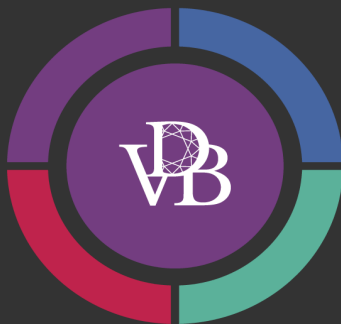
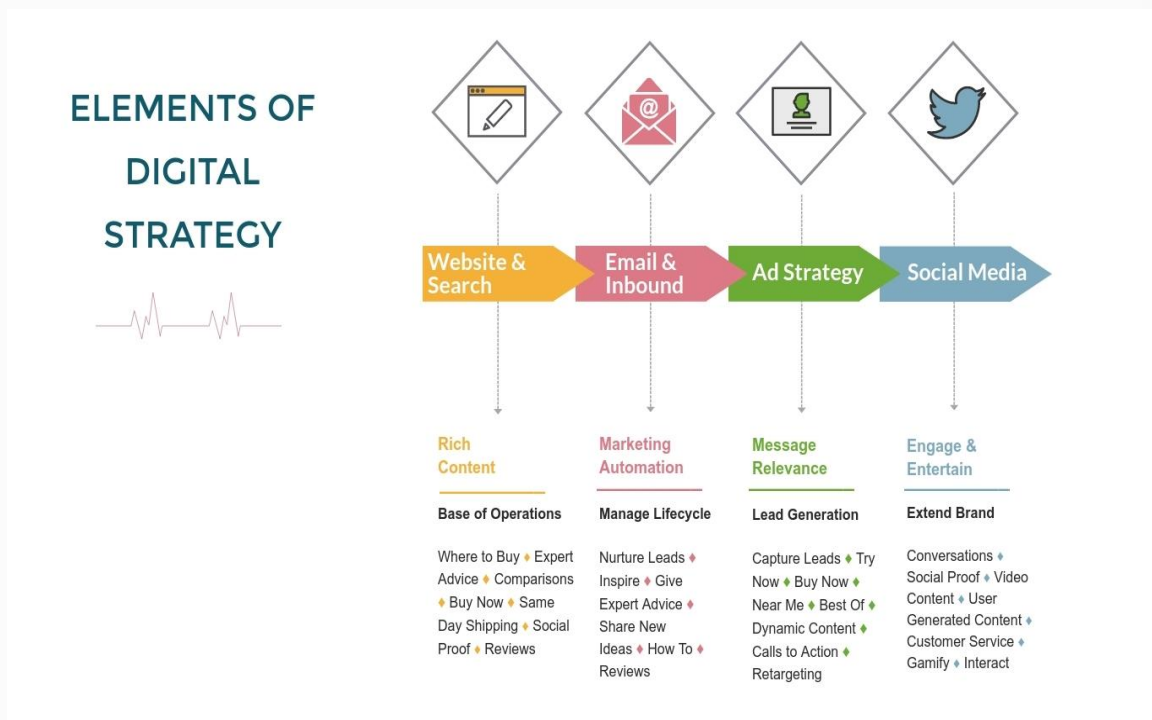


Build Your Store Traffic

Using Online Strategies

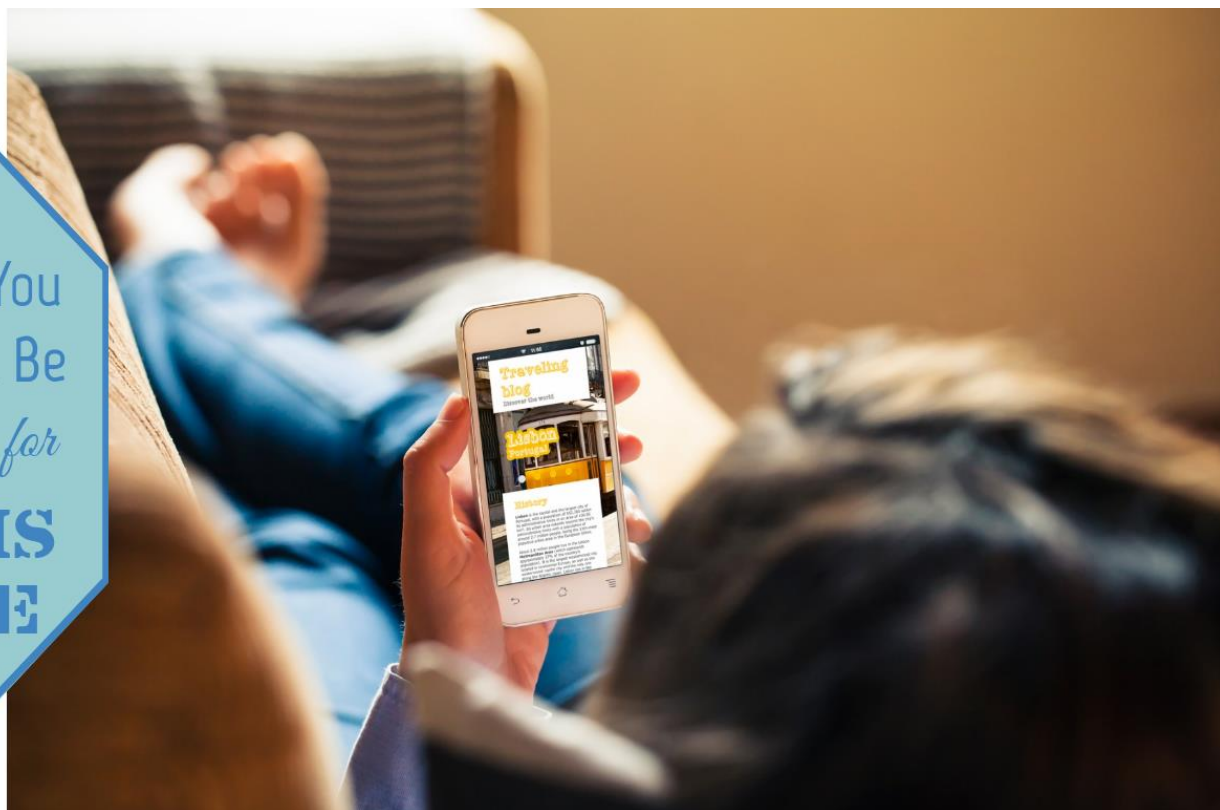


Welcome to the future of the jewelry business, where a revolutionary new way to buy and sell is in your hands. We are Virtual Diamond Boutique™. We are retailers. We are wholesalers. We are global sightholders. We are a worldwide community working together to create the next generation jewelry trading network that will take the jewelry business into the future of marketing.

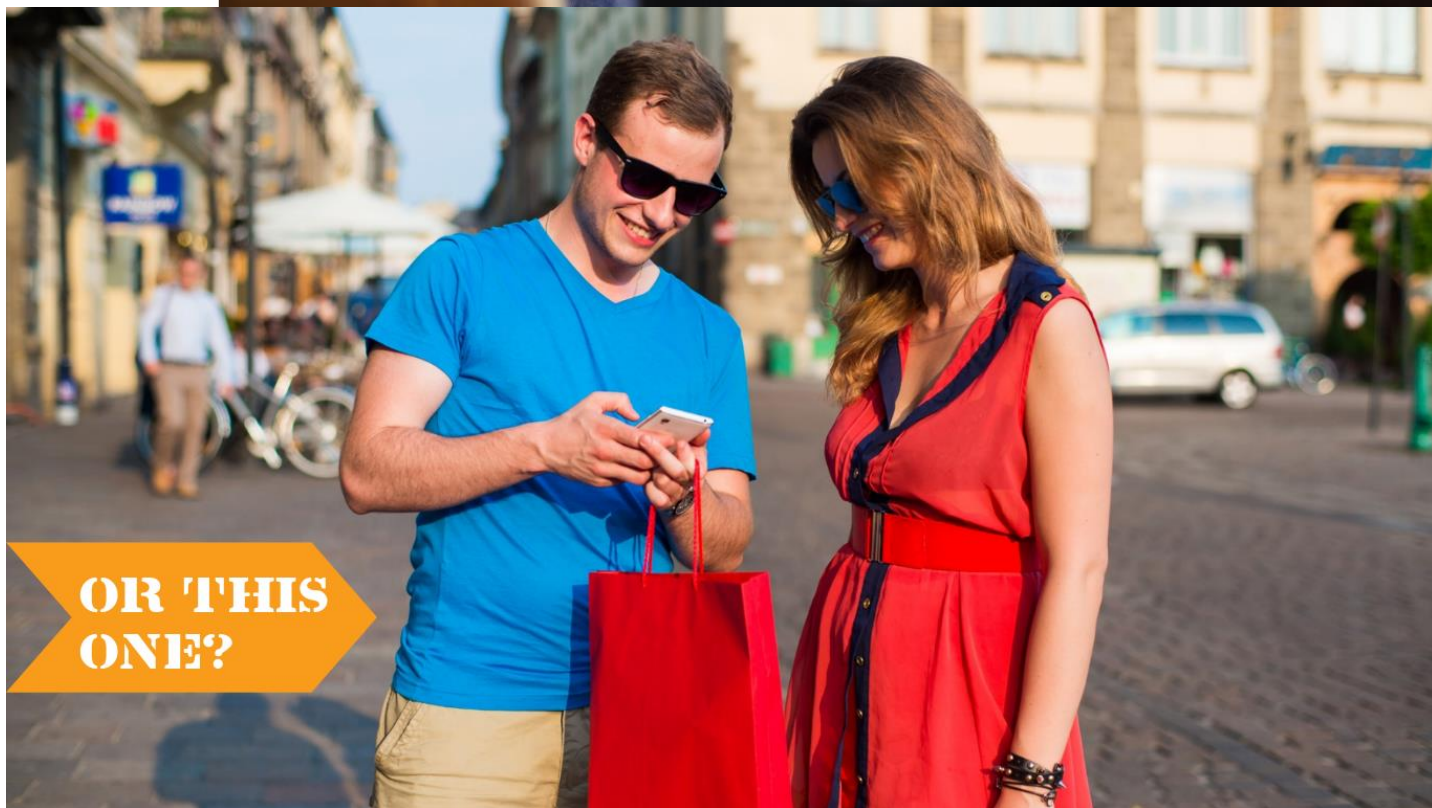


Are you
still looking
for this
customer?

When You
Should Be
looking for
**'THIS
ONE**



**OR 'THIS
ONE?'**



The Game Has Changed



Today's consumer pays attention to media across a broad landscape of options, from outdoor to print to digital. Contrary to many predictions, consumers are still interested in buying at bricks-and-mortar retail. But you have to catch their attention online first.

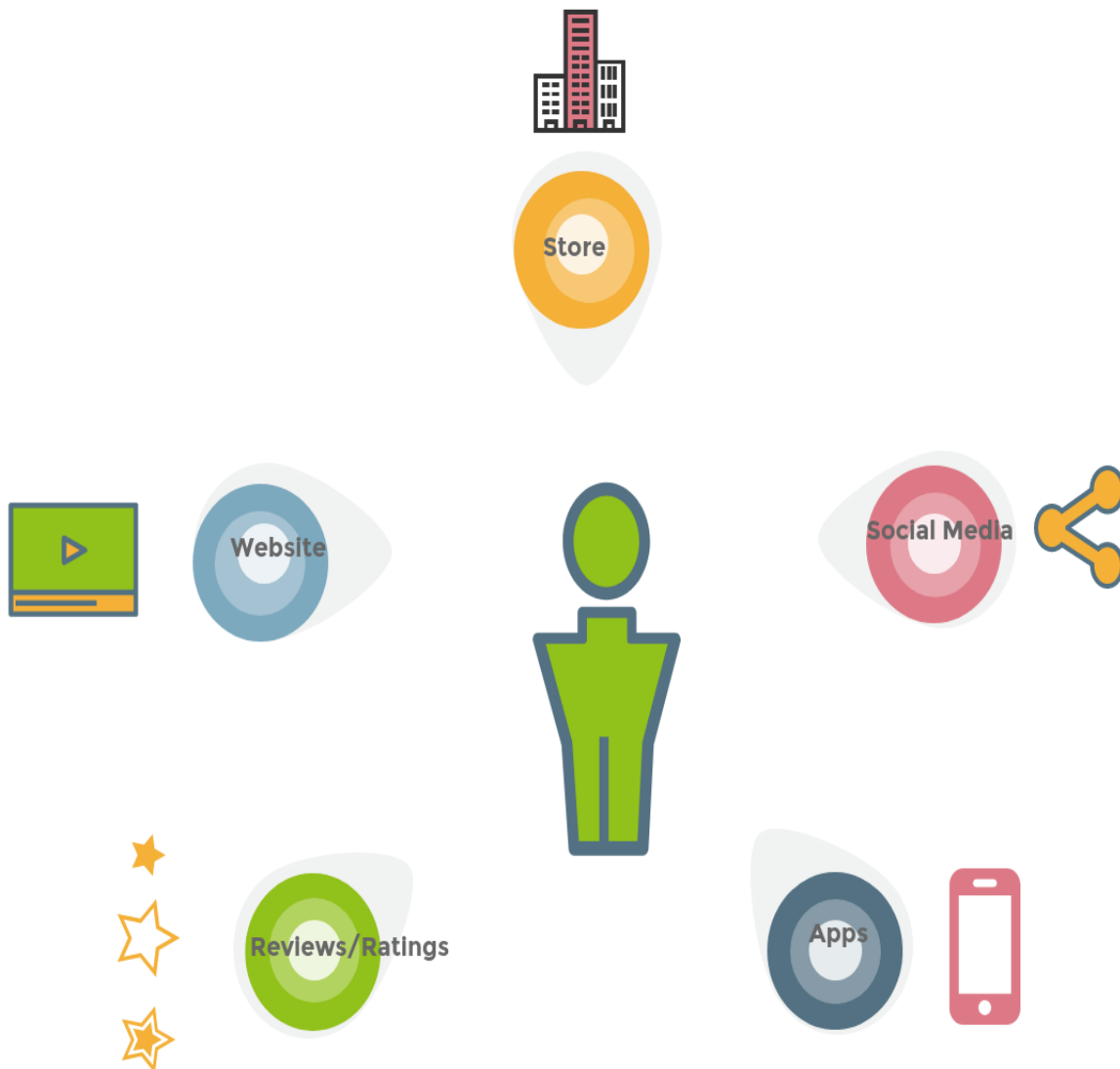
Multi-Channel (now)

What does "multi-channel" mean? It means that you promote to and engage with your customers on a variety of channels. But it does not mean that these channels are necessarily integrated!



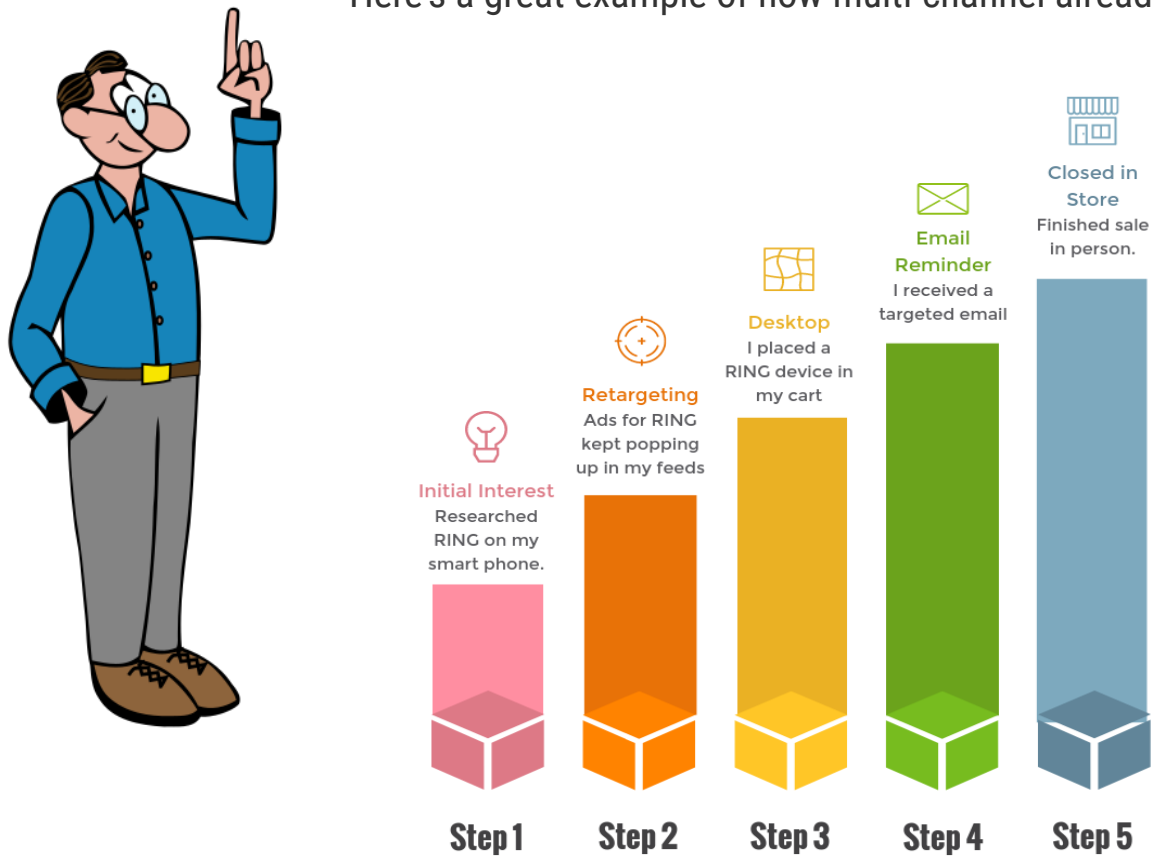
Omni-Channel (near future)

What does "omni-channel" mean? It means that you integrate and share your customer data across all your channels. Customers who interact with your brand always pick up where they left off - regardless which device they are using - right up to the POS in your store!



Build Retail Store Traffic

Here's a great example of how multi-channel already works:



STEP 1: You see an ad on TV for a RING smart doorbell device. You open your smart phone and search for RING, which brings you to Verizon's website.

STEP 2: You finish your research, then put down your smart phone and go back to watching TV. But that night, and all the next day, ads for RING keep popping up when you are online.

STEP 3: You can't get RING out of your head! A few days later, when you are at your desk, you click on one of those ads and go back to the Verizon web page. This time, you log in, and you put a RING package into your shopping cart. But you get distracted and go back to work without finishing the transaction.

STEP 4: That evening, you get an email from the RING team, asking if you want to finish your online transaction. They suggest that if you have more questions, you might want to stop into any Verizon store and discuss them with a real, live, salesperson.

STEP 5: As you're driving by the Verizon store on your way home, you decide to pull in. You talk with a salesperson, who answers all your questions and gives you a demonstration, and you purchase the RING device and take it home with you.

It Starts With Your Website

Attract • Search Optimization • Blog • Convert • Forms • Calls to Action • Landing Pages • Close •
CRM • Workflows • Email • Delight • Social • Surveys • Smart Content •

YOUR WEBSITE MUST DELIVER

RICH CONTENT

The "content fuel" for search, social media sharing, email content and lead generation.



SECURE

Protects customers, provides legitimacy, and keeps Google happy.



FAST

3-second or less page loads.



RESPONSIVE

Instant configuration for different sized devices, plus content focus for each device type.



INFORMATIVE

Today's consumer is a research specialist. Provide answers, comparisons, reviews, product knowledge.



SHOPPABLE

If you sell something in your store, it needs to be for sale on the website too.



RAPID GRATIFICATION

Buy today, ship tomorrow (or today) is the expectation.



TRUST-BUILDING

Consumers are most influenced by peer review. Offer reviews, ratings, and comparisons.

When your website offers all these rich features, new prospects will find you, and that's when you can start the work of turning them into retail-visiting-customers.

So . . . what's the next step? Inbound marketing.

Inbound Marketing

This is what we call marketing that is driven by online searches - otherwise known as Organic SEO Traffic. Inbound marketing is the most potent form of prospects for your business. To attract those prospects, you must have a strong website that delivers the following benefits:

The heavyweight in the inbound marketing arena is email marketing. Email marketing delivers the highest ROI of all digital marketing. So you need to start collecting those email addresses, segment your lists according to interests, and start communicating regularly.



1. **CAPTURE:** Email addresses are worth money. Capture emails with carrots - like ebooks, webinars, give-aways, sweepstakes, newsletters, and event tickets.
2. **NURTURE:** Only 5% of website visitors will return on their own. So nurture those email leads by sending them information of interest to them.
3. **CONVERT:** Higher pricepoints take longer to convert. So be patient, continue your engagement, and play the long game.
4. **ENGAGE:** Never assume a buyer will return on her own! Keep engaging her with email, social media, and advertising. Top of mind = back into the store.

Advertising Strategy

The biggest mistake most online marketers make is spending money on advertising before they have their website, landing page, and email strategy in order. Consumers still prefer buying jewelry in your store to buying it online, so advertising should be geared to creating more brand awareness while collecting email addresses. That way, you can take those website and landing page visitors and eventually turn them into buyers.

ADVERTISING STRATEGY

MOBILE

Ads must be designed to work visually for the mobile shopper, and target "here, now" behaviors.

ANALYTICS

Always tie ad campaigns to KPIs, and monitor closely.

RETARGETING

Don't let website visitors get away. If they leave without purchase, remarket to them to bring them back.

SEM

Target customers through search and maximize use of Business Information listings on Google & Bing.

REVIEWS

Potential buyers look up and read reviews on everything. No review is too small.

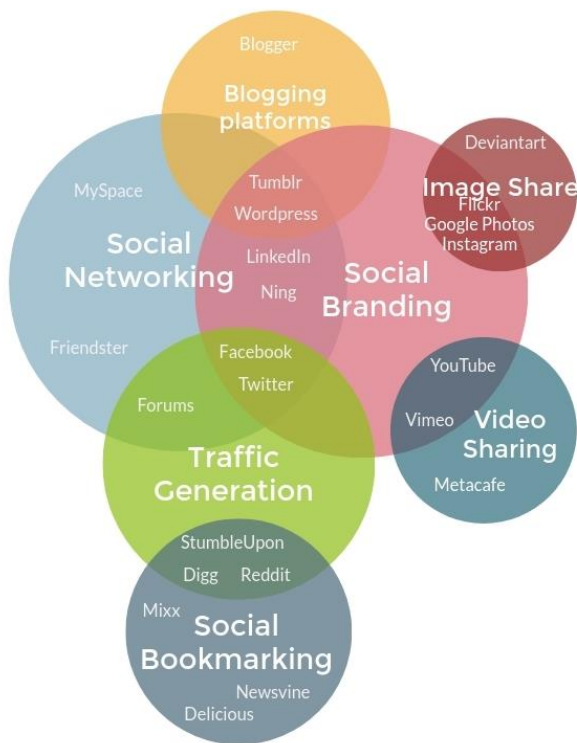
SOCIAL

STOP boosting for exposure only. Use social advertising for specific goals, and measure constantly.

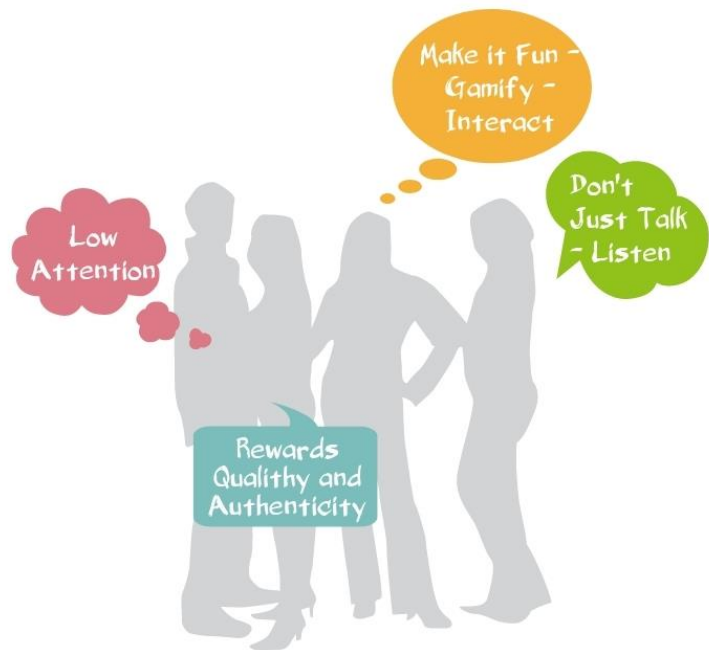
Social Media

Don't let the tail wag the dog. Social media is important - but it will never be optimally effective until you have your website, inbound marketing, and advertising strategy in place.

Once your other digital elements are in place, use social media to stay relevant, engaging, and top-of-mind. That way, when they are ready to buy jewelry, your name will be the one that sticks in their minds and draws them to your website and into your store.

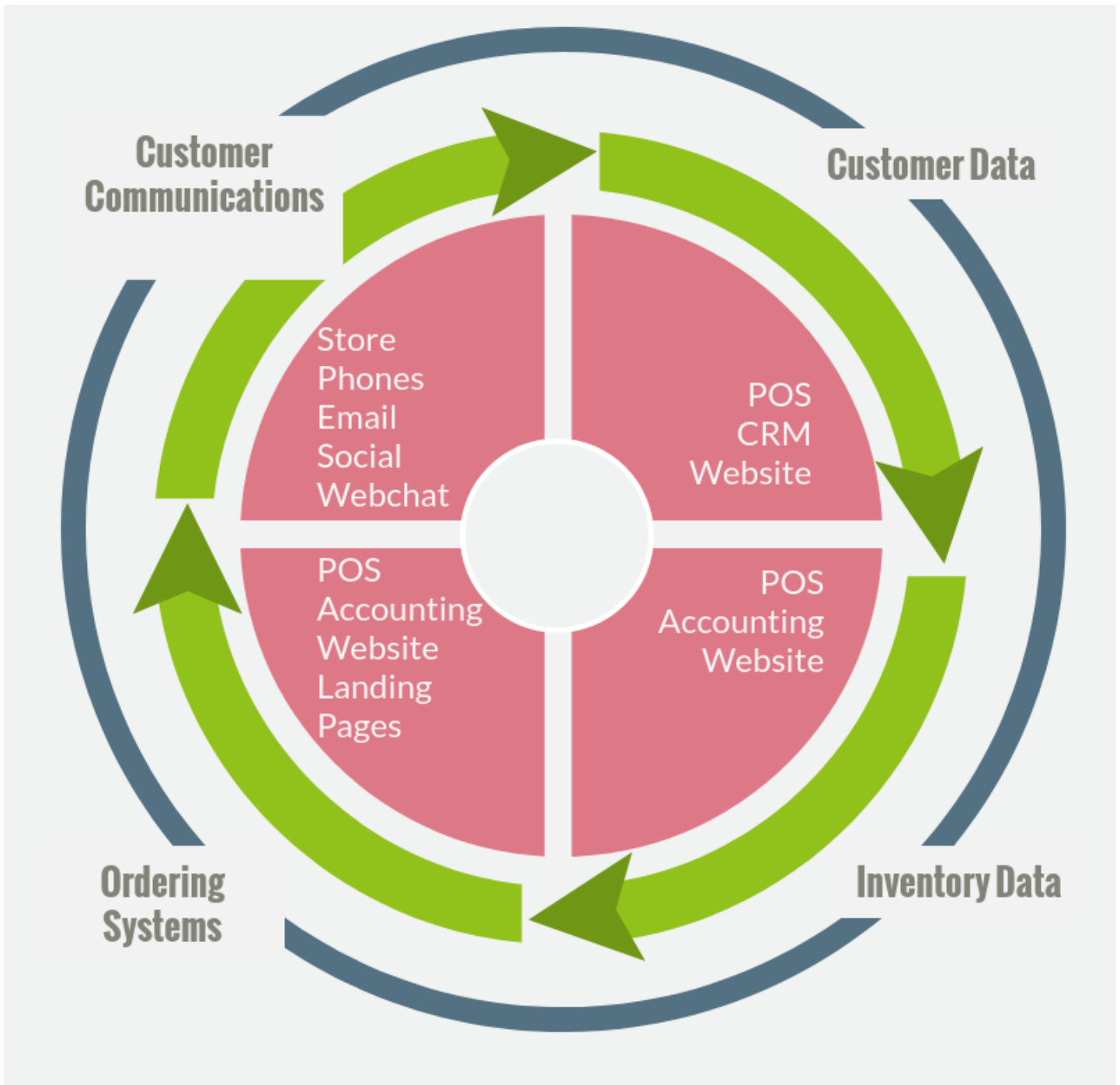


SOCIAL MEDIA



Build Retail Store Traffic

Your ultimate goal is to create a bricks-to-clicks eco-system that wraps itself around your customer and gives them a consistent, engaging, memorable experience.



Let VDB Help

VDB is a powerful B2B and B2C platform.

Use it for searching, sourcing, and buying the diamonds, gemstones, and jewelry you need for your store, design projects, and customer requests.

Integrate it in your website to expand your offering and appeal to more people searching for jewelry online.

Whitelabel the app to offer a retail store app that constantly engages your customers with wish lists, social sharing, and the enormously fun activity of searching for new gems and jewelry!



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