

How to Market Your Jewelry Business on Facebook



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1. Introduction

Who is This Book Suitable For?

This book is suitable for any small or medium-sized jewelry business owner who is either just getting started in the jewelry



industry, or who has maybe already been in business for several years but is looking to expand and grow their business online. This book assumes that you have a basic understanding of both the jewelry business and using Facebook, although I have tried to write the book in easy-to-understand, plain English so that anyone can follow it and find it useful. Indeed, while the focus of the book is on jewelry business owners, nearly all of

the concepts can be applied to related and other types of businesses. Just because my passion is jewelry, doesn't mean that the principles of Facebook marketing do not apply to nearly all other businesses especially those in the wholesale and retail industries. This book should provide you with a very good introduction to the main concepts of Facebook, social media, and online marketing in general. While you won't necessarily be an expert by the end of reading - like anything it can take a while to get good at - you will at least be armed with the necessary tools and strategies to make a start, and included at the end of the book is a handy next steps/checklist so you do not lose any momentum in putting what you have learned in this book to good use.

What this book will not provide you with is information on sourcing the jewelry itself, how to raise capital to start a jewelry business, which factories to work with, or any other information on the mechanics of actually running a jewelry business itself, other than general things to look out for. These are all areas that I can certainly help you with, but you will need to contact me directly on our [Facebook group](#) by sending a message.

Likewise, while this book is intended to give you a helpful overview and guide you towards successful Facebook marketing, it is not in any way guaranteed that you will see excellent results simply by reading this book and performing the suggestions outlined. Why? Because like anything in life, you will need to put in some resources, time, and thought into getting very good at something before it happens, and there is a (small) element of luck involved.

Having said that, if you are willing to invest some time, resources, and energy into putting your business on Facebook, and follow some of the suggestions outlined below, I am confident that you will begin to see the type of return on investment that I have been able to generate for myself over the last seven years since starting from scratch.

I am delighted to be able to save you some of the time required to get up to speed, by helping you climb the learning curve more quickly, and so this book is a shortcut for you to becoming the successful jewelry business person that you deserve to be.

Also included at the end of the book is a list of additional resources where you can go to get more information on marketing your jewelry business on Facebook. However, I would say that the very best way to learn is simply to get started after you feel prepared enough and that although you will no doubt make some mistakes along the way, you will find it a very financially and personally satisfying journey.

You are also bound to meet some very interesting people, perhaps from parts of the world, you didn't even know existed, and may make some new friends and business partners along the way, with who you will begin to grow long-term profitable relationships. What could be better than that?

I am sure you are very keen to get started with our training, so let's get stuck in. We recommend that you read this book from start to finish, rather than jump in and out of different chapters, for you to get a full understanding of the strategy and tactics discussed. However, if you are pushed for time you can certainly dip in and out and refer back to different chapters of the book.

There will also occasionally be hyperlinks listed within the text. These are intended to take you to places to view examples, or merely to expand upon a point that isn't appropriate to elaborate on within the text itself. These links will be bolded and will also have the full URL (web link) displayed afterward in parentheses.

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Okay, now we have got the legal bit out of the way, let's get talking about Facebook!

2. Why Facebook?

At the time of writing, Facebook officially had over 2.85 billion monthly active users. That is people who regularly log into Facebook every month. This number is



greater than the number of estimated Roman Catholics on the planet (estimated to be 1.2 billion)! While Facebook is not normally compared with religion, when you look at the numbers of users, it is easy to see that Facebook is one of the most popular things of all time and has gone well beyond cult status and has been accepted into the mainstream.

As a comparison point, in its entire history, Apple has sold 700 million iPhones and undoubtedly has one of the strongest brands in the world. Google is another company that has enjoyed breathtaking

success. Amazon became the largest retailer in America, and Alibaba has taken the mantle of the biggest retail outlet in the world, delivering more transactions per day than both eBay and Amazon combined.

Of course, the main fuel for all of these companies' growth, and reason for existing in the first place, is the internet. While Apple is technically a hardware company, it is hard to see it still even being in business had the internet not come along when it did, and had its founder and visionary CEO Steve Jobs not foresaw the opportunity that the internet afforded. Facebook, on the other hand, was founded by a student who hadn't even yet graduated from school.

Anyone who has seen the movie *The Social Network* will know that Mark Zuckerberg was an undergraduate engineering student at Harvard when he started building the Facebook website from his dorm room. While, like Jobs, he has also been hailed as a visionary, it is harder to see Zuckerberg as an original because there was a giant social network that had come before Facebook in the form of MySpace. Similarly, Zuckerberg didn't even come up with the idea for Facebook himself, rather a set of twins at Harvard known as the Winklevoss twins approached him to work on the idea that they had for an online yearbook.

In the United States, yearbooks are traditionally created for every year or 'class' of high school and college and contain a picture, short bio, and any other notable information about the student. The books are normally hardbound, with glossy pages printed within, and are expensive to produce. Most schools pass some of the cost of production onto their students, who gladly pay to have a memento of their school years, but also as a way to keep in touch with classmates as they move on to different schools or colleges, as it is so easy to lose touch.

Not surprising then that with MySpace at the height of its success, and the lack of a decent equivalent to the yearbook - other than Classmates.com which was mainly focused on reuniting students after a long period - did Zuckerberg realize that the Winklevoss twins were on to not just a good idea - but potentially a great idea? Being an ambitious and talented software engineer, Zuckerberg decided that he could give the world what it needed. A way for college kids to connect online, network, data, or simply break the ice with their fellow students. This wasn't about reuniting students after the fact, it was about giving them a channel to meet more easily while they were actually at school. It sounds so obvious now that we are used to Facebook, but at the time, it hadn't been done, or at least not very well.



Legend has it that Zuckerberg worked day and night - shutting out the Winklevoss twins from the project - and within a month had his prototype of what he called TheFacebook.com. It was not until much later, when he partnered up with Sean Parker of Napster fame, that Sean encouraged Mark to drop the 'The', and have the site simply known as Facebook.com - because it sounded a lot cleaner.

This simple change of name goes to show just how important it is to market using the correct

language, and paying attention to seemingly small things like the name of your company, website, and Facebook page, as this can often affect the success rate of your business. It also goes to show just how important timing and luck can be. I am sure Zuckerberg would be one of the first to admit that in addition to working incredibly hard, he also got incredibly lucky.

To begin with, Facebook was not open to the general public, as you needed to have a college email address to register and create a profile. I remember trying to create a page in early 2007 but was denied and was slightly annoyed that the site was only open to students. At the same time, this made me want to join even more because it was like an exclusive club that people were enjoying without me, and of course, I wanted to be a part of it! It wasn't long before Facebook realized that to grow, it would have to allow all types of users on the site, not just college students, and part of the secret in its lasting success is undoubtedly down to its broad appeal from the very young to the very old.

Like the internet itself, Facebook has become part of everyday life and for many, they would be hard pushed to go a day or live their life, without it. Just watch people at the movie theater trying to keep their cell phones in their pocket for the entire movie!

While we have become incredibly dependent on our cellphones, computers, and the internet, this has also afforded us a great opportunity to improve our lives and businesses. We will talk a bit more about this opportunity below.



To answer the question of 'Why Facebook?', let's go back to the start of this chapter where we saw that Facebook has over 2.85 bn monthly active users per month, and that is on Facebook alone, not including the other sites that it owns like Instagram. When you consider that at the height of its popularity Twitter - it is easy to see that Facebook is the king of social networking sites, and has a very good - possibly insurmountable - lead.

Furthermore, the number of countries that Facebook is prevalent it is also quite staggering at over 150, however it does face some competition particularly in Asia and Eastern Europe from so-called 'home-grown' social networks like Baidu, which are more popular because of the ability to communicate in their native tongue and alphabet more easily than on Facebook.

The majority of Facebook's revenue comes from advertising on the site - the text, picture, and video ads that you see are all paid for with advertising dollars, and the growth of Facebook's income has been exponential over its first 12 years of service. Clearly, it is doing something right and has been rewarded with a steady increase in its stock value over this period, even at a time when the global economy is slowing down or even stagnating in some parts of the world.

3. Why is Facebook So Popular?

So, what makes Facebook so special? This is a tough question to answer, but the fact that it is easy to use and intuitive certainly helps. But also the fact that unlike MySpace, which saw a rather unfortunate fall from grace after the dot com crash, Facebook has continued to innovate and acquire platforms that complement it, like WhatsApp and Instagram.



But more than that, the simple act of being able to stay in touch with friends, family, and business associates all over the world is arguably the key point that keeps people loyal to the site. It's not necessarily that they are loyal to Facebook - although clearly, it has to take some of the credit for building a platform that people want to use - but more that they are loyal to the network of people and companies that they are connected to on Facebook. As humans are

social beings, it is not surprising that we want to spend at least some of our day socializing, even if we cannot see or speak to those people in person.

Likewise, we want to show our appreciation and loyalty to brands and smaller businesses, and so we can do this very simply on Facebook, simply by liking a page.

We can also stay in touch with a particular set of people by joining a special interest group, and this way we can receive updates and converse directly with businesses or other people who have similar interests to ourselves. There are many groups devoted to buying, selling, and trading locally, nationally, and internationally on Facebook, and later in the book, we will discuss how to take advantage of Facebook Groups.

4. Who Uses Facebook?

As we have seen, more than 1 in 6 people on the planet use Facebook from all over the world, including some Brazilian tribespeople! There is an age restriction in that you have to be over 13 years old to be a member, so it is not suitable to marketing to very young children, but other than that, pretty much every age group and all walks of life are represented. Anyone who has access to the internet can join. Chances are, you have a Facebook page or have had one in the past. If you do not currently have a profile set up, you will need to do that, but more on that later in the book.

5. Will Facebook Continue to Grow?

Facebook has seen exponential growth in terms of the user base, revenue, number of employees, and share price. So, barring any unforeseen circumstances, yes - Facebook will continue to maintain its lead as the biggest social network in the world and will continue to grow. It is therefore beneficial to learn the ins and outs of Facebook now, as this will undoubtedly set you up well for future success.

6. What is Word of Mouth Marketing?

Have you ever gone out to dinner, had a great meal, and have been so impressed with the restaurant you ate at that as soon as you got home you called a friend or family member to tell them about how much you enjoyed your meal, and insisted that they try the restaurant immediately? Sure you have. OK, maybe not a restaurant, but you have given a friend or someone you know a recommendation at some point in time about a product or service. Maybe you even forwarded an email around to some friends telling them about the great meal you had and suggested it for your next gathering. That is the word of mouth marketing. It is marketing that businesses love to get because referrals from happy customers are a lot of what helps to make them a successful business, and the best part is that it is free advertising. The only cost is in providing a great product or service, which you no doubt plan to do anyway. This is especially true if you are a local business; you will rely on word-of-mouth marketing to get the word out about the great products or services you provide.

Another way to describe the word of mouth marketing is "referrals", and you will be familiar with referral programs already. This is when a the company rewards you and incentivizes you to pass on the good word about them to a friend, normally in the form of a coupon for you and the friend to spend in the store or on their website.

What has this got to do with Facebook? Well, as we discussed, people use Facebook as a way to keep in touch with their friends and family members - this is the major draw of the site for most people. It's inevitable then that they are also sharing information about their positive and negative experiences on a site, and so are helping (or hurting) the reputation of a business oftentimes without even realizing they are doing so.



How? Well, because we are much more likely to listen to the opinion of a friend, family member, or someone connected to us than we are to the opinion of a stranger, or even the opinion of the company who is trying to market and sell to us. Of course, every business can say they are excellent and may well think they are, but this doesn't mean we will think so, or that what they are providing will be to our taste.

Generally, people have more similar tastes and interests to people in their network and again will value their opinion more highly. There is also an element of "keeping up with the Jones'", whereby you may want something that your neighbor or friend has raved about on Facebook, purely so you can say you have it or have done it too. There's nothing wrong with this, it's just human nature, but it does give marketers a powerful psychological tool to get people to buy their products if they can leverage this natural human instinct properly.

7. What is Social Media Marketing?

Social media marketing is the practice of marketing goods and services on social media sites and networks. This type of marketing can be both paid and 'earned' as we will discuss below, and can also be 'owned' - for example, I own my business page on Facebook, and I state what I want about myself or my business on that page. Earned social media is the things that my customers say about me on social media, that I probably have little control over - hence, I must earn it. Paid social media is the act of buying ads or spending ad dollars specifically on social media sites, of which Facebook is the largest in terms of both users and global reach.



8. What is Online Advertising?

Online advertising encompasses social media marketing and refers more generally to any type of advertising activity, normally paid, that happens online as opposed to 'offline' for example in a print magazine or on the TV or Radio. Of course, the lines are now being blurred with digital and satellite radio stations crossing over to online, newspapers going entirely digital, and TV ads and programs being shown on YouTube. It is increasingly less a case of marketing digitally in the modern world, more a case of modern marketing in a digital world, and you do need to keep your finger on the pulse in the world of marketing to keep up because it is constantly changing.

Even in the last couple of years, this book would have needed to be continually updated with all the changes that have happened on just one platform - Facebook - alone, never mind all of the other channels that marketers and business owners can target. This is why it is good to keep learning, and trying new things, and of course, taking advantage of new technology as it becomes available to you.

9. What is the opportunity for Small Businesses?

The opportunity for small business is better than it has ever been before thanks to the rise of the internet, and the ability to reach suppliers and buyers from all over the world within a few moments or even seconds. Huge marketplaces for goods like Alibaba, eBay, and Amazon Marketplace process millions of transactions per second, and this means that even a very niche product can do very well because of the sheer scale of the market that it has the potential to be sold into.



Traditionally, small businesses only had a few means to get the word out about their business. They could hope that someone spread the good word about them, they could purchase a newspaper or local radio ads, or if they had enough capital, could invest in TV or special interest magazine ads - although the return on their

the investment was hard to track because there was no way to tell if the increase in foot traffic was just luck or a result of a particular campaign.

Now, with the advent of the internet and tracking capabilities, advertisers can easily see how many clicks through to their site came from an ad campaign, and how many of those clicks turned into sales (or conversions as digital marketers call them). This in turn more easily allows them to track and measure return on investment (ROI), or if you want to get more technical, return on ad spend (ROAS). We will go into more detail about the mechanics and terminology involved with digital advertising later in the book.

10. Why Sell Jewelry Online?

Jewelry is an exceptional item to sell online for many reasons, some of which you will already be aware of if you have a jewelry business, and are maybe even already selling some of it online. For those that are newer to the industry, I will list these reasons for you here, so you can fully appreciate the opportunity you have to make a profitable business:

a. Jewelry is constantly in demand in every country in the world and is often considered a luxury item because sales of it tend to decrease during recessions. It is not a necessity for everyday life like food, water and gas are, however, it does go a certain way toward showing a person's social status and can also be used to show that a particular person has money. There is, therefore, a ready market for jewelry, and particularly gold, platinum, precious gems, and diamonds can always be sold at scrap prices in no time at all simply by walking into a liquidator, or by selling on eBay without too much effort.



b. The other reason jewelry makes a great business is because people are willing to pay more for it than it is intrinsically worth in terms of its cost of materials. A Tiffany ring for example is worth 4-5x more than a non-branded ring of the same material and carat weight, simply because the name Tiffany is stamped within. Why? Because people value the name and the workmanship that has gone into making the ring over just the components of the ring itself. While you may not have quite the reputation of Tiffany yet, the same principle still applies. You have turned nothing, ie, a raw diamond or piece of metal, that doesn't do anything by itself, into a pretty, desirable, and wearable item, that many women (or men) would be happy to wear and own. You have added value to the raw materials, and as such can make a profit on your items, even if you outsource the manufacture of the jewelry to someone else. So, good margins, are a great reason to get into the jewelry business.

c. It's an international business, meaning you can take advantage of the relatively low cost of raw materials and labor in some parts of the world, and in turn sell the finished product at much higher markups in other parts of the world, where demand for certain kinds of jewelry is higher and consumers are used to paying more. In the UK for example, a half-carat white diamond ring from a typical high street jeweler may cost between £1000 - £2000 depending on the metal, clarity of the diamond, and design.

That very same ring in a shop in the United States would cost around \$1000-\$1500, which with the exchange rate makes it considerably cheaper. Part of the price differential may be due to tax, in the UK it is at 20% whereas most of the US only pays up to 10%. But, partly it's due to scarcity and the fact that UK jewelers can charge higher prices because people are willing to pay them. There aren't too many girls who don't want a diamond ring at some stage of their life!

So, by knowing the different regions and markets well, and taking advantage of the international nature of the jewelry business, you really can make a decent living.

d. Jewelry is normally small and therefore is very easy to ship, both domestically and internationally. Therefore, if you are selling on a global marketplace, like eBay for example, you will not put off potential buyers in other countries with too high shipping rates - as you might if you were trying to sell consumer electronics for example which are often cost-prohibitive due to the cost of shipping abroad.

e. Jewelry appeals to most different demographics and both men and women are consumers of jewelry, as are young and old. Men buy women jewelry as gifts or tokens of love and commitment, and women buy themselves jewelry to accessorize or make themselves feel good, or



simply because they want a shiny new bauble to look at! Jewelry is linked to fashion, but unlike clothes, it is often very easy to see if something is well or poorly made, and people do generally expect and are happy to pay for something that is of better quality.

f. The reputation of the seller is very important when it comes to selling jewelry. People are generally less willing to take a risk on a high-ticket item like an expensive engagement ring, so this is where word-of-mouth, referrals, reviews, and positive mentions on social media come into play. Just one bad review or rating on eBay could seriously jeopardize a seller's business, so it is vital to always transact in a manner that puts your customer's fears at eBay, and provide authentication for your jewelry where possible in the form of certificates or hallmarks.

Also, take care when packaging, or having your staff, package items. A friend of mine recently purchased a locket on Amazon, who you would think would pack their items very carefully, but when it arrived the box had opened at the sides and the locket was nowhere to be seen. Although Amazon did refund the money, it was difficult to prove this had happened and was upsetting for my friend who felt that they may not have believed her when she told customer service what happened. My friend said she was unlikely to buy jewelry from Amazon again! This is how easily people can be turned off even by very large retailers online.

On the flip side, however, if you do build a good, solid reputation, you can certainly capitalize on this, by earning trusted seller ratings across platforms, and by having cases decided in your favor when a dispute arises between you and a customer who is in the wrong.

11. What are the Challenges of Selling Jewelry Online?

a. It is a very big and varied market with items ranging from a few dollars up to hundreds and thousands of dollars, and everything in between. Therefore, it is important to set your prices and profit margin at the level that your customer base will be willing to tolerate. You should not try to cater to the entire market but pick a particular segment that

you feel you will be able to service well, then learn all you can about their buying habits, patterns, and online activity - particularly, where they hang out on Facebook, which Groups they are members of, and where do they go to get jewelry recommendations?



b. Jewelry can be a seasonable business with the majority of jewelry purchases taking place in the 6-8 weeks

before the holiday period, then there is another bump around Valentine's day - especially for higher-end jewelry. However, with women having greater buying power than ever before, and no longer waiting to be given a gift of jewelry, but instead buying it for themselves, this seasonal cycle has reduced somewhat and you will probably see some peaks and troughs throughout the year. This is especially so if you are focusing on semi-precious jewelry which tends to be used to accessorize rather than as a love token or expensive gift. Even so, you should prepare for an element of seasonality in your business and adjust your marketing spend and activity accordingly throughout the year. After all, there's not much point in spending a lot in January if no one is buying jewelry then!

We will talk about ways to lower your exposure to advertising spend later in the book.

c. Fraud, of course, is an ugly word, but it is something that every jewelry business entrepreneur needs to consider. Why? Because they can fall a victim of it both from the supplier - who may send counterfeit goods; through a factory, who may do shoddy work; or even through the customer, who may claim something did not arrive, or that it was not the quality that was described in the original listing. All of these risks can be very detrimental to a business of any kind, but particularly if it involves an expensive item like a diamond ring.

One eBay case found in a buyer's favor could have a serious impact on your cash flow, not to mention any negative feedback they leave. To mitigate this risk, it's always best to double ensure all of your items - both from a business against loss, but also with the distribution company you choose to ship your goods. That way you have added protection in case everything goes wrong, and eBay has gotten much better in terms of seeing the seller's side (assuming they have proof of postage), when something goes wrong, like an item not turning up for whatever reason.

If you are still reading, chances are you have weighed the benefits and risks carefully and still want to proceed with your jewelry business. So let's take a look at how Facebook works in a bit more detail, and how you can use it to market your business.

12. What are the different features of Facebook?

Profiles

If you have previously joined Facebook before, you will know that people - as in real humans (and some animals, like Grumpy Cat, for example) have profiles. These profiles must be a real name, although people do still use aliases quite frequently due to privacy concerns. Facebook's policy is pretty clear though, that profiles should be made by yourself in your real name and you are generally only allowed to hold a single profile at any one time.

In the early days of Facebook, fraudulent profiles were rife so it is something they have clamped down on, even requiring you sometimes to verify yourself by submitting your ID if they suspect your profile may not be fully correct. For example, if you used a name they suspect is false, or if they suspect you have created a duplicate account.

This can be frustrating if you wish to have two accounts, one for personal use and one for business. Either way, you will need a personal profile first before you can create a business page. Note, that Facebook terms state that you cannot create a Profile page for a business - instead, you must use its Pages feature (see below). So, if you don't already have a Facebook account, go ahead and create one. It may be easier for you to follow along by looking at your account while you read the next section of the book.

13. How to Set up a Business Page?

As mentioned, if you are setting up a business page - even if you are a sole trader, that is an individual acting as a business - you will need to create a Facebook Page. This is fairly straightforward. From your Facebook account, simply click on the drop-down arrow in the furthest top right-hand side of the screen (after you have logged in), and choose the 'Create a Page' option. You will then see this screen.

You will either want to select Local Business or Place, or Company, Organisation or Institution. There are pros and cons of each of these.

Local Business or Place gives you the option to type in your physical address so that people in your area can easily find you, and you can easily market via Facebook to those in your geographic region. The downside is that you may not be seen as a company that can service an entire country or globe, and this can restrict you in terms of building a customer-base outside of your immediate locale. On the other hand, you may show up in map applications or Yellow Pages - so this could be a potentially good source of business for you, especially if you have a physical store or presence - not just an online one.

With a Company page, you do not set your specific address, so you could be based anywhere. This gives you the impression of being a larger company, but you don't benefit from local business or marketing based on location nearly as much. Ultimately, it's up to you to decide who your customer base is and choose a Page accordingly. We'd advise against using the Brand or Product page until you are much larger, or until people begin to recognize your brand - if you are deciding to create original pieces, rather than just be a reseller.

If you decide to go with the Company page, you will be given a long list of industries to choose from. We'd recommend choosing the Retail and Consumer Merchandise category, as there isn't a specific jewelry one, or even a Fashion and Clothing one. Therefore Retail is the closest option and will allow people browsing this category to find you.

You will then be asked to enter your business name. If you do not already have a business name, think very carefully before choosing one. We will talk about this more later, but for now, you can enter a place-holder and it can also be changed later. What cannot be changed is your vanity URL (the URL Facebook allows you to have after the Facebook.com/ section of the domain), so hold off on setting this up until you are sure you will keep your

name. Otherwise, you will have to make a new page, if you find for example, that another business already has your name and desired URL.

Next, you will be asked to give a short description - only 150 characters - about your business. This is very important, because it is the description that shows up in Facebook's search results, and tells people whether to bother or not with your page. You need to make it short but explain who you are and what you do engagingly. If you are stuck, seek help (see below for more advice on marketing services).

If you have a website (which is advisable) include the link. Again, do not create your vanity URL unless you are sure, as it can only be changed once. Just click 'skip' if you want to come back to this page later. Next, you will be asked to upload a profile image. Most companies choose their logo. Again, if you do not already have a logo, it is a good idea to have one created, so you can start to build your brand, and be recognizable online. Again, see below for advice on getting a logo made cheaply.

The next part of the process toward setting up your page is very important; because Facebook wants to help you match your business to the right audience. Why? So you see value from Facebook, stay on the site longer, and hopefully, this will persuade you to spend money in the form of purchasing advertising. The key for Facebook is to give you just enough promotion so you see the benefit, without 'giving away the farm' so that you don't spend any money. Bear this in mind when you come to allocate a budget to promote your business on Facebook. Sure, some people with well-known brands can get away with spending little on Facebook because they are well known, but the truth is, you do need to pay to be seen by as many eyeballs as possible. Fortunately, it's not too expensive for most categories, and there is a residual return from doing so as once a person has liked your page, you will not need to keep paying to re-engage them, as you might with say a paid search campaign. We discuss this in more detail below.

As you can see, you can choose the countries or even cities in which you wish to target people, and even be as specific as a zip or postal code. Just bear in mind that if you are targeting non-English speaking countries, you will need your page to be written in their native language. Although Facebook has recently brought in a translate function, which

automatically converts foreign language to your mother tongue. Still, most people will want to do business with those who at least speak the same language as them.

Another thing to note is cultural differences. The tone and style of your page may not appeal to everyone, especially if you use a lot of colloquialisms on the page. It's always best to use speech that is familiar and friendly to those reading it. So start there first -- even if you feel you may be missing out by not marketing to other geographies. What you are going for is engagement with your audience, not just the widest reach.

The 'Interests' box again is very important. You will want to add as many interest 'tags' as you can, as this is how people primarily find your page (when you are not running ads). Tags are just another word for 'Categories' and are used to help people find discussions, Groups, and content on the things that they are interested in. So the obvious tags for you are 'Jewelry', 'Fashion', 'Boutique Jewelry', etc. You will want to use both general and specific tags to try and reach people through as many categories as possible. The more categories you appear in, the more exposure you will get, and more people will Like your page.

Think of Facebook as a big pool of fish, and the category tags as big round tubs in which to catch them. General tags are great because they cover the biggest pool of fish, but the specific tags are the place where you will get people very responsive to your Page and offer because they feel you match very specific interests or niche areas. For example, "Sterling Jewelry" would attract a higher quality user than someone who just listed "Jewelry" as an interest. The key is to get a balance of both. If you get stuck, use the Facebook suggestions button to add more categories. You will also see an estimate of the number of people in each category. This is useful to note when you come to do paid ads.

14. Facebook Groups

Groups on Facebook have become a major feature and



an attraction for users of the site. The idea is that it helps users 'curate' the type of content they want to see on Facebook and connect with people outside of their existing network who may share common interests or goals. For example, 'Buy, Sell, and Free' local groups have become extremely popular. These are very active groups based on your area where you can Buy, Sell, or give away, or get something for free! There is less risk involved than say

Craigslist or Gumtree, in theory, because you can normally check out the person's Facebook profile first to see if they are legitimate. A good test is to see how many friends they have, as it's unlikely to be a fake account if they have more than 20 friends - of course, it's still possible, and people have been known to sell 'fake friends' on Fiverr (see below).

You will notice that most groups require you to be accepted. This is so the owner can throw out people who do not abide by the group rules, for example, if they only join to post spam (self-promotional posts) without posting anything else of value to the group. Some groups are more lenient than others in this practice. In some groups, it only takes one violation to be kicked out, others will give you a warning, but absolutely no one indeed likes spam and you will get a lot of angry comments if you post it. So, does this mean you cannot sell on Facebook? Of course not. But how you sell and come across on the site is very important, especially in terms of building up your reputation and following.

Of course, if you don't want to stick to another group's rules, you can try to create your group for people specifically in Jewelry. We would advise not to do this however until your business page already has a good-sized following (500+), as these people will likely make the best targets to add to your group. Otherwise, you may end up with a lot of random people in the group, who don't know who you are. That said, there's no harm in creating a Group if you want to get started, but don't expect its membership to grow too much until you have started to market your page and your business on Facebook. If you do create a group, you should add it to your business page in the about section, and occasionally write posts promoting the Group, and asking people to join. Just remembers to give them a few good reasons to do so.

The benefit of people both liking your page and joining your group is that they begin to get notifications every time you make a post or create new content or engage with them. This is the beauty of Facebook for jewelry businesses, the ability to have an ongoing one-on-one conversation with a potential customer, in real-time, from anywhere in the world. The other nice thing about Facebook is that people in that person's network can also see when they have commented on your page, and can see that they have joined your Group.

Remember we spoke about the power of word-of-mouth marketing? Well, Facebook takes this to the extreme, because friends do not even have to share information with other friends by physically creating a post (although they often do), instead, you can already see which Groups they are a member of and which Pages they like, purely by being their 'Friend'. This 'cross-pollination' of networks on Facebook is another aspect that gives it a huge advantage for businesses over other social networks. They have mastered the art of spreading



word of mouth like no other business on the planet. And most of the time, people aren't even conscious that it's happening! Which arguably is the best type of advertising there is.

Suddenly feel like a coke? Well, it might be because you saw a picture of a friend drinking one in a Facebook selfie a few moments ago... This subliminal type of

advertising is exactly why so many companies invest in product placements both on TV, and

also on sites like Instagram. Facebook advertising tends to be more 'upfront', but there's certainly a lot of guerilla marketing that takes place on it as well, like creating microsites on Facebook that are offshoots of a brand's regular page, just to promote a specific product, event, or competition, all of which are great ways to drive engagement.

15. Paid Versus Free Promotion?

OK, you have managed to set up your business page on the 2nd biggest website on the planet (after Google). Maybe you have created a Group as well. People are going to start visiting your page, Liking it, and telling all their friends about it. Right? Wrong! While it would be nice for it to be that simple, it does take a little bit more effort than that. Getting the first 100 Likes is normally the hardest. And these should of course be Likes from our targeted prospects, not fake Likes or disinterested Likes that actually will not do us any good in furthering our business goals. Still, even if a user Likes your Page but isn't a good prospect, they are useful in furthering the promotion of your Page and business. Why? Again it goes back to the fact that people want to Like the Pages that are already popular. They usually want to be in the same Groups as their friends, and take part in the same conversations. If your Page only has a few likes, it isn't going to grow 'virally' by itself. There is a certain 'tipping point' - somewhere around 1000 whereby you will start to see more people joining of their own will, rather than requiring a little nudge.



So how do you nudge them? Well, you can start by promoting your page for free on your website (assuming you have one), on your business cards, in your email signatures, on your LinkedIn profile, and you should certainly consider sending a very nice and polite email to business associates and clients, asking them to like your page. Maybe you could offer a free item to the first 200 people to Like your page, like a money-off coupon or a nice pen.

When you are out and about at Jewelry fairs consider having some flyers produced which tell people about where they can contact you online, and at your Facebook Page. Offer them a money-off coupon for liking your page and you will be surprised about how many will come back to collect their voucher from you.

Another option is to start a paid 'Follow me' campaign. This is where you set up an ad campaign, not intending to sell anything, but to increase the number of likes on your page. This

should be the first step anyway, because it is more likely someone will respond to your promotion after they have liked your page and are familiar with you, rather than before.

Also, it takes a person much less effort to like a page that looks cool, than to take a risk on buying something or signing up to receive an email newsletter, or whatever else you are

offering, when there could be some risk involved (you could be a spammer and sell their email address for example).

We would recommend spending as much as you can afford on a follow campaign when you first set up your page, as this initial boost will stand you in good stead to grow your Page, and stop you from getting frustrated by not enough people viewing and liking your page.

16. How to Keep Users Engaged Once They Like My Page?

Once you have acquired fans, you will need to keep them engaged. You do not do this by repeatedly bombarding them with offers, even if you think they are great offers. You must post content, but it has to be good content that creates more engagement and makes them want to continue being a fan of your Page. If they don't see any value in following your Page, they will likely drop off. When creating content, always remember to accompany a very vibrant, colorful, eye-catching, and attractive image. Also, make sure it has a high resolution, but you may need to compress the file to upload it if it is too large. People are very visual and are far more likely to respond to an image than a long stream of text. Just posting a lot of text with or without a picture is a definite no-no.

Even more, than one sentence is normally too long. As the saying goes, a picture tells a thousand words, and this is particularly true on social media. So, invest in a smartphone that has a very good camera, like an iPhone, and/or find some free stock images online (<https://unsplash.com/>).

But try to use original images you have taken yourself as people are very quick to spot stock photos, and will get annoyed if they think you are trying to pass these off as your own. If you are merely using the stock photo as a background to some text, then that is fine - but try to take real life, at the moment (or at least look) in the moment pictures as possible.

As a Jewelry business you will need to get good at photographing your jewelry against good neutral backdrops, and ideally having a camera with a zoom, so you can get the detail on the jewelry, and spot it clearly on the model if you have one wearing the jewelry.

You should follow the STARE rule of creating content when on Facebook to have maximum impact, and to have the best chance of going viral (where a post gets shared and reshared many times as it fans out across the network):

- S - Shareable
- T - Topical / Timely
- A - Articulate
- R - Resonant
- E - Engaging

Of course, jewelry isn't exactly 'political' and you should never discuss politics or even hint at politics on your business Facebook Page. But, you can create interesting and helpful content about being in the jewelry business, or reviewing a particular piece in a non-sale easy way, that helps your Fans get a better sense of who you are. They are more likely to share content if you:

- a) use high quality, eye-catching, original image - something that makes them laugh, smile, or get a warm feeling from
- b) Ask a question that elicits responses
- c) describe what you are doing / thinking/feeling clearly, and this can encourage them to

empathize - e.g. We're so excited it's Friday, or We are feeling so blessed because...

Don't be afraid to appear human - no one likes a company that is too robotic sounding, just be yourself and you'll be surprised with the reaction you may get.

Of course, the more engaging you are, the more likely your content will be shared. It's hard to know how to be engaging, even people who do social media for a living struggle with this. But the keys things to remember are:

- a) be authentic
- b) be entertaining
- c) be useful
- d) be likable
- e) be understandable / speak clearly and not in a monotone

This is particularly true if you are starting to create a video for Facebook, now that the platform has caught up a great deal with YouTube for example (see more on the video below).

The other point worth repeating is not to be sale easy at all. If people are on your page, it's because they want to learn about your business. Sure, it's ok to talk about your products and offer the occasional promotion, but no one wants a sales pitch, and certainly do not respond to any comments asking when someone is going to buy your product - that will turn them off.

People are not stupid, if they see value in your product, and like what you do, as long as you stay top of mind then they will come round to making the decision themselves, that maybe they should try a purchase with you. After all, if they have been on your page for a month or two, and you never tried to sell them anything, chances are you will come across as someone more credible than the company that goes right in for the sale as soon as someone likes their Page.

17. How to use Image Libraries to promote Facebook?

Another very useful marketing tip for jewelry business owners is to use Facebook's photo sharing and storage capabilities to create image libraries for your entire portfolio of jewelry. Rather than uploading your catalog in an unsorted manner, take the time to sort it into different categories, for example by metal or



stone type, or my earrings, necklace, etc. Maybe get creative, and try to do a curated album where you put together a few different pieces that go well together or display them alongside images of clothes and other accessories that go with the jewelry.

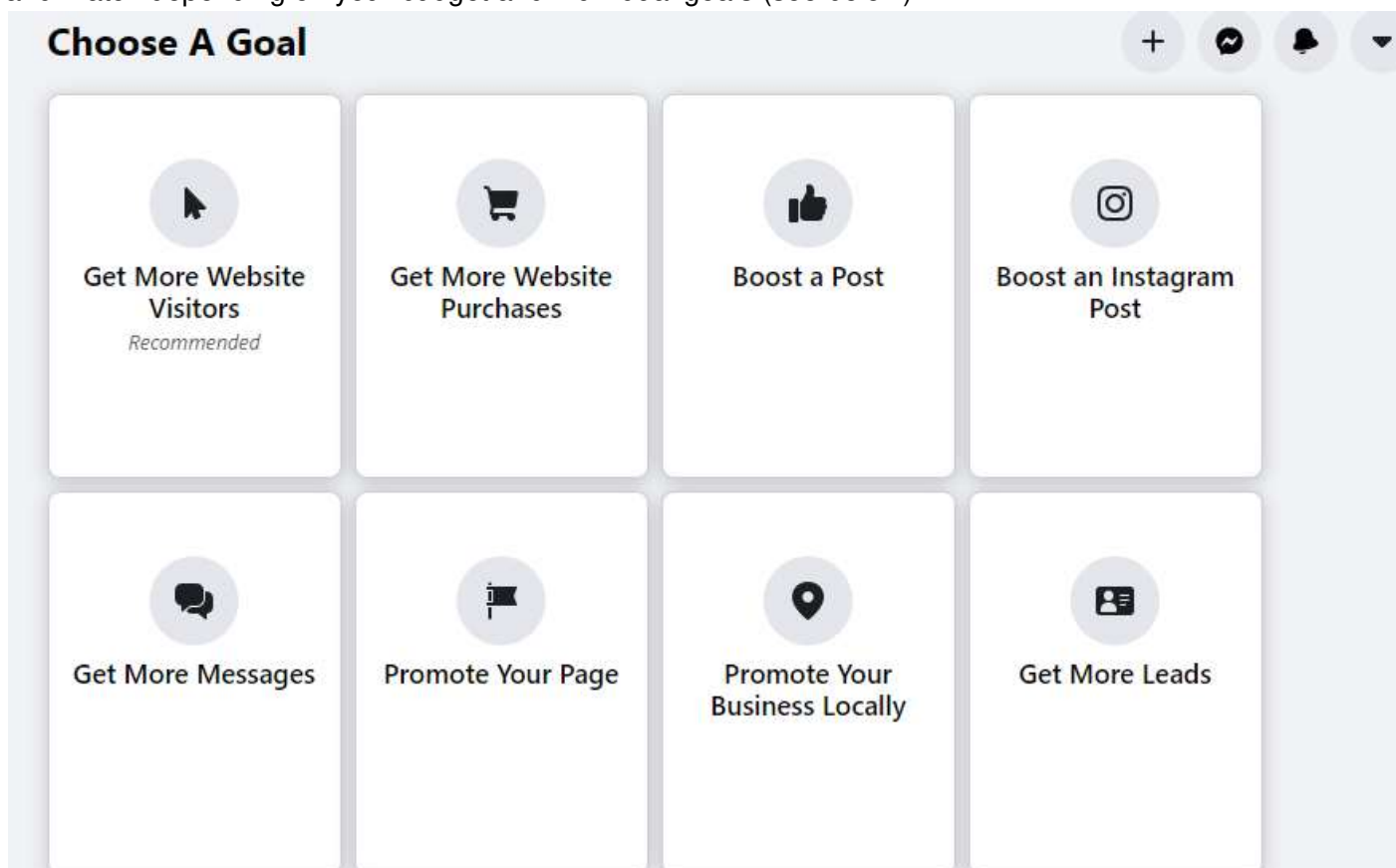
For example, you could call one album 'The Summer Collection', and have a series of summary images, with a few pieces of the jewelry mixed in, or whatever you feel works best with your inventory. The key is to have fun with it and be creative. Again, you will be surprised by the results. You can then create posts in your group and on your page stating that you have just created a new image library, and they should check it out and leave a comment. It's then possible to sponsor these posts as paid ads, which in turn will promote the image library outside of your existing fan base.

So, I'm sure you are wanting to know by now exactly how Facebook ads work. Let's talk about it now

18. What are the different types of ads?

It is not surprising that Facebook has invested heavily in making the purchasing of advertising on its site highly effective and easy to use for companies big and small.

There are many different types of paid advertising offered by Facebook that you can mix and match depending on your budget and individual goals (see below)



To get to this page, simply click on the arrow drop down on the right-hand side and select 'Create an Ad'.

We have already discussed 'Follow me' campaigns, which Facebook calls 'Promote your Page'. The sole purpose of these campaigns is to earn new followers, not to sell to them right away.

The other option that is very effective, and possibly why it is top of the list, is 'Boost Your Post'. Remember earlier we discussed creating engaging posts on your site, perhaps with high-quality images of your jewelry wares, or even a video clip of you showcasing a particular jewelry line? Great, well these are precisely the types of posts that you will want to "Boost" on Facebook with a paid campaign.

Why? Because they have the potential to go viral. Nearly every time a user Likes a post like this, they will be giving a virtual recommendation (without even necessarily realizing it) to the friends in their network. Then, some of the friends in their network, also Like a post, which in turn, shows the post to their network. And so on, until the last person likes the post, and it doesn't gain any further likes. This process is known as 'virality'. How useful, interesting, pretty, funny, sad, delightful, horrendous a post is, tends to determine its 'virality.'

Given that you are dealing in jewelry, a highly desirable product, that is beautiful on the eye, you already have a huge advantage in creating posts that will be eye-catching, and have a high level of virality. As long as you take time and care to create these - again, perhaps using photo editing or filter sites like Instagram, which is also owned by Facebook!

You will therefore find, that a little amount spent boosting a post will go a long way, if your post stands out, and does not come across as sales in any way. Of course, if you are showing jewelry, you may want to have your shop or the website address of the place they can buy the jewelry imprinted in small letters at the bottom of the post, in case someone cannot see the page the post was originally shared on.

But usually, they can, and you will see your fan base quickly grow as a result.

You can also be quite specific about the people you want to boost the ads to. What is their geography, gender, income, educational level, or even their relationship status? All the information that someone includes when they create a page.

19. Facebook Versus Your Website?

It's certainly possible that you have already spent money on having your website built. Or maybe you are in the process of weighing up your options. You may be asking, if I am putting all this time, effort, and money in a Facebook page and ad campaigns to fuel its growth, do I even need a website?

The answer isn't straightforward, unfortunately. It does depend on your unique business circumstances. As a marketing expert, I do typically advise a business that can afford, to have a website built. You can even build your site relatively cheaply nowadays, using templates and drag and drop tools offered by companies like www.namecheap.com or <https://www.wix.com/>

The other thing you need to decide is if you are going to use your site as an "eCommerce" site. That just means process orders for jewelry yourself directly from consumers who find your site. You can integrate an eCommerce solution offered by [Shopify](http://www.shopify.com) (www.shopify.com) or again Namecheap.

The benefit of doing this is that you are in charge of the value chain - meaning you provide the end support directly to the customer, and it's easier to "convert" them on your site if you have the means to take payment securely.

On the other hand, eCommerce solutions aren't that cheap, and you lose out on having the ability to have a 3rd party arbitrate any disputes that arrive between yourself and your buyers - which unfortunately is a fact of life for any business today trading on the internet.

The main reason that you should consider getting a company site live is that you can use Facebook to drive traffic to it, and then it will be a good experience for users who can quickly complete their purchases.

The introduction of the Facebook "Buy" button, has further helped advertisers drive back traffic to the site. Of course, the 'Buy' button doesn't have to say "Buy" but can be customized to say what you want. For example, "shop now", "Visit our Store", or whatever strong call to action you would like it to say. Below is an example of [Facebook header page](#), with the shop now button shown

If you click on this button, you will automatically be taken to the Jewelers board's store. Also, notice that you can quickly send them a message on Facebook Messenger, and will likely receive a message back in a short period. Again, this is a great benefit of Facebook over a website, in that it is so easy to communicate with your potential customers.

If you do build a website, you will want to have an instant chat feature on the site, or a click to WhatsApp button.

You can create Facebook professional looking headers in a very short amount of time by using a site called "Canva," which is free for basic level membership, although you must pay for some templates and images. Here's a link to a video demonstrating how the Facebook Animated header https://www.youtube.com/watch?v=weSM_hwJHOY

Of course, there are also other options if you don't feel like doing it yourself such as buying [one on the site is Fiverr](#) Many contractors on there will be willing to do your Facebook cover for just \$5, but you will need to give them some insight into your company, and some examples of images to use, so again, it's a good idea to have a number of your high-quality images to draw on for this type of marketing activity.

If you don't have an image library already and want to get something up quickly, try to see if your supplier will allow you to use their catalog images. Alternatively, you can get free stock images from sites like Unsplash (www.unsplash.com), and StockSnap (www.stocksnap.io).

But again, we'd recommend using your own where possible.

20. How Can I get the Make My Page Look, Professional?

Use all the space in the description area, and continue to "optimize" it - that is revise it over a period of time, depending on who you find is responding to your page. If you are mainly attracting silver buyers, but want gold, you need to update your description to state that you are

a gold specialist. It sounds simple, but again, can make a huge difference. As states, your Page is an opportunity to connect with potential fans, users and customers.

Include a tagline - that is a line that typically follows your company name, like [Our Facebook Page](#) And also include a strong "call-to-action", and don't forget to add a hyperlink to a website. A call-to-action is what you want the user to do next after visiting your page, for example, "Shop Now", "Buy", "Contact Us" are all effective examples of calls-to-action. If a user doesn't know where to go next, chances are he or she will just "bounce" off your page and onto one of your competitors. So it's important to set these elements on your page up for maximum impact.



21. How Can I Differentiate Myself from my Competitors on Facebook?

Your Facebook Page is one of the first locations potential fans, customers, and users will come to when researching on the internet, so it's necessary to include details that make your business stand out, and of course, likable. Again, this comes back to putting the "human touches" to your page, perhaps with real images of your employees, or links to blogs written by you back on your main website. You can also use the Facebook blog function to write posts, but as mentioned, it's best to start with images, and the attention span on Facebook is precious and limited. Don't expect people to stick around to read long blogs on Facebook, these are better suited to your home website where people are looking for more detailed content. Your Facebook Page is your chance to "own" the image of you and your business that you wish to project to the world, so think about what your target customer base is looking for, and responding to.

Conduct some competitor analysis by going to your competitors' websites and Facebook Pages - don't copy them of course, you want to be as original as possible, but this will at least help see how they have their sites and pages set up, how much engagement they are receiving from fans, and how frequently they upload new posts. If they are not doing very much on social media, this is an excellent way to take advantage and get a lead over them, even if you haven't been in business as long.

22. How to Generate Leads and Enquiries on Facebook?

The goal of having lots of Fans and "traffic" (web slang for the number of people visiting your website or Page) is so you can convert it into real-life sales leads to follow up with. After all, there's not much point in having 1000 fans if you don't have their email address or phone number to send direct marketing communications to (social media is indirect because although they are engaging with you, they haven't necessarily "opted-in" to receive direct information about your goods and services via phone or email, or even mail).

So how to convert the traffic you have built up into leads? By using Facebook contact forms, and you'll be glad to see, it's just as easy as setting up your Page. Simply follow these steps:

- i. Go to <https://www.facebook.com/contact.form>
- ii. Click 'Use Now'
- iii. Select your Facebook page
- iv. Click 'Okay'

And you're done! Now you can collect information like email and cellphone numbers to use in your direct marketing campaigns, where your audience is likely to be even more responsive to your offers - partly because you don't have to compete with all the other distractions on Facebook that may take people away from your Page.

23. Facebook Marketing Checklist

Now that you are familiar with the most important concepts, you will no doubt want to get started on putting what you've learned into practice. Print off this page, or simply refer to it, to guide you through the process:

- Set up a personal Facebook profile, if you don't already have one
- Decide if you are going to set up your website as well, or where you want to divert Facebook users to after they leave your Facebook page; e.g, Your eBay, Etsy, or Amazon store
- Make sure there isn't another business on Facebook with the same name
- Decide what your vanity URL should be e.g. Facebook.com/{business name} and make sure it isn't already taken
- Set up your Business Page, deciding whether or not you want to focus on local business, or national and international - select which category you want to be in depending on your decision (Step 1 of setting up your business Page)
- Decide which geographies and types of people (demographics) you would like to target, and what interest groups
- Set a budget for promoting your page, start small, then increase once you see what is working
- Make an effort to create high-quality posts including photos, video clips, and memes (cartoons)
- Ensure your Facebook page looks professional by using a company logo and customized header
- Take advantage of the 'Buy' button, also make sure you have Facebook Messenger set up on your computer and cellphone so you can communicate in real-time with buyers
- Take time to answer questions, respond to comments, and of course reply to feedback whether it is positive or negative
- Make an effort to grow your Facebook following by including the URL (web link) on all of your marketing materials, business cards, web pages, and email signatures. Promote your page with flyers at jewelry fairs. Offer people a dollar off their next purchase for liking your page
- Create a Referral program that encourages your existing fan base to share your page with colleagues, for example, both gets \$10 off their next purchase

- ❑ Experiment with different types of Facebook ads, both Promote Your Post and Promote Your Page, also when you are confident enough, try video promotion
- ❑ If you have an eCommerce website, try focusing on "conversions" - advertising speak for sales, make sure you can track where your sales came from so you can measure your success and tweak your campaigns if necessary
- ❑ Get freelancers on Fiverr, Upwork, and LinkedIn to help you create marketing content that you can use to keep your page updated regularly. Remember, Facebook users need to stay engaged with you to remain a fan, and brand champion, of your business. This means providing them with new, fresh content on a daily or couple of times a day basis
- ❑ If you feel stuck, reach out to me and I will be happy to advise and lend support!

24. Additional Resources

There are many places on the internet to learn about Facebook marketing or online marketing in general. A few quick Google searches will take you to sites that provide information on getting started, and tutorials for creating compelling Facebook advertising. There are also free videos and tutorials available on sites like YouTube and eHow.

See for further inspiration:

www.Canva.com/designschool
www.HubSpot.com/free-marketing-resources
<https://www.facebook.com/business/products/ads/>
<https://hootsuite.com/resources>

25. In Conclusion

Great, you made it to the end of the book! I do hope you found the information provided useful, and you are now well on your way to marketing your business on Facebook!

If you enjoyed this book, we recommend checking out our online courses in the series, such as ["How](#)



[to Market Your Jewelry Online](#), **["Sell Jewelry Online" etc.](#)**

After all the more that you know about the jewelry business, especially the online jewelry business, the more successful you are likely to be.

Good luck with your endeavors, and please connect on social media so we can start a conversation.