



JEWELERS UPDATE

Volume 15 Issue 6

SEO and SEM

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If You Have to Google the Above-Read This

Are you positioning yourself to reach the newest generation of diamond purchasers? Of more global preponderance than that.....are you worried that Generation Z is becoming antisocial because they tweet, text and Facebook, but don't talk?

Turns out, this Generation is communicating more so that any generation before it. True, their methods differ from ours. They make purchase decisions based on testimonials from friends and people who influence them. They are not just about finding information/products/activities, they are all about sharing it.

According to a report from Kathy Savitt, CEO of Lockerz, a social networking and e-commerce site, Generation Z is influenced by friends recommendations. It is increasingly easy to solicit opinions and for style choices to go viral. The lines between traditional categories (popular, preppy, goth, jock et al) are blurring as style choices are blended and because brands are rejected. Ms. Savitt refers to this phenomenon as Generation Z's self curated world.

While Search Engine Marketing (SEM) and Search Engine Optimization (SEO) are still incredibly important to ensure that you are visible in this new world, it appears that reaching Generation Z will be

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PRESIDENT'S MESSAGE

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel. " Maya Angelou AND how true this is especially during the holiday season. We are fortunate that we are in an industry that sells just that.. EMOTION! Embrace the season of giving and SELL.. SELL.. SELL..



Tracey Love
Love's Jewelry, Brevard

Its also the time of year that mail piles up and is often overlooked til December 26th! So.. just a friendly reminder that store member as well as the associate member invoices have been mailed out and we anticipate each and every one of you to renew! We also would love to hear new voices and ideas so please consider signing up for one of our committees. With the 2012 Convention dates of May 18-20th confirmed; what a great time to volunteer and get involved with the association! AND please mark your calendars for the convention dates. The North Carolina board met a couple of weeks ago with the South Carolina board and WOW!!! What a great time we are planning on having at the 2012 NCJA/ SCJA Annual Convention to be held again at the beautiful Marriott Grand Dunes at Myrtle Beach!

Personally.. I wish each of you a very Merry Christmas and a New Year full of great health, peace and prosperity!

Your President,

Tracey Love

Love's Jewelers
Brevard

Congratulations to Oz Hefner—Oz's Jewelers of Hickory. His endorsement of a young race car driver has landed him a stop on a Great American Country TV reality show!

Have news to share? Call NCJA 919.789.7979



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Retail News

The National Retail Federation reports that 8 in 10 shoppers will give gift cards this season. In their survey, the highest percentage EVER—57.7% - said they would like to receive a gift card this year. Twenty-two percent (22%) said they wanted jewelry.

Sales or Value figure largely in consumers minds this season. Most shoppers plan to comparison shop.

Even if not shopping on the internet, many consumers will seek out holiday deals on the internet. Be sure you are promoting yourself on your website, Facebook, email.

Promote your gift cards as a way to promote small business in your community and employment in your hometown.



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(Continued from page 1)

through their friends and influencers. They have limited attention because their daily existence rewards them with instant information. You have to figure how to reach them quickly and get them to not just "like" you, but to love you. You must become an influencer.

While many a parent is discouraging the discourse, it is opening up a whole new world of communication.

Please a Generation Zer with your product or service and you will be rewarded. Encourage the communication. Ask them to share their support of your store or pride in their purchase. Keep it new and interesting.

Michael Scissons, CEO of social media firm Syncapse, reports that declining engagement on Facebook has less to do with brand fatigue in general than with marketers doing poorly at keeping consumer attention.

Enter and embrace this Brave New World!



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Greensboro: March 18-20, August 6-8, October 8-10, December 3-5

Virginia Beach: April 29- May 1



Please register at www.gtshows.com

Resolutions Or Regrets?

We find ourselves at another year-end. It is a great time to reflect on the current year and to make some resolutions for the upcoming one.

1-Learn something new or how to do something better. Do you rely too heavily on the expertise of someone in your organization and are unable to evaluate his/her job performance? For example, many store owners rely on younger employees to promote their social media, assuming "they know how it all works." Learn something new about social media this year!

2-Update antiquated equipment. Do you have a cell phone from the Dark Ages? Are you making do with a machine, when a new Laser welder could actually save you time on repairs? Don't make do when you could make money.

3-Make business planning part of your schedule. Set aside time to review and evaluate. Creating a schedule will provide the structure for success. More effectively managing your time will give you more time for you and your family.

4-Don't be a hoarder. Get rid of what is not working for you. What are you waiting for? All products are not stars. All suppliers may not compliment your market. All marketing plans grow stale over time. Clean up and out.

5-Promote your business at every turn. Have you slacked off from participating in the community? Do all your business stationary/cards/receipts have your website listed. Do you update your website regularly? Facebook? Tweet?

Lastly.....

6-Participate in your Association. Promote it to your fellow jewelers. Come to convention and share ideas. Convention is a great time to visit

SURVEY

North Carolina's oldest family owned jewelry store is closing. Jolly's Jewelers of Raleigh is having a closing sale. Frank Ragsdale will retire next year to spend time with his wife, since he states there is no interest in his family to continue the store's operation.

SURVEY: Do you have family member who will operate the store at your retirement?
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with other retailers who know EXACTLY what your daily challenges are. They may have advice on a new product line that is selling like hotcakes. They may be using a new piece of equipment that you are contemplating purchasing. They may be able to share their experience with a web provider.

Resolve to be Regret free in 2012!



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**Dues invoices are in the
 mail. Thank you in
 advance for your renewal!**

The North Carolina Jewelers Association (NCJA) is a non-profit trade organization whose mission is to promote and protect the welfare of retail jewelers in our state. Please visit our website www.ncjewelers.org for more information or email us at ncja@nc.rr.com.

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