

STARLING RING

Peak Season Marketing For Jewelry Brand



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

(November, December and January)

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)

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.

November Black Friday & Cyber Monday

The screenshot shows a website header with navigation links: SHOP, GIFTS, COLLECTIONS, ABOUT, LOCATIONS. A search icon, SEARCH, SIGN IN, HELP, and a shopping cart icon are also present. The main banner features a black background with pink and white sparkles. The text reads: BLACK FRIDAY & CYBER MONDAY, 50% OFF EVERYTHING. Below the banner, there are three product cards, each with a left and right arrow. The first card shows a pair of earrings with a price of \$49.50 (original price \$99.00). The second card shows a ring with a price of \$64.50 (original price \$129.00). The third card shows a ring with a price of \$14.50 (original price \$89.00). A pink button labeled DISCOVER MORE is at the bottom.

Why

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

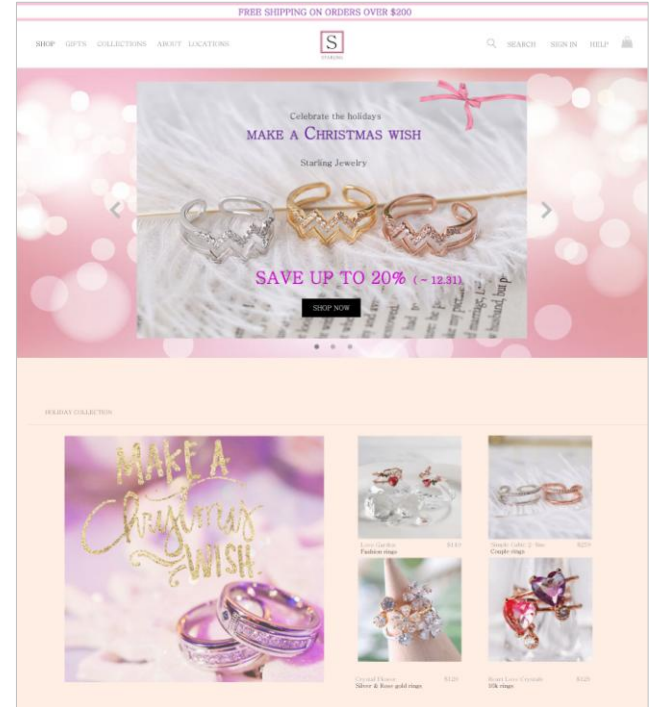
What

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

December Make A Christmas Wish



Why

Generate the traffic to our e-commerce site

What

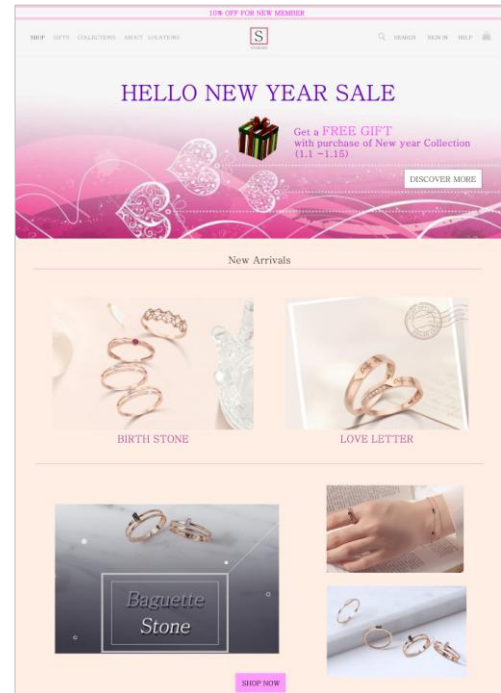
We will incentivize sign-ups by offering 10%off on any order

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

January Hello New Year Sales



Marketing Calendar

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

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			

Marketing Budget

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

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

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

Desktop

Starling Jewelry | Rings | Up to 20%off

Ad www.starling.com

Extensive Selection of Unique Jewelry at Great Prices. Rings for Every Occasion. Shop Now at Starling Jewelry for Fashion rings, Wedding and Engagement rings

MOBILE

Starling Jewelry | Rings | Up to 20%off

Ad www.starling.com

Extensive Selection of Unique Jewelry at Great Prices.
Rings for Every Occasion. Shop Now at Starling Jewelry for
Fashion rings, Wedding and Engagement rings

Search Engine Optimization

Starling will appear on the SERP using search engine optimization

- 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 grid:

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

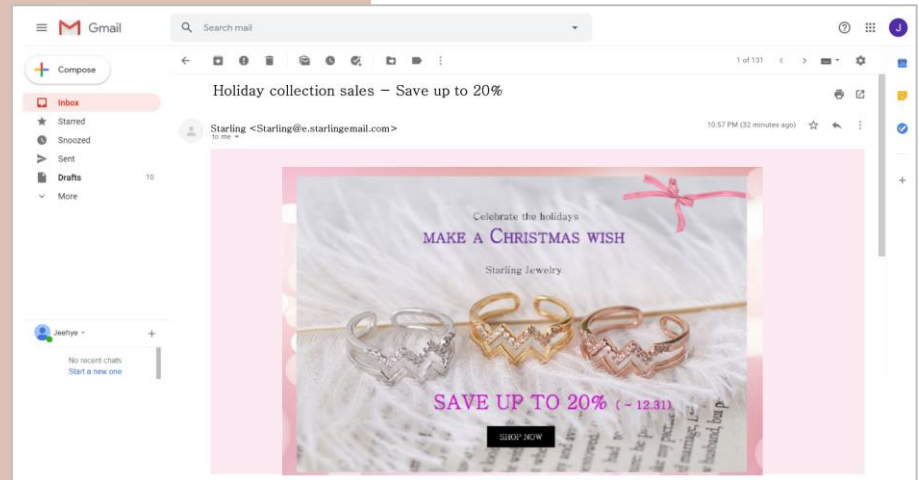
Below the product listings, there are organic search results:

- 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.puravidbracelets.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

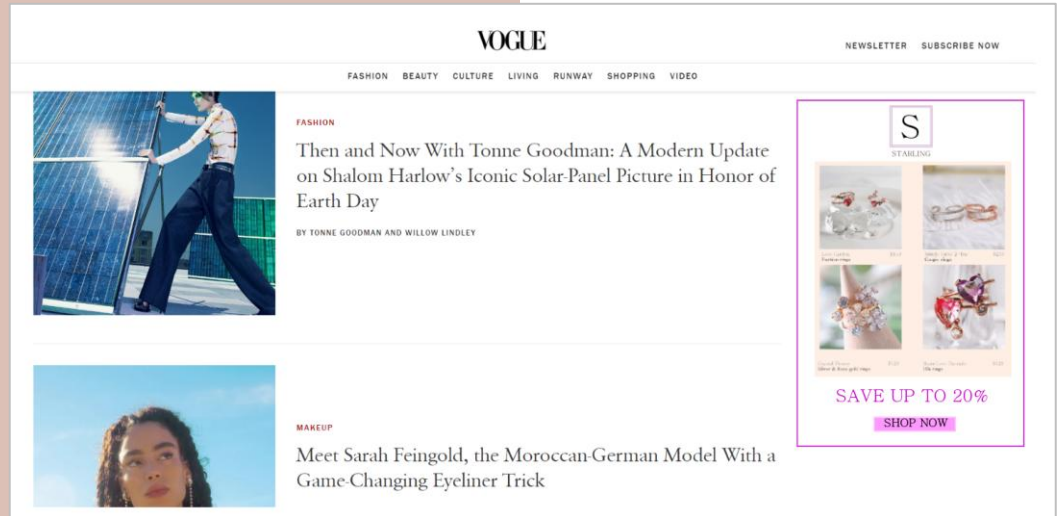
- Mailchimp is useful for designing email sign up forms and showing the list of our customers email information
- Our email subject lines will be clear, concise and appealing, not spammy
- We will include "Shop Now" button which links to our website
- We will encourage customers to fill out their emails 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

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



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 features two articles. The first article, under the 'FASHION' category, is titled 'Then and Now With Tonne Goodman: A Modern Update on Shalom Harlow's Iconic Solar-Panel Picture in Honor of Earth Day' by Tonne Goodman and Willow Lindley. It includes a photo of a woman standing next to solar panels. The second article, under the 'MAKEUP' category, is titled 'Meet Sarah Feingold, the Moroccan-German Model With a Game-Changing Eyeliner Trick' and includes a photo of Sarah Feingold. On the right side of the page, there is a rectangular display advertisement for Starling jewelry. The ad features the Starling logo (a large 'S' in a square) and a grid of four jewelry items: a necklace, a bracelet, a ring, and a necklace. Below the grid, the text reads 'SAVE UP TO 20%' and 'SHOP NOW' in a pink button.

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 update posts once or twice a week
- We plan to include 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

The image shows a screenshot of a Facebook page for 'Starling Jewelry'. The page layout includes a top navigation bar with the Facebook logo, a search bar containing 'Starling Jewelry', and user profile information for 'Jeehye'. Below this is a secondary navigation bar with options like 'Page', 'Inbox', 'COVID-19', 'Notifications', 'Insights', 'Publishing Tools', 'More', 'Edit Page Info', 'Settings', and 'Help'. The main content area features a profile picture of a pink circle with a white 'S' and a plus sign, the page name 'Starling Jewelry', and the text 'Create Page @Username'. A large cover photo displays three rings (one silver, two gold) on a white feather against a pink bokeh background, with the text 'Starling Jewelry' overlaid. Below the cover photo are interaction buttons for 'Like', 'Follow', 'Share', and 'Add a Button'. A 'Create' section offers options for 'Live', 'Event', and 'Offer'. On the right, there is a section titled 'Invite friends to like your Page' with a progress indicator showing '0/10 Likes'.

Starling Jewelry

Create Page @Username

Home

Events

Posts

See more

Promote

Visit Ad Center

Like Follow Share ...

+ Add a Button

Create Live Event Offer

Invite friends to like your Page

Pages with 10 or more likes get more engagement.


0/10 Likes

Write a post...

SMA

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




STARLING.COM
Rings for every occasion. [LEARN MORE](#)
Starling.com is under constructio...

👍 Like 💬 Comment ➦ Share

Instagram

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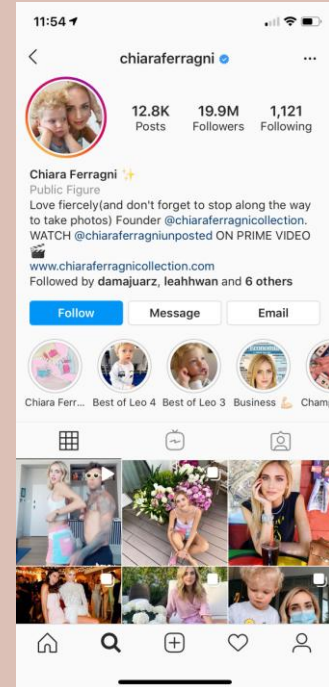
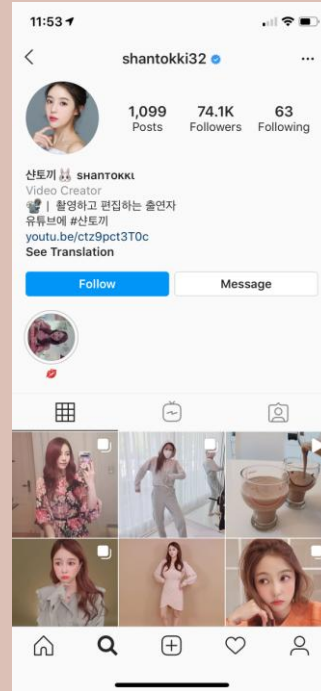
Browse our rings collection at great prices. Get free shipping with \$200 purchase !

[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



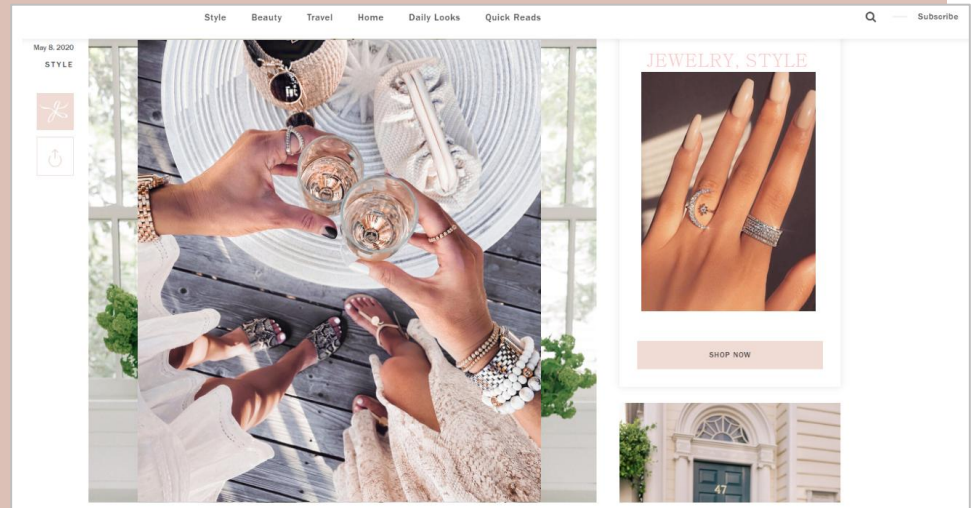
Affiliates

- 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

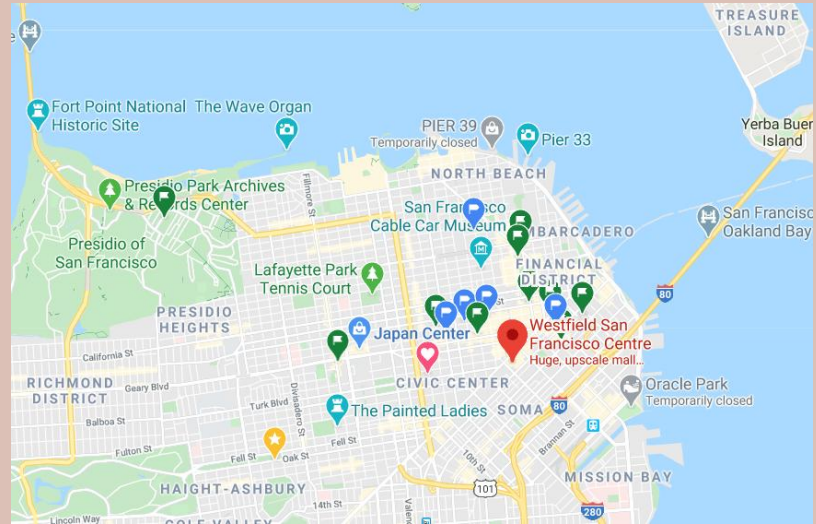
- The commission is 7% of the completed order. We budget \$1,000 per month



Multi-channel Retailing

Staring 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



Resources

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Thank you!