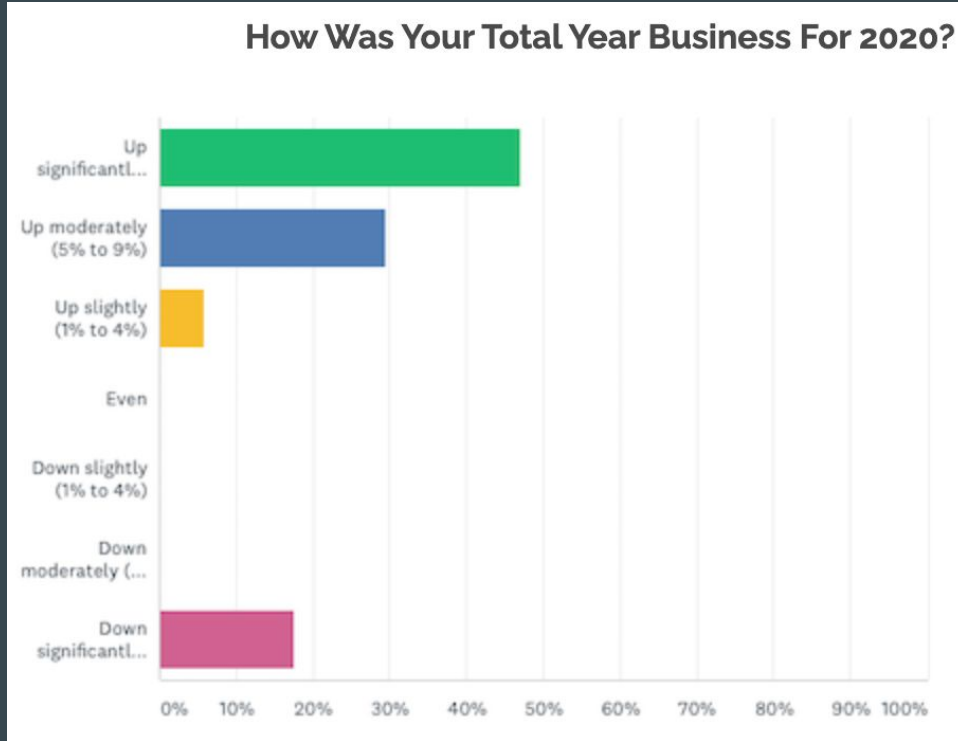


What Leading Jewelers Did Right To Stay Successful During Covid

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Prepared for Jewelry Ecomm, 2021

2020 vs 2019: what did successful stores learn (and do?)



Centurion 2020 Holiday
Sales Index

1) Focus on “Local First”

Customers want to support local if they can!

Marketing to your existing customers is crucial (80%+ of stores report that returning/longtime customers were a large portion of their sales in 2020)

Let them buy online! Set up ecommerce.

Leverage other technologies- SMS/Livechat, Zoom, Facetime

Make it easier for your customers to buy and stay safe

2) Compete on service. Be creative

Contactless pickup

Many consumers tried curbside pickup during COVID and said they will keep using it in the future (I know I will)

Local delivery

Online events, sales, facebook auctions, giveaways, etc

3) Consider your product mix

High-end customers are still buying

Bridal didn't decrease. People still are getting engaged!

Gifts under \$500

Top performing jewelry brands (In Store Magazine 10 Takeaways from 2020): Gabriel, Stuller, Allison Kaufman.

Top performing watch brands: Citizen, Rolex, Bulova

4) A strong website is mandatory

Many stores didn't indicate if they were open or not, which delayed and confused customers during the summer

You need to learn how to use it and update your website

Stores with old or deficient websites couldn't sell online

Why should customers shop with you? What's your value proposition?

Stores with strong websites were far more likely to grow in 2020

5) Digital marketing is king

Digital has provided a stronger ROI for years. 2020 was no different

Facebook, Google Ads, Email Blasts

Retargeting, coupon codes

6) A website is nothing without good data

The primary thing customers want to see on jewelry websites is your products and prices

Data is a challenge for most stores- how do you get it there?

Automation with your inventory system is what most leading jewelers utilize. The data is already there- you should use it online

7) Find the right partner(s) to help you online

Most stores cannot handle all of this on their own

The stores that were the most successful in 2020 had good partners to help them navigate these challenging times

Web companies, marketing companies and consultants, internal marketing team members. Everyone has their role

Online sales, by the numbers

In-Store reports the majority of jewelers sold some online in 2020

Average purchase is ~\$350

On our platform, \$3,200,000+ in sales

The average store sold \$10,000 online

Several stores sold over \$250,000 online

Largest individual online item sold was \$26,995

Final thoughts

2021 won't be exactly like 2020, but these digital suggestions and lessons aren't new

Digital has been important for years, but many stores have not prioritized it. Making it a priority now will help you get caught up (or stay ahead)

Look at the past, plan for the future.

Questions?