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3 ways to make it real

Jennifer Shaheen



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Now, more than ever, consumers are looking to have authentic interactions with jewelers and local business online. In our digital first world, 90% of consumers consider authenticity to be one of the most important factors in determining which establishments they support. Although the global pandemic of 2020 accelerated a digital shift for businesses all over the world, many retail stores lost sight of their voice and identity; getting so swept up in digital platforms and best practices, they forgot who all their efforts were for in building a human connection.

business's story and engaging a targeted audience. Compared to images, videos tend to be more immersive, more informative, and more attention-grabbing. According to HubSpot survey 78% of marketers report video has improved their company's bottom line and **94% of marketers say videos improved understanding of their product or service.**

3 WAYS RETAIL JEWELERS CAN CREATE HUMAN-CENTERED EXPERIENCES FOR THEIR CONSUMERS

3. CREATE A RELIABLE BRAND VOICE THAT RESONATES WITH YOUR AUDIENCE

The words and imagery you use to express your retail store's messaging make up your brand's voice. Because familiarity builds trust, consistency in communicating in a specific voice is essential because it delivers information to customers in a style that they are acquainted with.

1. USE VISUALS OF PEOPLE

It does not matter if your business is relying on keyword-heavy blog articles to attract a new customer or on-going social media efforts. No matter the digital discovery efforts your store is using remember to **focus on being authentic** and creating human-centered experiences for your online clients.

Human beings have been using images to share information with each other since ancient times (think: cave paintings). Featuring people-focused imagery on your website, socials, and other digital platforms promotes trustworthiness with consumers and creates a stronger emotional connection between themselves and your store.

Choose photos that enable visitors to picture themselves benefitting from your product or service in a similar way to the people in the images. **Always opt for "real" photos** especially of team members over stock imagery whenever possible.

2. BUILD STRONGER BONDS WITH VIDEO

Video content does a wonderful job of telling a



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