



Jewelry Inventory Management & Point of Sale

Marketing Brief

January 2016

Overview In an effort to develop new clientele for Luvu iPad Point of Sales, we propose the creation of a new product aimed at the small+ business jewelry owner who needs an inventory management app that is combined with their point of sales app. The above product would be based off Luvu's current successful restaurant app.

Upon near completion of the jewelry inventory and sales app, we suggest launching an ongoing campaign that uses content (educational and promotional) as well as sales agents to introduce future potential customers to the benefits of the Luvu iPad point of sale & inventory management combination cloud-based app products for Jewelers.

The 2017 Jewelry Point of Sale campaign will be the first nurture campaign run through our marketing automation program, such as activecampaign.com, act-on.com, or similar product. Through this campaign we hope to introduce small business jewelry retail owners and jewelry inventory stock managers to various point of sale processes and inventory control. Along the way acquiring new Luvu customers using content/marketing touches to nurture them through the buying cycle, and follow-up marketing to build purchasing confidence, and brand loyalty.

Product Description As stated above, the product's end goal is to develop new clientele and revenue for Luvu. The overall Product will be similar to Luvu's already successful restaurant apps but different in the way that it is aimed at jewelry creators, designers, and retail businesses. To meet the jewelry industry needs, the Product will serve the industry's need for a complexed yet user-friendly combination app of an inventory management and point of sales app to be used on iPads, mobile-phone, and desktop.

The overall Product Features are based off researching the small+ business jewelry industry needs as well as other software that is currently offered to other similar industry needs for inventory management, off-site sales, and retail point of sales apps.

Please see prototype website located at mariejtvigil.com for a comprehensive list of features that Luvu jewelry product will offer.

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The Competition “Competitor” companies that were researched varied from cloud-based services and apps to desktop-applied software.

Most known desktop-applied software:

Rio Grande—riogrande.com

Jewelry Designer Manager Pro, 3.0 Software #550079 ~ Jewelry Designer Manager Premier, Software Program #550085 ~ Jewelry Designer Manager Premier Plus, Software Program #550083

Online offered Services, Apps, software:

- shoppingcartelite.com/articles/warehouse
- eretail.bizelo.com/inventory/
- inflowinventory.com
- orderhive.com
- theedgeforjewelers.com
- jewelryshopkeeper.com
- armsusa.com/en/
- megaventory.com
- fishbowlinventory.com/articles/inventory-management-software/jewelry-inventory-software/
- jewelsinfosystems.com
- wisechoicesoftware.com
- justjewelrysoftware.com
- businessmind-for-jewelers.com
- store.jewelrydesignermanager.com/products/compare.aspx
- handmadeology.com/jewelry-business-manager-for-mac-users-2/
- gocanvas.com/mobile-forms-apps/10658-Household-Inventory-Special-Inventory-Jewelry-
- gopiro.com
- craftmakerpro.com
- thinkspacehq.com
- shopkeep.com
- cegid.us/lp/cap.html
- mpisystems.com
- lothill.com/product/cashfootprint-point-of-sale-professional
- onswim.com
- jewel.com

so-called Mobile Apps:

- goodsorderinventory.com
- gocanvas.com/mobile-forms-apps/search?terms=inventory
- play.google.com/store/apps/details?id=com.softmimo.android.inventorytracker&hl=en
- itunes.apple.com/app/business-inventory/id535888410

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Marketing Objectives

1. **Meet the business needs for small+ business owner** in the jewelry industry for inventory management, company operations, and sales.
2. **Educate** Luvu's future jewelry customers on the benefits of inventory management & point of sale combination cloud-based app
 - A. Time saving daily tasks performed in as few steps as possible
 - B. Effective management of inventory stock
 - C. Employee management features
 - D. Customized reporting
 - E. Live sales figures
 - F. Everyday technology users already know how to use
 - G. Expandable to meet future needs
3. **Increase customer base** of Luvu's point of sale app to include small business jewelry retail owners
4. **Increase industry market footprint** of point of sale app that now includes small business jewelry retail owners and previous restaurant network.

Time Line The 2017 Luvu Jewelry Point of Sale campaign will be an iterative campaign throughout the customer buying cycle (and throughout the year). Brief will be updated as necessary.

Key dates

Trade Shows

1. SNAG (college-emerging jewelry artist)
2. JCK (professional jewelers)
3. MJSA (Manufacturing, Jewelers, & Suppliers of America inc)

Online Publications aimed at the below jewelry categories

- High-end jewelry
- Traditional and alternative-material costume jewelry

Jewelry Competitions

- Saul Bell Design Awards
- Couture Design Awards
- Niche Awards
- Jewelers of America—CASE Awards
- International Pearl Design Contest
- Centurion Emerging Designer Competition
- Women's Jewelry Association—Diva Design Competition
- ELLE Jewelry Design Contest
- Evolvea Jewellery Contest
- and more...

Jewelry Catalog Printing Dates

- Rio Grande
- Stuller
- Fire Mountain Gems

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Key dates Be aware of “Busy Seasons” of Jewelry Industries:

(continued) Approaching purchasers at the wrong moment will lead to failed sales attempts or product launch.

- Trade Show Season (key people will be out-of-town)
- Manufacturer Busy Season
- Jewelry Sales Busy Season
- Jewelry Industries to research for their “calendar” busy—do-not-approach— season:
 - gems
 - precious stones
 - metals
 - tools
 - manufacturing

Target Audience Jewelers needing inventory management and point of sales combination cloud-based app

- Bench jewelers
- Jewelry designers
- Jewelry repair
- Retail-chain jewelers
- Single location jewelers
- Etsy store jewelers
- “Nomadic” jeweler
- Jewelry manufacturers
- Small business jewelry owner with limited resources for hiring additional employees

Stakeholders Teams and Individuals

- Luvu’s Directors and Leadership Teams (Names: TBA)
- Marketing Team (Names: TBA)
- Development Team (Names: TBA)
- Project Manager (Names: TBA)
- Designer and Copy Writer Resources (Names: TBA)

Identified Proofers

- Luvu’s Directors and Leadership Teams
- Representative of Marketing Team*
- Representative of Development Team*
- Representative of Project Manager*
- Designer and Copy Writer Resources*

* “fresh eye” proofers—different individuals than project owners and production resources

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Production Resources

- Multimedia Designer
- Web
- Print
- Social media
- eLearning
- Videographer
- Photographer
- Copy Writer
- Representative from Development Team

Work Flow (see Process Stages section for definitions)

- Summary**
- Meeting with all Stakeholders and Resources to brainstorm/create project requirements [two meetings—1) Stakeholders only, 2) Stakeholders and Resources combined]
 - Concept prototypes developed for both print and web related marketing deliverables
 - Presentation of prototypes to Stakeholders
 - Correction/modification
 - Sign off of final prototypes
 - Establish deadlines for marketing deliverables
 - Create marketing deliverables
 - Quality proof marketing deliverables
 - Launch of campaign per time line and scheduling dates

Marketing Deliverables We'd like to develop the content for the 2017 Luvu Jewelry Inventory Management & Point of Sale campaign in alignment with the Buying Cycle, providing content/marketing for each of the 6 stages: Awareness, Consideration, Preference/Purchase, Post-Sales Support, Growth, Loyalty/Advocacy.

Focusing at first on the stages of Awareness, Consideration, Purchase.

AWARENESS STAGE:

Purchased Email Mail List

- Etsy mailing list?
- Jewelry supply business mailing list?
- Jewelry conference mailing list?
- Jewelry repair mailing list?

1. Press Release

- Point of sale technology industry
- Jeweler industry
- Retail jeweler industry
- Jewelry supplier industry
- Jewelry manufacturing industry

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AWARENESS STAGE (continued)

2. Download Free Trial Email—(link leads to home page)

~Message: This email will introduce Luvu's inventory management and point of sales combination cloud-based app and lay out a case for why a jeweler should consider adding this app as an asset to their business. It should assume that the reader knows only a small amount about the technology and clearly layout how this app and the technical aspects of how it differs from traditional sales and inventory management app and hardware. It should give several specific examples of the types of applications that are best suited to and why it is a more cost effective and high-quality option than traditional app and hardware. It should also make the case for cost. The price of the technology has fallen over the last decade, making it accessible even for the small shop owner. The email should briefly touch upon how a jeweler can expect to see returns on the investment. The email should include the voice of at least one jeweler who has made the switch from traditional sales and inventory management app to Luvu's inventory management and point of sales combination cloud-based app. The email should emphasis the following benefits:

- 1) Time saving daily tasks performed in as few steps as possible utilizing technology users already know how to use
- 2) Effective management of inventory stock
- 3) Employee management features
- 4) Customized reporting & live sales figures
- 5) Expandable to meet future needs

3. Google AdWords Campaign*

- Four different ads. Generate key words/phrases to target jewelers

Make sure to research competitor keywords/phrases:

- 1) cloud inventory management,
- 2) iPad point of sale,
- 3) jewelry inventory management app,
- 4) jewelry store management app

*all lead to jewelry home page unless it is a promotional ad

4. Paid Social Media Ads/Digital Service Ads*

- LinkedIn: target jewelers, jewelry manufacturing, and various jeweler groups such as MJSA (format size?)
- Facebook: same as targeting to above profile (format size?)
- Pinterest:
- Twitter: Twitter Ads and Twitter Cards
- Pandora: visual/audio ad for city/region of jewelry conference (format size?)

* all lead to jewelry home page unless it is a promotional ad

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5. Website

- Keyword search terms:
 - 1) cloud inventory management,
 - 2) iPad point of sale,
 - 3) jewelry inventory management app,
 - 4) jewelry store management app
- Design: see creative considerations section
- Messaging: see creative considerations section

Site Pages

- 1) Luvu NEW Home page
- 2) Jewelry Home page (Benefits)
- 3) Jewelry Features page
- 4) Jewelry Demo/Training page
- 5) Jewelry Pricing/Add-on page
- 6) Jewelry Free Trial sign up page
- 7) Jewelry Download page
- 8) Jewelry Thank you...here's your download page
- 9) Jewelry Promotional pages outside of normal daily accessible pages

6. Jewelry Industry Online Publication Ads

(when possible, negotiate free ad in online magazine if paid print ad and vice versa)

- Full page
- Half page
- Vertical banner
- Horizontal banner

7. Jewelry Industry Trade Shows

- Poster
- Take away gift
- Ad in trade show event publication
- Bag stuffer

8. Jewelry Catalog ad within Printed or Online Catalog publication

(paid catalog “blow in” card, catalog separation tab, or front/back inside catalog cover, back cover—warning: do not buy a “filler page” ad located within sections of catalog. They get lost in the pages.)

- Rio Grande
- Stuller
- Fire Mountain Gems
- Research additional jewelry catalog publications

9. Jewelry Design Competitions (online advertisement on site)

- see “Time Line—Key Dates” section for listing (page ???)

10. Advertise on “guest blog” websites

- details to come

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CONSIDERATION STAGE:

Once free trial requested, customer enters the NURTURE EMAIL SEQUENCE. Once pricing is requested or trial time expires, consideration nurture email sequence stops.

- nurture email 1—benefits/ROI—look at all you can accomplish using Luvu's inventory management and point of sales combination cloud-based app
- nurture email 2—service and support available from Luvu
- nurture email 3—training video library for Luvu's inventory management and point of sales combination cloud-based app

PURCHASE STAGE:

Once pricing is requested after free trial request, nurture email sequence for this stage below. Once purchase made, nurture email sequence stops.

- nurture email 4—benefits of cloud inventory management app
- nurture email 5—benefits of point of sales app
- nurture email 6—customized reporting, live sales figures, and employee management features

ADDITIONAL REQUESTED STAGE (outside of funnel):

Comments:

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BUDGET (estimated itemized budget by category)

Advertising:

Print

Web

Social Media

Production Costs:

Print

Web

Social Media

SCHEDULE (estimated “do not miss” deadline dates)

Print

Deliverables: Dates:

Web

Deliverables: Dates:

Social Media

Deliverables: Dates:

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PROCESS STAGES (define stages and come to agreement—allow for flexibility, quick reaction, and ongoing iteration)

Project Requirement Development Stage:

- UX Conceptual Framework (desired & perceived value, usability, adaptability, desirability)—
- Functional Specifications of project—
- Content Requirements of project—
- Information Architecture—
- Elements of UX (strategy, scope, structure, skeleton, surface)—
- Usability (research, build context of use, interviewing, site visit, user journey maps)—

Print—

Web—

Production Stage:

Print—

Web—

Corrections or Modification Stage:

Print—

Web—

Review Stage:

Print—

Web—

Approval Stage:

Print—

Web—

Point Person for over-all final sign-off approval—

Marketing Goals Defined

Print—

Web—

Social Media—

Measurable Objectives on ROI Defined (Key Performance Indicators)

Print—

Web—

Social Media—