

PEAK SEASON MARKETING FOR JEWELRY BRAND



STARLING RING

ABOUT STARLING

OVERVIEW

- Starling creates luxury and unique styled rings at an affordable price.
- Starling, like the bird, it can display a set of vivid and magnificent colors but is also rare in existence.
- Our rings are designed for everyday wear.

PRODUCT CATEGORIES:

Rings – Jewelry

PRICE RANGE:

\$70–\$300

DISTRIBUTION:

E-commerce





PEAK SEASON MARKETING



- Since Starling Inc. intends to create a pleasant, special yet everyday rings, customers will enjoy purchasing our products either for themselves or to give as gifts
- Starling will add a holiday-themed collection and use marketing campaigns to boost traffic and sales.
- According to Google Trends, the peak season for rings is during winter (November, December and January)

NOVEMBER

Black Friday & Cyber Monday

WHY

- Increase the **conversion rate**
- Attract **loyal customers** and **potential customers** on our e-commerce

WHAT

- The most critical shopping day of the year is **Black Friday**
- Starling will use the sales campaign offering **50% discount** to clear inventory

WHEN

- Starling will begin **Cyber Monday** at **12a.m. to 11:59p.m.**



BLACK FRIDAY & CYBER MONDAY

50% OFF EVERYTHING



\$49.50
~~\$99.00~~

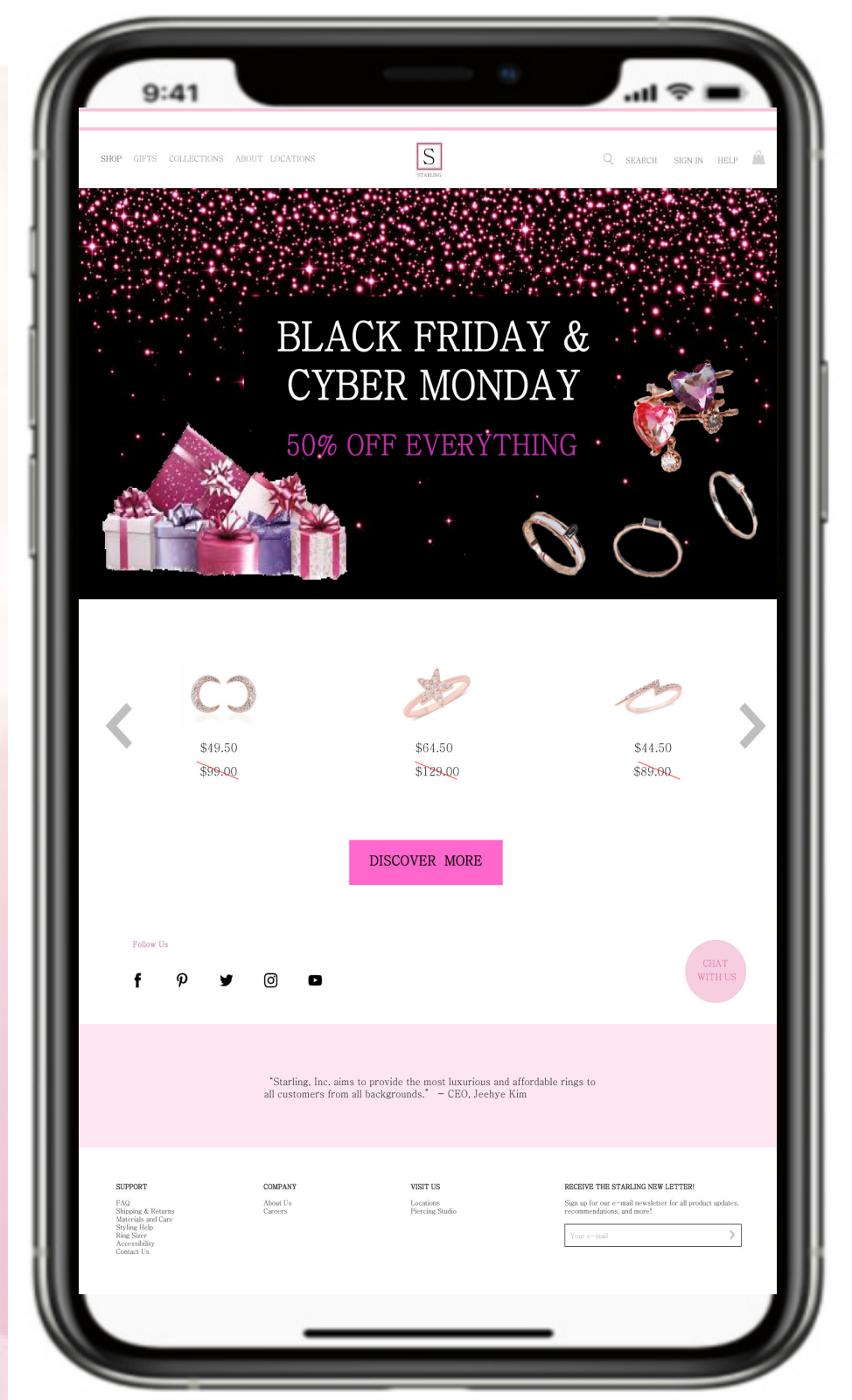


\$64.50
~~\$129.00~~



\$44.50
~~\$89.00~~

DISCOVER MORE



DECEMBER

Make A Christmas Wish

WHY

- Keep customers to browse our website and excite customers
- Increase the average order value during December

WHAT

- A customer who purchases over \$200 will get free shipping
- Starling will offer discount up to 20% off original item price

WHEN

- The campaigns will last until the end of year

FREE SHIPPING ON ORDERS OVER \$200

SHOP GIFTS COLLECTIONS ABOUT LOCATIONS



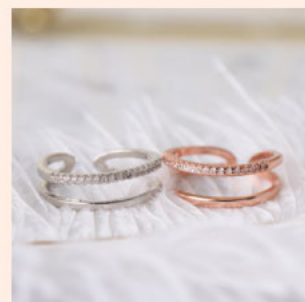
SEARCH SIGN IN HELP



HOLIDAY COLLECTION



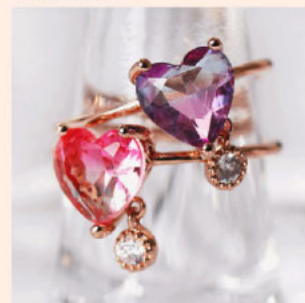
Love Garden Fashion rings \$149



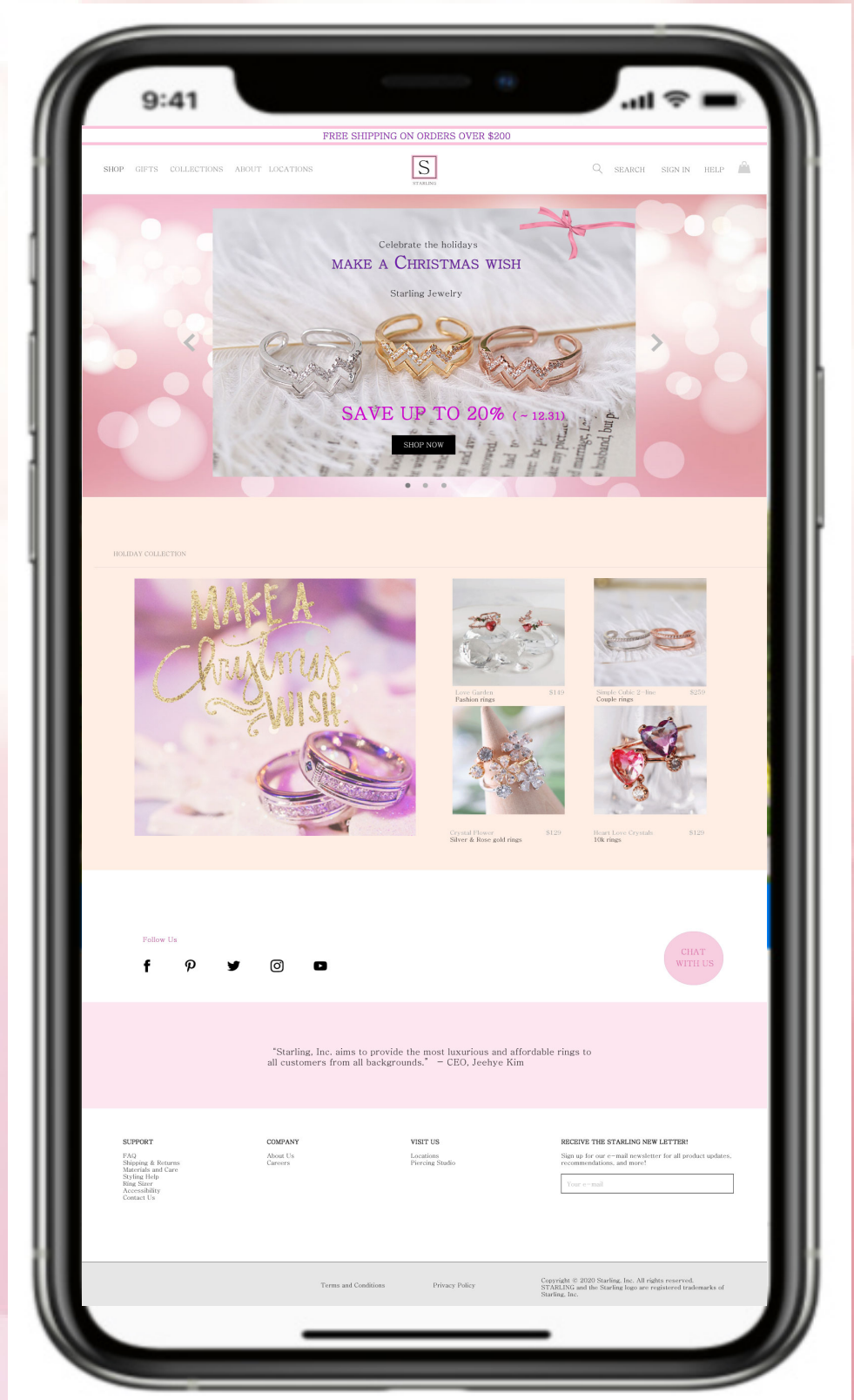
Simple Cubic 2-line Couple rings \$259



Crystal Flower Silver & Rose gold rings \$129



Heart Love Crystals 10k rings \$129



JANUARY

Hello New Year Sales

WHY

- Generate the traffic to our e-commerce site

WHAT

- We will incentivize sign-ups by offering 10% off on any order
- Our promotional campaign a gift with purchase (GWP) will be provided a complimentary accessory on any purchase of New Year collection

WHEN

- New Years-themed collection will last from January 1st to 15th

10% OFF FOR NEW MEMBER

SHOP GIFTS COLLECTIONS ABOUT LOCATIONS



SEARCH SIGN IN HELP

HELLO NEW YEAR SALE



Get a **FREE GIFT** with purchase of New year Collection (1.1 ~1.15)

DISCOVER MORE

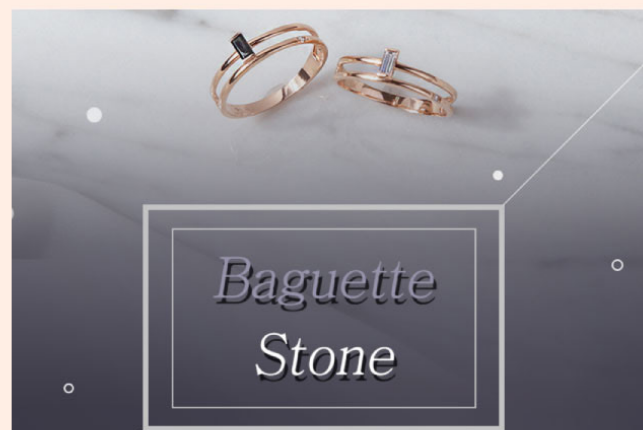
New Arrivals



BIRTH STONE



LOVE LETTER



Baguette Stone

SHOP NOW



9:41

10% OFF FOR NEW MEMBER

SHOP GIFTS COLLECTIONS ABOUT LOCATIONS



SEARCH SIGN IN HELP

HELLO NEW YEAR SALE



Get a **FREE GIFT** with purchase of New year Collection (1.1 ~1.15)

DISCOVER MORE

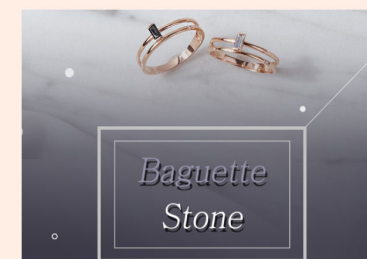
New Arrivals



BIRTH STONE



LOVE LETTER



Baguette Stone



SHOP NOW

Follow Us



CHAT WITH US

MARKETING CALENDAR

Campaigns	November	December	January
Black Friday & Cyber Monday 50% off Everything			
Holiday Collection Sales-Save up to 20% & Free shipping on orders over \$200			
A free gift with purchase of New year collection & 10%off for new member			
Media Channels			
Search Engine Marketing			
Search Engine Optimization			
Email			
Display Advertising			
Social Media Marketing			
Social Media Ads			
Influencers			
Affiliates			

With marketing calendar, we can instantly see the media channels and timings

- Use of various marketing campaigns for the peak season
- Sales campaigns for each month with different discount rates

MARKETING BUDGET

Campaigns	November	December	January	Total
Black Friday & Cyber Monday 50% off Everything				\$0
Holiday Collection Sales-Save up to 20% & Free shipping on orders over \$200				\$0
A free gift with purchase of New year collection & 10%off for new member				\$3,000
Media Channels				
Search Engine Marketing	\$2,000	\$2,000	\$1,500	\$5,500
Search Engine Optimization	\$300	\$300	\$300	\$900
Email	\$300	\$300	\$300	\$900
Display Advertising	\$1,000	\$1,000	\$1,000	\$3,000
Social Media Marketing	\$300	\$300	\$300	\$900
Social Media Ads	\$2,000	\$2,000	\$2,000	\$6,000
Influencers	\$1,500	\$1,500	\$1,500	\$4,500
Affiliates	\$1,000	\$1,000	\$1,000	\$3,000
Total	\$8,400	\$8,400	\$7,900	
			Total Budget	\$27,700

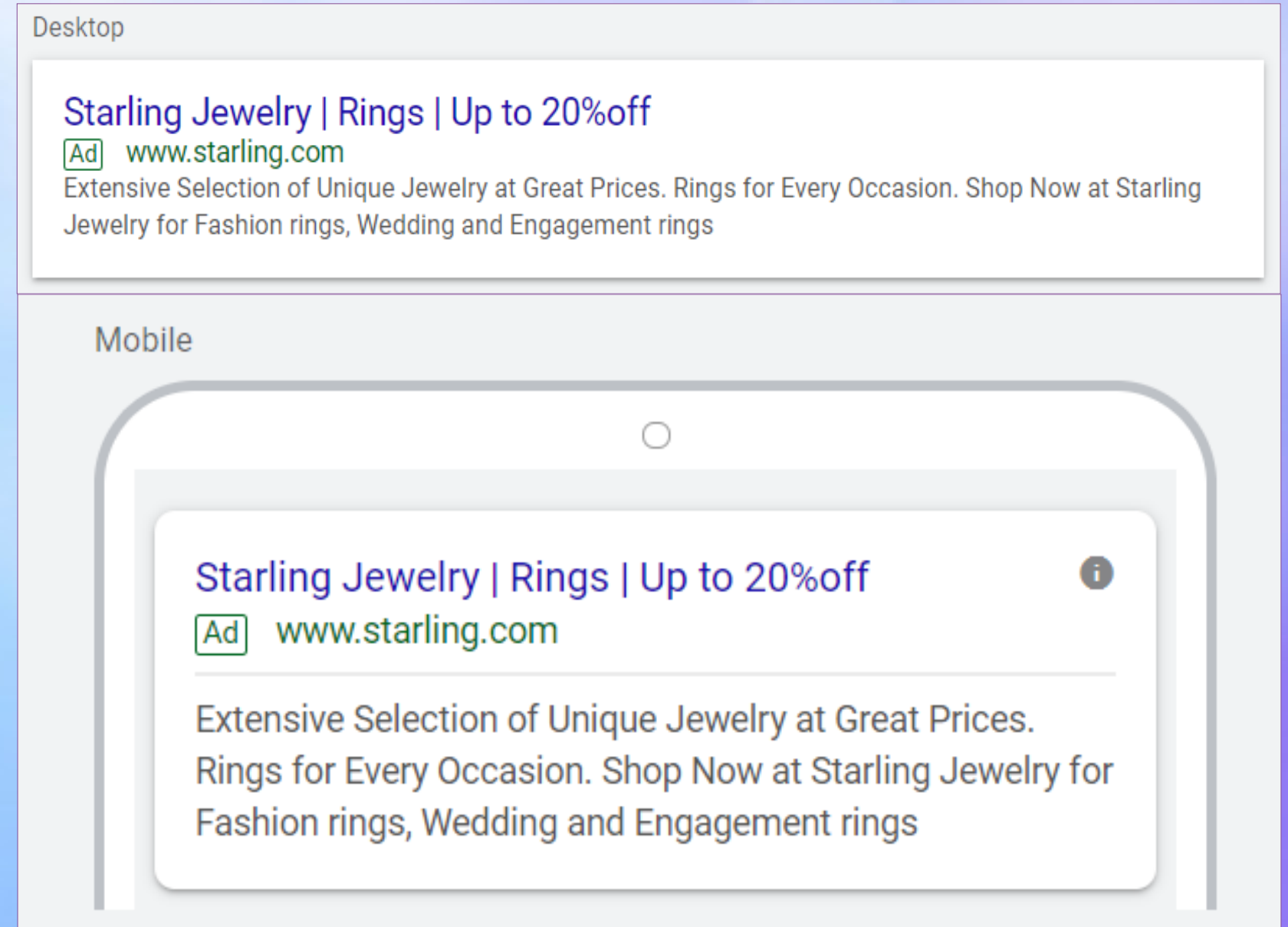
The total budget for marketing is \$27,700 during our peak season

- Free gifts with the budget of \$3,000 for January
- Generating site traffic and sales
- No budget is required for November and December

SEARCH ENGINE MARKETING

Starling will use search engine marketing (SEM) which will show campaigns of our company in reference to Google keyword planner results

- Customers who type "ring", "wedding ring", and "gold ring" on Google will see Starling's advertising information on Google search result immediately
- Using SEM enables targeting of customers in specific geographic locations or certain languages
- It's an easy way to reach new potential customers
- We plan to pay \$1.00~\$2.00 per click depending on the bidding for SEM



Google keyword planner results

<input type="checkbox"/> Keyword	↓ Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keyword ideas					
<input type="checkbox"/> wedding rings for women	10K - 100K	High	-	\$0.70	\$2.20
<input type="checkbox"/> engagement rings for wo...	10K - 100K	High	-	\$0.87	\$3.03
<input type="checkbox"/> wedding bands for women	10K - 100K	High	-	\$0.77	\$2.10
<input type="checkbox"/> gold ring for women	10K - 100K	High	-	\$0.60	\$1.31
<input type="checkbox"/> diamond rings for women	10K - 100K	High	-	\$0.84	\$2.95
<input type="checkbox"/> women's band rings	10K - 100K	High	-	\$0.46	\$1.30

SEARCH ENGINE OPTIMIZATION

Starling will appear on the SERP using search engine optimization (SEO)

- The number of consumers who **click on organic results** is higher than SEM since SEO is **more trustworthy** for customers
- We will **supplement the budget of \$300 each month** for our peak season in order to **hire an agency**

The screenshot shows a Google search for "rings". The search bar at the top contains the word "rings". Below the search bar, there are five product listings in a row, each with an image, a title, a price, and the retailer's name. The first listing is a dog toy from Dog Fever Beagle... for \$360.00 by Neiman Marcus. The second is a Halo Diamond ring from Shane Co. for \$1,650.00 with free shipping. The third is a Thin Elements Silicone Ring on sale for \$29.99 (originally \$40) by Enso Rings, with a 7k+ rating. The fourth is an 18K Gold Semi Eternity Petite ring for \$390.00 by Hello Noemie, with a 1k+ rating. The fifth is a Three Row Diamond ring from Shane Co. for \$6,420.00 with free shipping. Below the product listings, there are three organic search results. The first is from us.pandora.net for "Rings for Women - Pandora Jewelry", with a description about finding the perfect treat and links to Promise Rings, Stackable Rings, Silver Rings, and Statement Rings. The second is from www.starling.com for "Rings | Starling", with a description about the collection and free shipping with a \$200 purchase, and links to Fashion Rings, Wedding Rings, Gold Rings, and White Gold Rings. The third is from www.puravidabracelets.com for "Rings | Pura Vida Bracelets", with a note about receiving marketing text messages.

Google rings

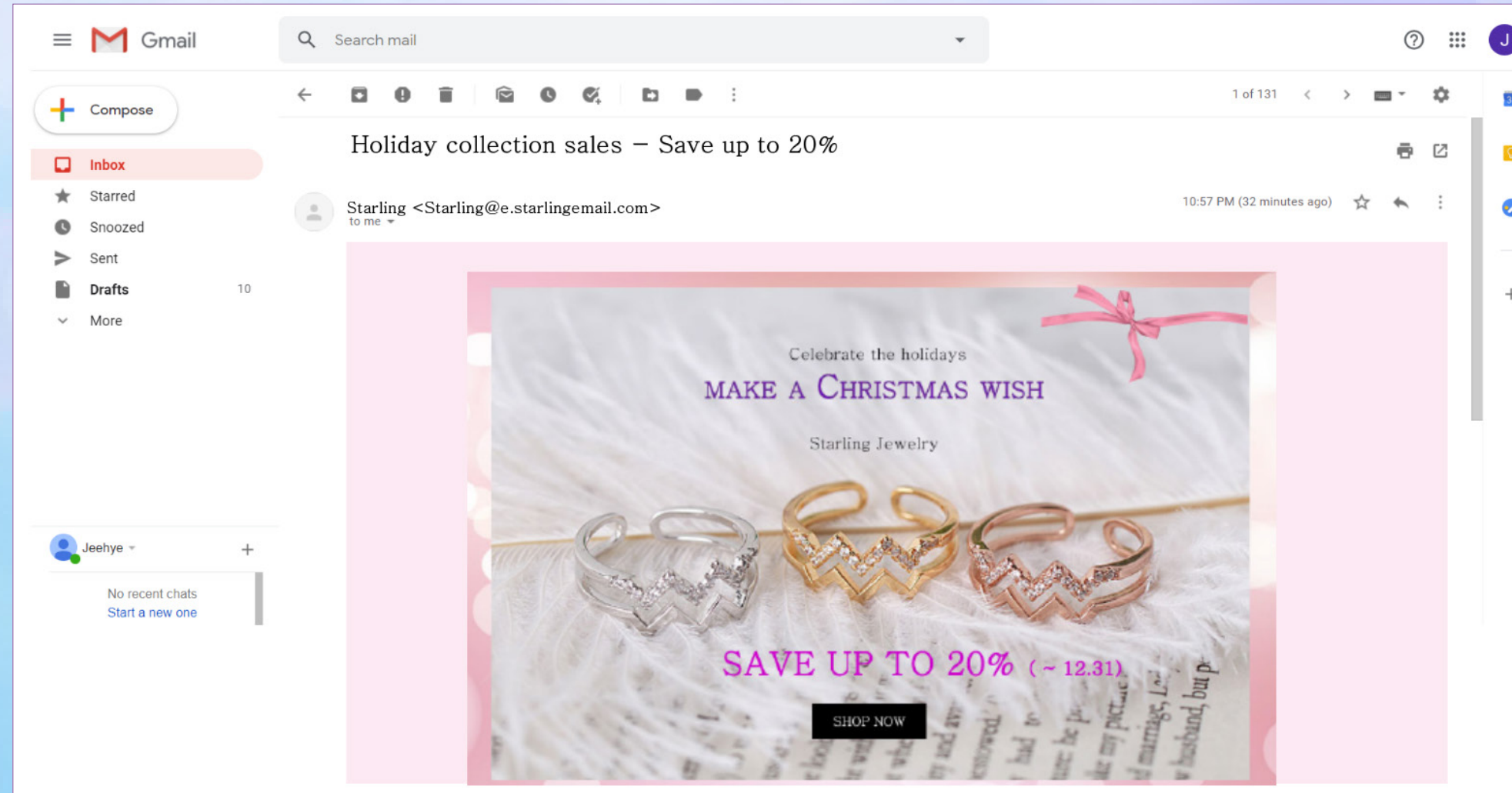
Product	Price	Retailer
Dog Fever Beagle...	\$360.00	Neiman Marcus
Shane Co. Halo Diamond...	\$1,650.00	Shane Co Free shipping
Thin Elements Silicone Ring -... SALE	\$29.99 (SALE) / \$40 (Original)	Enso Rings ★★★★★ (7k+)
18K Gold Semi Eternity Petite...	\$390.00	Hello Noemie ★★★★★ (1k+)
Shane Co. Three Row Diamond...	\$6,420.00	Shane Co Free shipping

us.pandora.net › jewelry › rings ▾
Rings for Women - Pandora Jewelry
Whether it is in sterling silver or Pandora Rose, you will find the perfect treat for yourself or a loved one within our **rings** collection. Shop stunning **rings** today.
[Promise Rings](#) · [Stackable Rings](#) · [Silver Rings](#) · [Statement Rings](#)

www.starling.com › Jewelry › rings ▾
Rings | Starling
Browse our rings collection and Starling has exceptional style for any occasion. Get free shipping with \$200 purchase !
[Fashion Rings](#) · [Wedding Rings](#) · [Gold Rings](#) · [White Gold Rings](#)

www.puravidabracelets.com › collections › rings ▾
Rings | Pura Vida Bracelets
By signing up via text, you agree to receive recurring automated marketing text messages from

EMAIL & RETARGETING



We will choose Mailchimp as an email service provider to maximize open rate

- Mailchimp is useful for designing email sign up forms and showing the list of our customers email information
- Our email subject lines will be clear, concise and appealing, not spammy
- We will include "Shop Now" button which links to our website
- We will encourage customers to fill out their emails to get 10%off for new members
- Email can be used as a part of retargeting / remarketing campaigns
- We will spend up to \$300 each month for email service during our peak season

DISPLAY ADVERTISING

The screenshot shows the Vogue website interface. At the top, the 'VOGUE' logo is centered, with 'NEWSLETTER' and 'SUBSCRIBE NOW' on the right. Below the logo is a navigation bar with links for 'FASHION', 'BEAUTY', 'CULTURE', 'LIVING', 'RUNWAY', 'SHOPPING', and 'VIDEO'. The main content area is divided into two columns. The left column features a large image of a woman standing on a rooftop with solar panels, accompanied by the headline 'Then and Now With Tonne Goodman: A Modern Update on Shalom Harlow's Iconic Solar-Panel Picture in Honor of Earth Day' and the byline 'BY TONNE GOODMAN AND WILLOW LINDLEY'. Below this is a smaller image of a woman's face with the headline 'Meet Sarah Feingold, the Moroccan-German Model With a Game-Changing Eyeliner Trick'. The right column contains a rectangular advertisement for 'STARLING' jewelry. The ad features a grid of four jewelry items: 'Luna Corolla Fashion rings \$117', 'Sandy 18K 2-Tone Ocean rings \$219', 'Corall Flower Silver & Rose gold rings \$129', and 'Burst Lure Crystal 18k rings \$129'. At the bottom of the ad, it says 'SAVE UP TO 20%' and 'SHOP NOW'.

Starling will use a rectangular ad as display advertising on the right side in the middle of online Vogue magazine during the peak season

- When customers browse the magazine, the campaigns will be exposed to increase site visits and sales
- By clicking the ad, our website will be shown directly
- The display will help for reminding of our product and returning customers to our website again to purchase
- The budget of \$1,000 will be spent each month

SOCIAL MEDIA PLANNING

Starling plans to use social media marketing which is one of the most powerful marketing channels

- We will create free accounts on Instagram, Facebook and YouTube
- Various posts of products, brand story, new collection, promotion and so on will be posted
- We will updated posts once or twice a week
- We plan to nclude a direct link button through these platforms

Our company plans to use social media advertising as well

- We will expand our customer base targeting both gender aged from 15 to 45 years old
- We include our product, videos, photographs, links or CTA buttons
- We plan to pay \$1 for CPC with the budget of \$2,000 each month

SMM


This screenshot shows the desktop view of a Facebook page for 'Starling Jewelry'. The page header includes the search bar with 'Starling Jewelry' entered, the user profile 'Jeehye', and navigation links for Home, Find Friends, Create, and notifications. Below the header, there are tabs for Page, Inbox, COVID-19, Notifications (with a red '1'), Insights, Publishing Tools, and More. The main content area features a large image of three rings (silver, gold, and rose gold) with a pink ribbon, set against a bokeh background. The text 'Starling Jewelry' is overlaid on the image. Below the image are buttons for Like, Follow, Share, and a blue '+ Add a Button' button. To the left of the main image is a sidebar with the page's profile picture (a pink circle with a black 'S'), the name 'Starling Jewelry', and the text 'Create Page @Username'. Below this are navigation options: Home, Events, Posts, and See more. There is also a 'Promote' button and a link to 'Visit Ad Center'. At the bottom of the sidebar are buttons for 'Create', 'Live', 'Event', and 'Offer'. The right sidebar contains a section for 'Invite friends to like your Page' with the text 'Pages with 10 or more likes get more engagement.' and a progress indicator showing '0/10 Likes'.

This screenshot shows an Instagram post on a mobile device. The post is from the account 'Starling' and features a product image of jewelry. The image shows two rings on a glass ring holder and another ring on a surface. The background is a bokeh pattern. The post includes two price tags: 'Love Garden Two line \$149.00' and 'Love Garden One line \$149.00'. Below the image is a 'Learn More' link. The post has 12,345 likes and a caption that reads 'Starling Make A Christmas Wish, Starling Fam !'. There is also a link to 'View all 123 comments'.

SMA

S Starling
Sponsored · 🌐

Browse our rings collection at great prices. Get free shipping with \$200 purchase !




STARLING.COM
Rings for every occasion.
Starling.com is under constructio...

[LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

Instagram

S Starling
Sponsored



[Learn More](#) >

♡ 💬 📌

Browse our rings collection at great prices. Get free shipping with \$200 purchase !

S Starling
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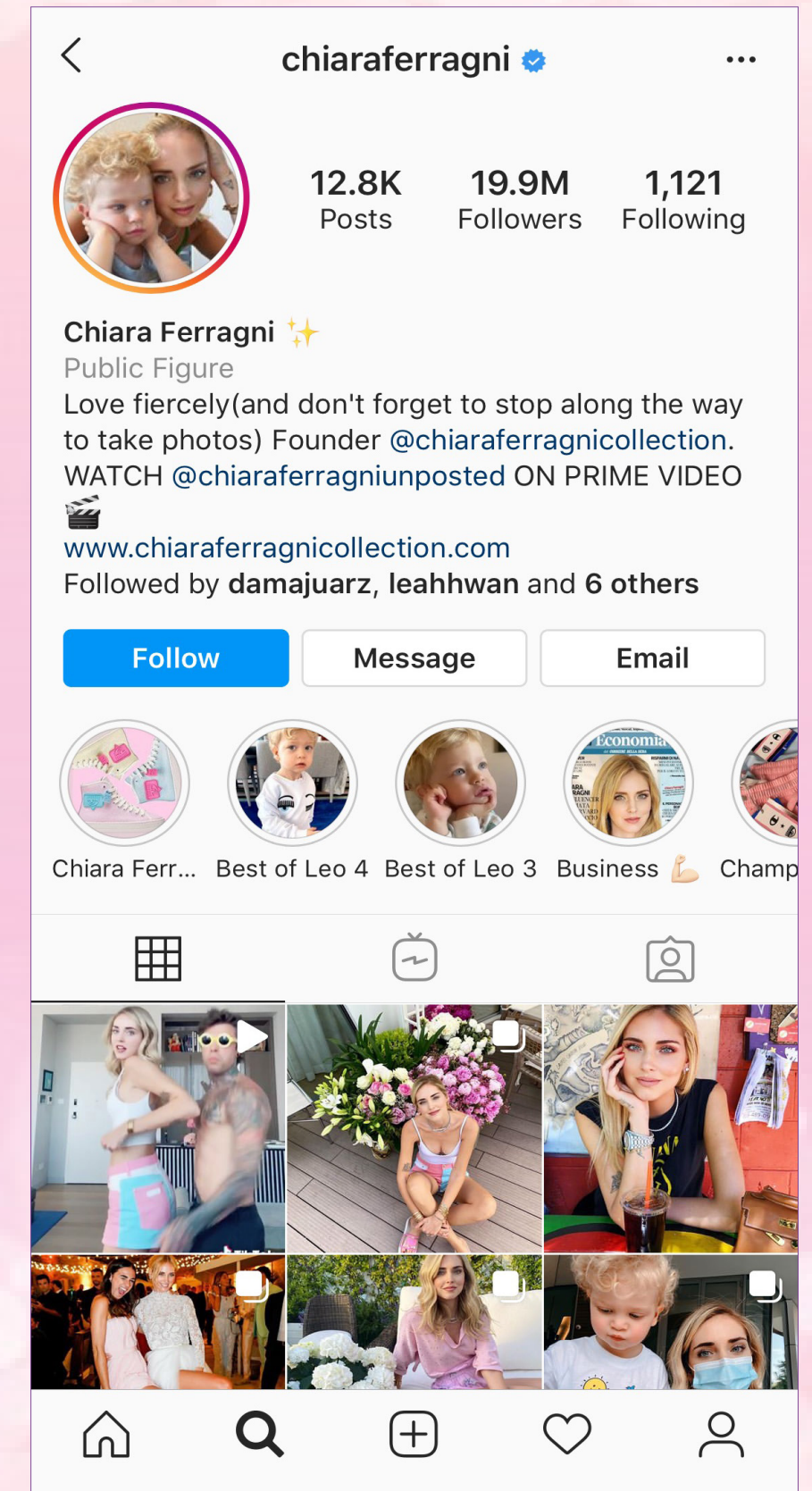
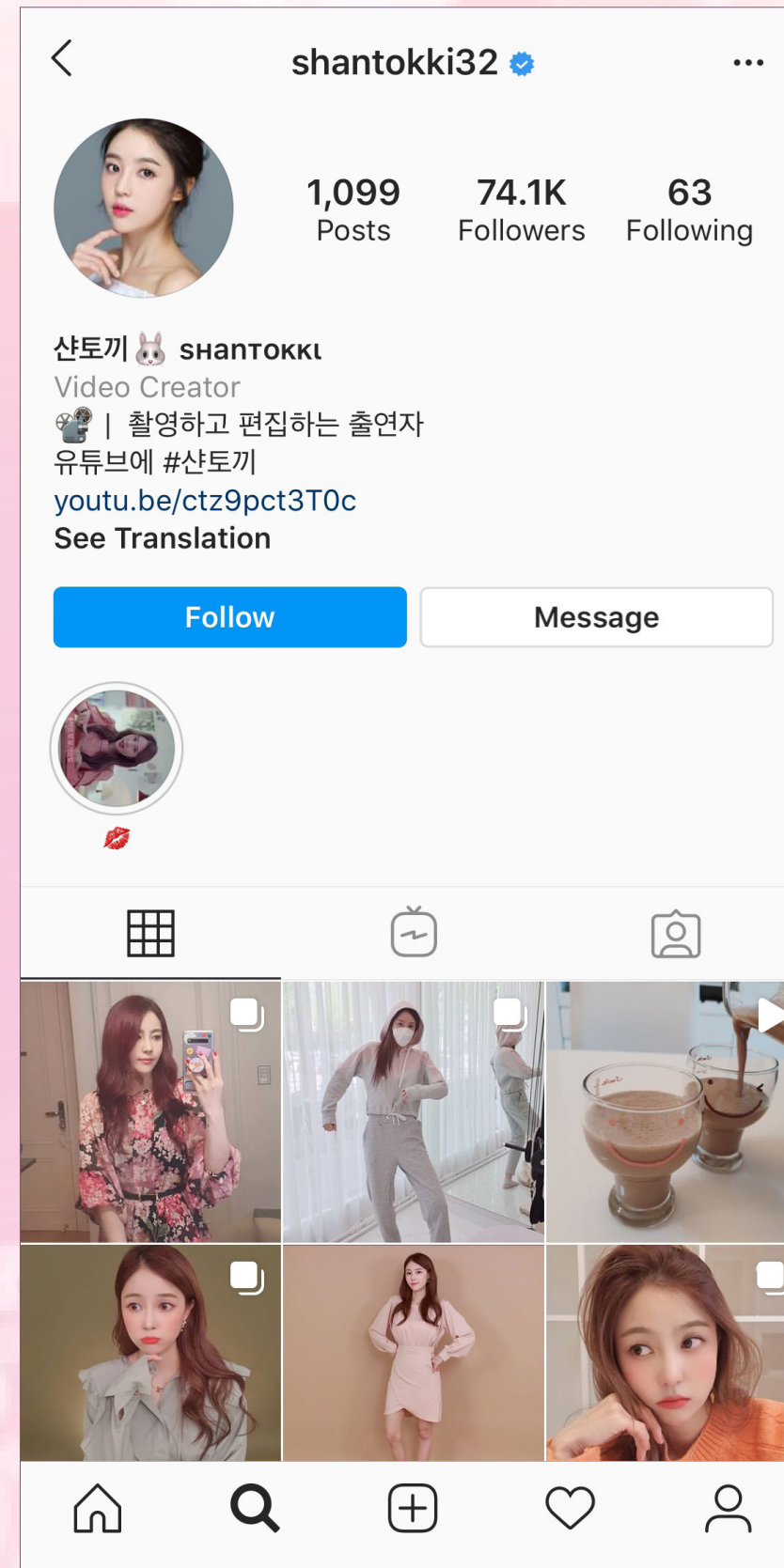
Browse our rings collection at great prices. Get free shipping with \$200 purchase !

[Learn More](#)

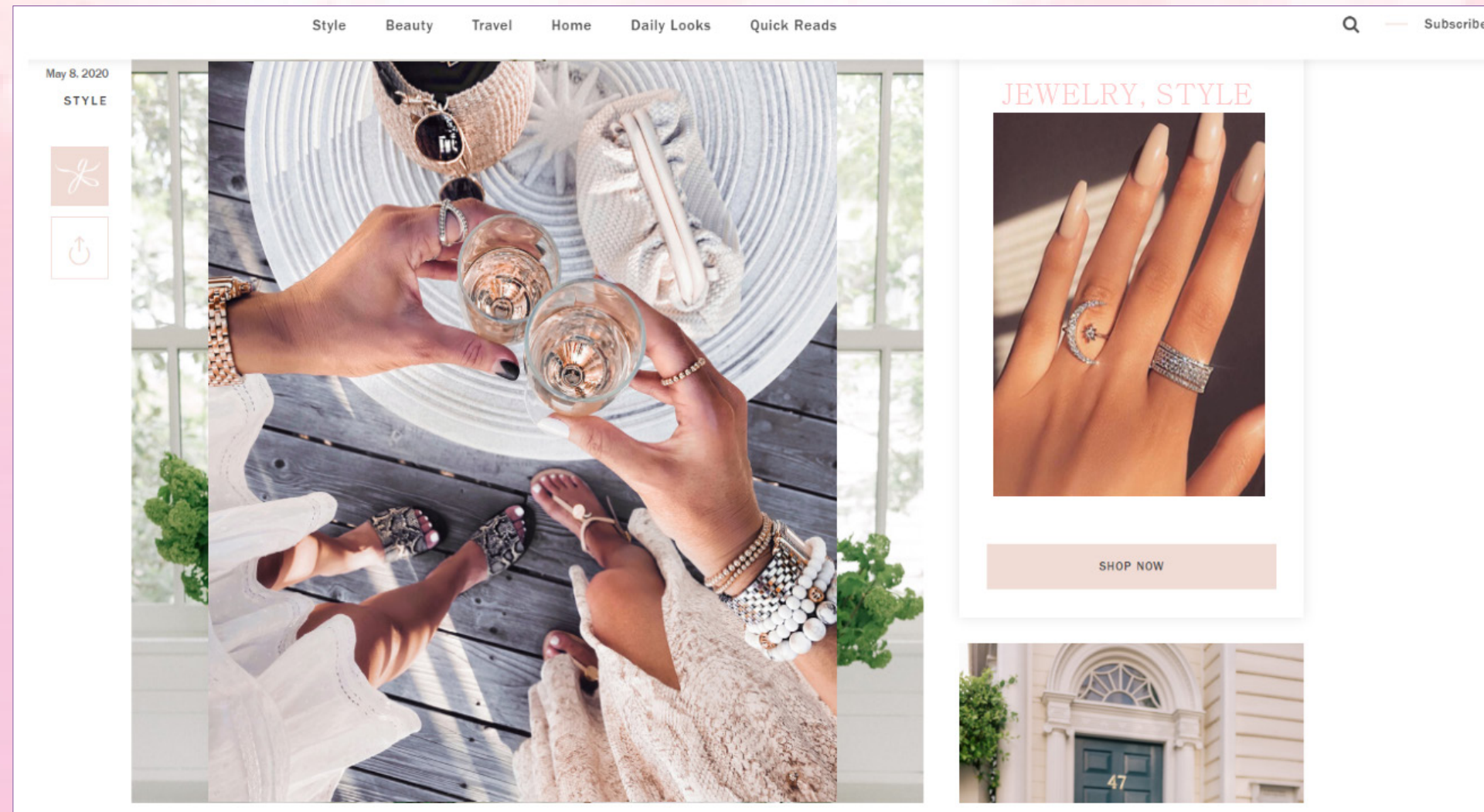
INFLUENCER

Influencing will be used to extend the reach beyond current customers

- Contact several influencers through direct messages on Instagram
- Send them our items to try and expect both editorial posts and sponsored endorsements
- Choose 2 popular influencers with over at least 50k followers
- Endorse our brand and products for our peak season (Influencers)
- Post our product following the terms of Starling (Influencere)
- Our Brand and products will be seen
- Our website will be visited by many followers of the influencers
- Pricing for the paid influencer endorsement is depending on the influencer's popularity
- \$1,500 is budgeted each month for our peak season



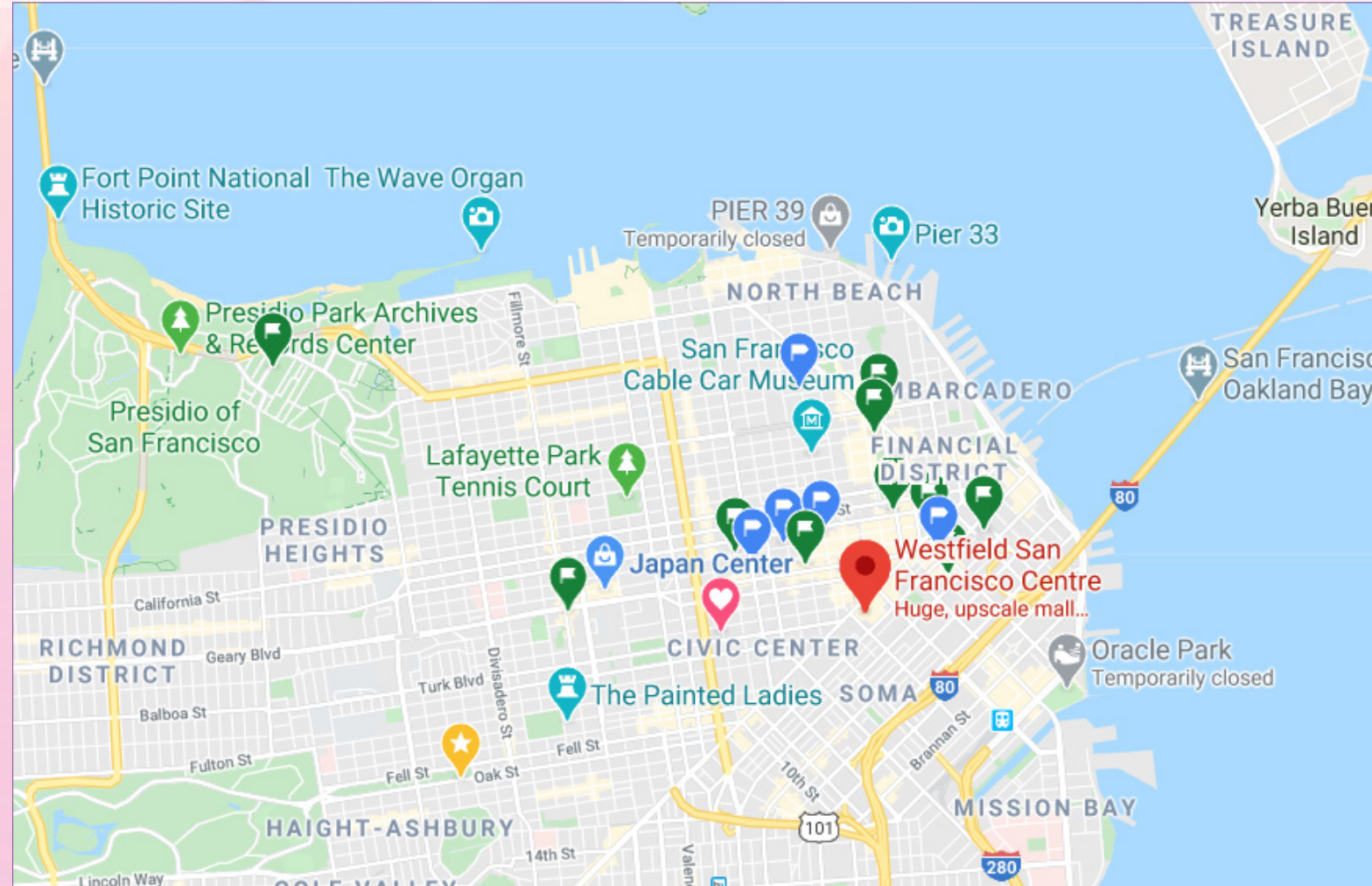
AFFILIATES



Starling will use affiliate marketing

- The affiliate program including payment terms is posted on our social media and website
- Interested affiliate publishers can sign up as our associate after learning the program
- A unique ID code including its links to track traffic and sales will be given to each affiliate
- The commission is 7% of the completed order. We budget \$1,000 per month

MULTI-CHANNEL RETAILING



POP-UP STORE LOCATION



POP-UP STORE

Starling will launch our first pop-up shop in Westfield

- Conveniently located in downtown of San Francisco
- High traffic volume of travelers
- Connected to the entrance of Powell station
- Shoppers in Nordstrom and Bloomingdales
- Passengers of Bart and Muni

CITATION

COMPETITORS

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LOCATION OF FULFILLMENT CENTER

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