

**OPPORTUNITY**

Our Strategic Consulting Services for Emerging Jewelry Companies provides direction to help you get the business development and retailer relationship consulting and press exposure you need to launch your brand without the significant investment of our traditional strategic marketing and public relations services.

We work with you via phone or Skype to educate you on the process of brand development, starting with a comprehensive review of your brand, including the styles, materials, craftsmanship as well as price points in accordance to what is the current industry standard.

Next, we will help you develop your brand story and the voice for which your collections will be known. We'll work with you to create your collateral materials (look books, line sheets, press kits, etc) – all the things you'll need to begin your communication efforts to press and retailers.

Once your materials are ready, we begin arming you with information to start creating awareness for your company. We'll teach you the secrets of working with press – how to get noticed by them, how to contact them and how to build long lasting relationships. We'll help you design a social media strategy, educating you on how to create an editorial calendar that will serve as the blueprint for all of your social media efforts across the major platforms (Facebook, Twitter, Instagram, Pinterest, etc).

With your brand story and marketing materials in place, we'll next help you identify retailers where your collections will be a good fit. We'll tell you who to contact and how to get through their doors. Once a relationship has been established, we'll teach you how to make the best of it so the retailer continues doing business with you.

Throughout the six months of this consulting program, we work hand in hand with you, teaching you all we've learned in our decade long career as you build your company on your own terms. At the end of the program, you will have:

- Your most important collateral materials for press and retailer outreach
- Inclusion in four of our bi-monthly email newsletter to press and stylists
- A minimum of sixty new press, stylist and blogger contacts
- A social media strategy to stay relevant in the eyes of both retailers and press
- Contact information for ten retailers where your jewelry will be a good fit
- Comprehensive instruction on how to contact retailers with confidence
- And access to our vast network of jewelry industry insiders and influencers

We will also remain accessible to you after the program as we continue to support your growth by answering any questions that may come up and introducing you to new opportunities where we feel you may be a good fit.

**SERVICES**

**Brand Messaging**

- A detailed look at your superior value features and differentiators, aligned towards the values of your target customers and categorized into which core values will create the greatest buying response from customers
- A SWOT analysis, identifying your strengths, weaknesses, opportunities and threats
- Review of similar business models to determine success metrics and potential pitfalls
- Competitive research to understand your competitors' brand positions and the strengths they hold against your brand from a retail buyer's perspective
- Evaluation of industry/market research to determine specific ROI attributes customers value most from an emotional vantage point, to be later integrated into your brand story
- Development of your brand story – an overview of your company's history, products, core features and key differentiators
- Creation of why-you-should-buy messaging that resonates with consumers and retail buyers

**Product Development Consulting**

- Collection review with a focus on identifying potential best sellers based on existing and projected trends
- Consulting on pricing strategies to match current market trends

**Marketing Consulting**

- Two one hour telephone consultations per month to discuss business development and relationship building strategies
- Regular communication by email
- Contact information with complete profiles for sixty (60) jewelry and accessories editors, stylists or bloggers
- Counsel on developing a strategic marketing and public relations campaign to connect with target press
- Counsel on developing a social media strategy with editorial calendar to help keep you prominent across the major social media channels

**Retail Consulting**

- Contact information with complete profiles for ten independent retailers or department stores, with a focus on identifying which retailers would be most receptive to carrying your type of jewelry, based on an understanding of what the
- Counsel on best method to contact retailers and support in negotiating terms
- Counsel on how to make the best of the new relationship with the retailer

**Graphic Design and Collateral Material Development**

- Layout and design of both a digital and printable look book (upon receiving print-ready photography)
- Layout and design of line sheets
- 2 press releases written and distributed to our database of 1000 press, stylist and bloggers
- 4 new product newsletters created and distributed to our database of 1000 press, stylist and bloggers
- Press kit development including
  - Company overview
  - Product overview
  - Fact sheet
  - Owner bios



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