easy to maintain. Messages can spread quickly and be shared with followers.	Again, we are exposed to other's remarks out of our control.	Get people to follow us and increase those we follow.
YouTube	Quickly broadcast video. Taps into Google network. Provides viewer data. Feeds automatically into Facebook & Twitter.	High bandwidth discourages users with slow Internet connections.	Get people to view videos, become friends & subscribers.
MySpace	Relatively popular, younger following. Effective for businesses to engage an audience.	Clunky interface, more questionable content of "friends"	Get people to become friends.
LinkedIn	Professional contacts, engaging more with business owners and generally higher income demographics. Good source for recruiting trusted employees.	Small audience.	Increase network by adding different people based on relationship.
Jigsaw	Easy to manage business directory.	May expose us to unwanted solicitations.	Keep listing active. Only 2 Riddle's stores are in this right now.
Plaxo	Provides way to connect to Facebook, Twitter, and a few other useful sites.	Small audience.	Increase "Connections" to stay in touch.

Get us on the map, literally: There are very few Rapid City web cams. For stores with scenic views, put up web cams and make them available for viewing on our website and Earthcam.com. This will give us another unique way to get some free web exposure.



## The Jewelry Gifting Chart

What is the ad campaign's call to action? To brainstorm, identify targets and discuss their motives.

married man >	wife	father >	daughter	grandmother >	daughter
married woman >	husband		son		granddaughter
man dating >	girlfriend	daughter >	mother		daughter-in-law
woman dating >	boyfriend		grandmother	grandfather >	daughter
friend >	man to woman		father		granddaughter
	woman to man		sister		daughter-in-law
	woman to woman	son >	brother	boss >	employee
mother >	daughter		mother	employee >	boss
	son		grandmother	co-worker>	co-worker
			sister		

## Our Target > The Motive

### Marketing

Branding  
Research & Surveys  
Sales Conversions  
Website  
Customer Service  
Reputation  
Product Quality  
Customer Loyalty  
Culture

### Conventional Advertising

TV  
Radio  
Newspapers  
Publications  
Signs  
Press Releases  
Leave Behinds  
Vehicles

### Internet

SEO  
Web Leads  
Blogs  
RSS Feeds  
eBlasts  
Social Networking  
Facebook  
YouTube  
Twitter  
MySpace  
Google  
Bing  
Yahoo  
Pay-Per-Click

### Unconventional Advertising

Events  
Contests  
Strategic Alliances  
Mobile Devices  
Out-of-Home

**AARON BELCHAMBER**

Tel:(605) 858-5145

Belchamber.us