

JOHN HARDY

**MC7080 Digital Marketing and
Social media - Spring 2023-24**

Group Presentation by

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Presentation Agenda

- ❖ Title page and group member student IDs
- ❖ Presentation Agenda
- ❖ Executive Summary
- ❖ Introduction of the Company
- ❖ Who is the Current Target Audience John Hardy Attracts the Most Online?
- ❖ Customer Persona
- ❖ How John Hardy Reach and Engage with its Target Audience Online?
- ❖ John Hardy Performance Compare to two its Main Competitors?
- ❖ Campaign Poster
- ❖ References
- ❖ Appendix: Individual Contribution Log
- ❖ Speaking notes
- ❖ Evaluation Page

JOHN HARDY

EST BALI 1975


JOHN HARDY

Artisan Handcrafted Jewelry Since 1975



Executive Summary

- ❖ John Hardy, a renowned jewelry brand, has been strategically targeting its online audience to enhance its presence and engagement. By analyzing its current target audience, the brand identifies key customer demographics that are most attracted to its offerings.
- ❖ Leveraging digital marketing techniques such as social media platforms, email campaigns and content marketing, John Hardy effectively reaches and engages with its online audience.
- ❖ A comparative analysis with its two main competitors (Lagos Jewelry and Oscar Massin) sheds light on John Hardy's online channel performance and website traffic optimization efforts.
- ❖ Furthermore, the brand tailors its messaging and content to appeal to specific target audiences, exemplified through a POSTER campaign showcasing compelling content, customer motivations, and engagement strategies.



JOHN HARDY

Introduction of the Company

- ❖ John Hardy was formed in Bali in 1975 makes handcrafted jewelry.
- ❖ The distinctive collections of John Hardy gives reminiscent symbolism and respects the program of creative energy (John Hardy, 2024).
- ❖ Since its introduction, the firm is intensely entrenched in the key values of sustainability, community, and artisanship (John Hardy, 2024).



Who is the Current Target Audience John Hardy Attracts the Most Online?

- ❖ **Affluent Consumers**
- ❖ **Fashion Enthusiasts**
- ❖ **Cultural and Artistic Appreciators**
- ❖ **Sustainability Conscious Consumers**
- ❖ **Socially Conscious Consumers**
- ❖ **Online Shoppers**



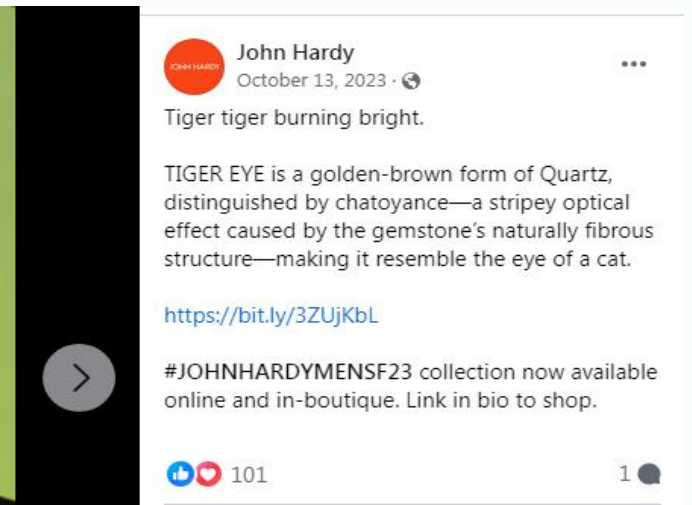
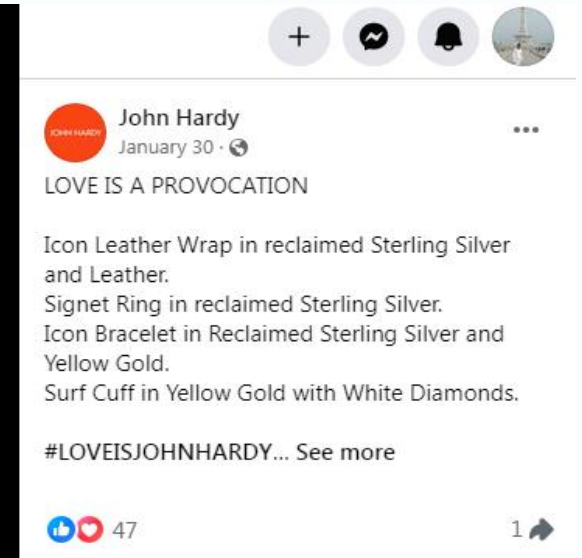


JOHN HARDY

Who is the Current Target Audience John Hardy Attracts the Most Online?

❖ **Affluent Consumers**

❖ **Fashion Enthusiasts**





JOHN HARDY

Who is the Current Target Audience John Hardy Attracts the Most Online?

❖ Cultural and Artistic Appreciators



❖ Sustainability-Conscious Consumers

Since 2006, John Hardy has implemented its "Sustainable Advertising" initiative, offsetting carbon emissions through bamboo planting in Bali and Nusa Penida, funded by sales from its Bamboo collection (John Hardy, n.d.).



Customer Persona

THE LOYAL SHOPPER: EMILY



Age Range	55-65
Occupation	Senior Editor
Household Income	\$250,000
Location	Connecticut
Digital Confidence	Low to Medium
Brand Loyalty	High

Her Priorities



Profile

Emily has a strong connection with the John Hardy brand and the story behind the products. She often shops for herself but also for others and likes being up to date with new products and green initiatives. She likes her jewelry to tell a story and enjoys wearing beautiful jewelry everyday, not only for special occasions.

Potential features:

- Loyalty Programs
- Highlighting new products for her
- Excellent customer service that would make her feel valued and appreciated
- Access to new content
- A platform to communicate with other customers/fans of the brand
- A tool that will help her keep track of her John Hardy jewelry collection

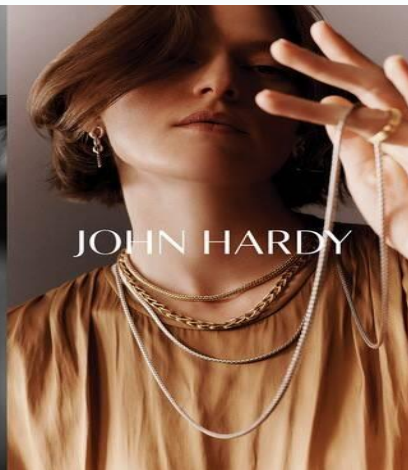
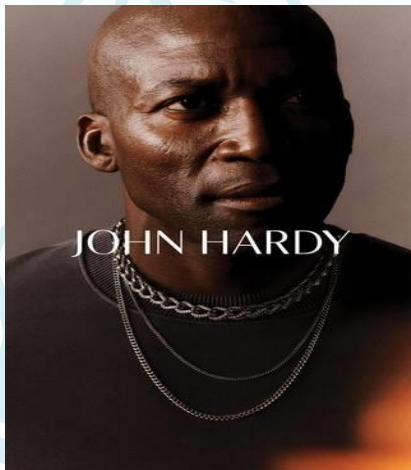
How John Hardy Reach and Engage with its Target Audience Online?



1. Influencer Collaboration



2. Social Media Presence

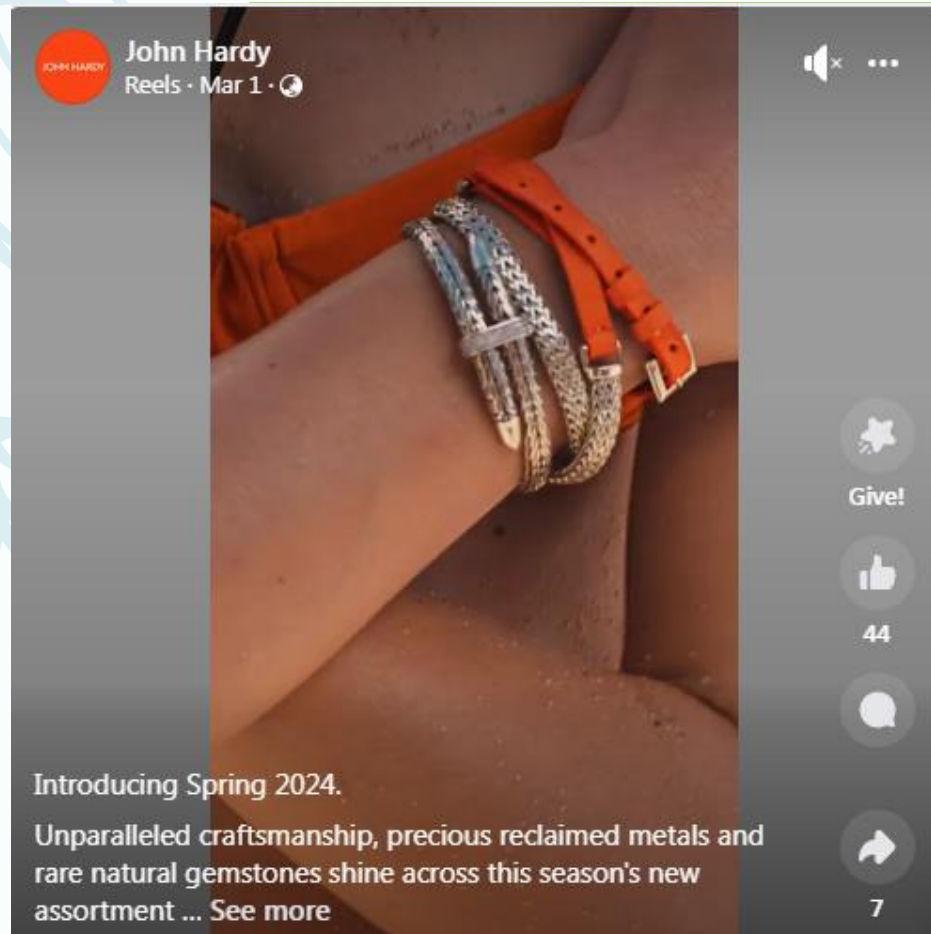




JOHN HARDY

How John Hardy Reach and Engage with its Target Audience Online?

3. Content Marketing



4. Customer Engagement and Feedback



Top fan
Susan Tighe
I want it !!❤️❤️😱

1w Like Reply



Connie Tan
How much

1w Like Reply



Author
John Hardy
Hello. Please see link below for product detail❤️
<https://bit.ly/3wpQHIQ?>



JOHNHARDY.COM
Love Knot Bracelet, Sterling Silver, 6.5MM|BU901034

1w Like Reply Edited



JOHN HARDY

How John Hardy Reach and Engage with its Target Audience Online?

5. E-Commerce Website

6. Email Marketing

<https://johnhardy.com/en-uk>

Shop by Collection



Naga



Icon



Spear



Love Knot



NEWSLETTER

Sign up to receive 10% off and get the latest news and exclusive content.

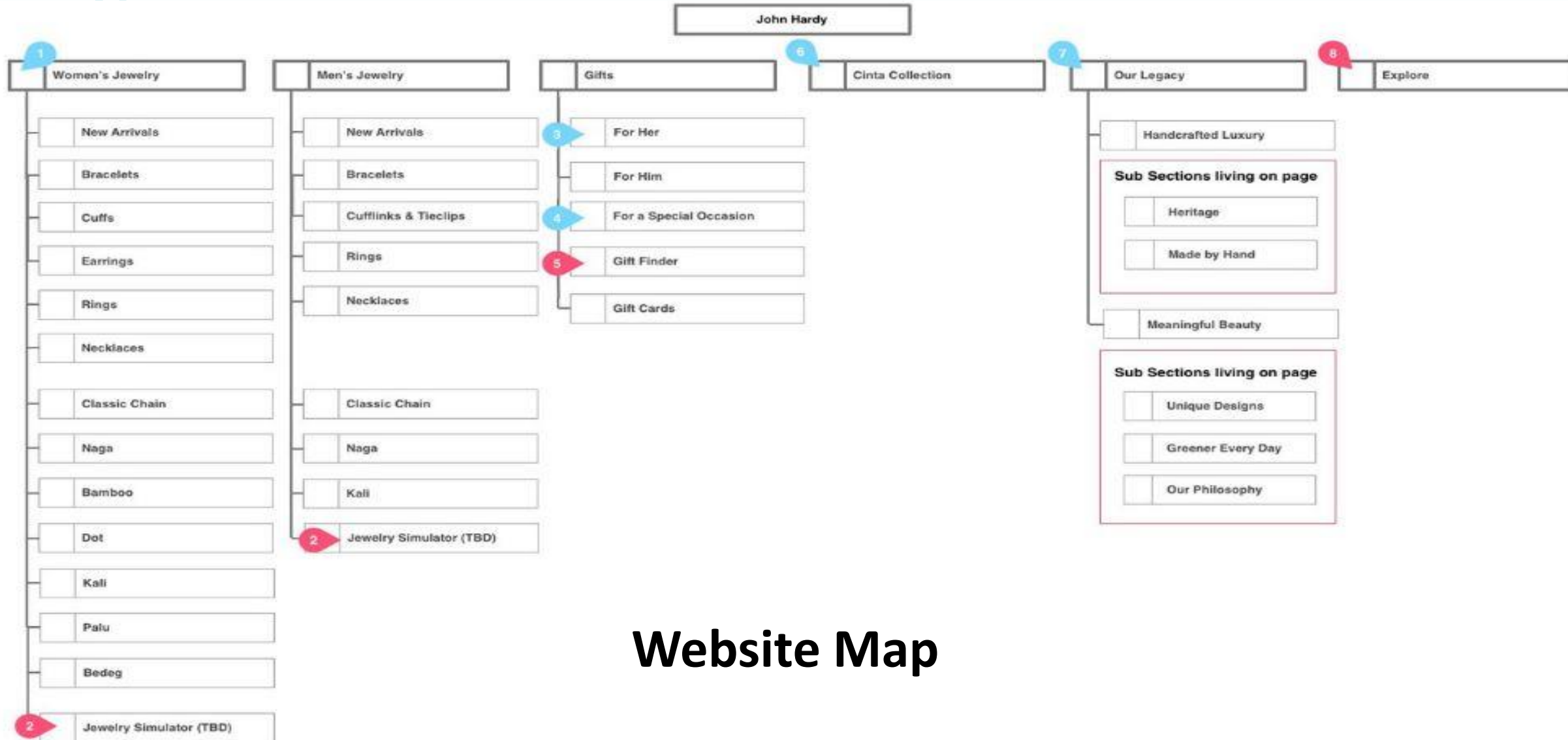
Email Address

SIGN UP



JOHN HARDY

How John Hardy Reach and Engage with its Target Audience Online?



Website Map

John Hardy Brands Online Channel Activity and Performance Compare to Main Competitors?

Main competitor of John Hardy is Lagos Jewelry and another competitor is Oscar Massin.

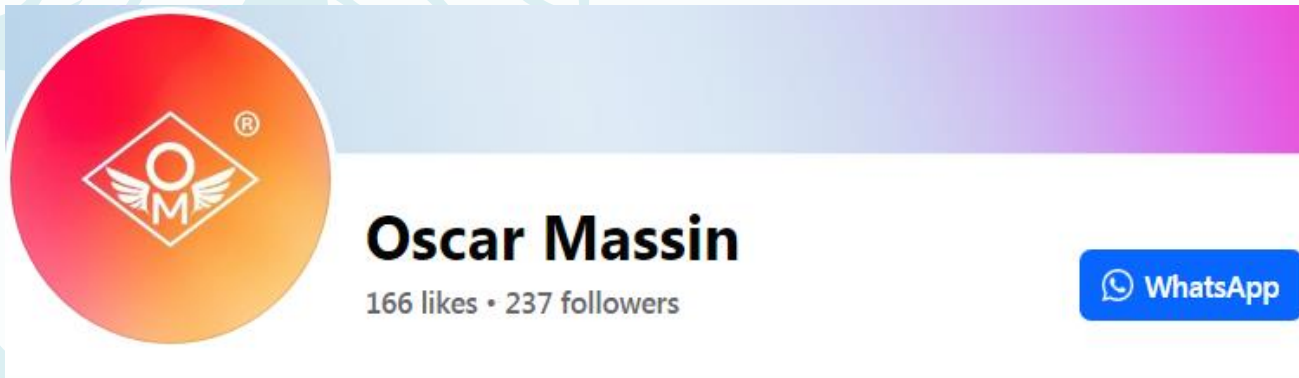
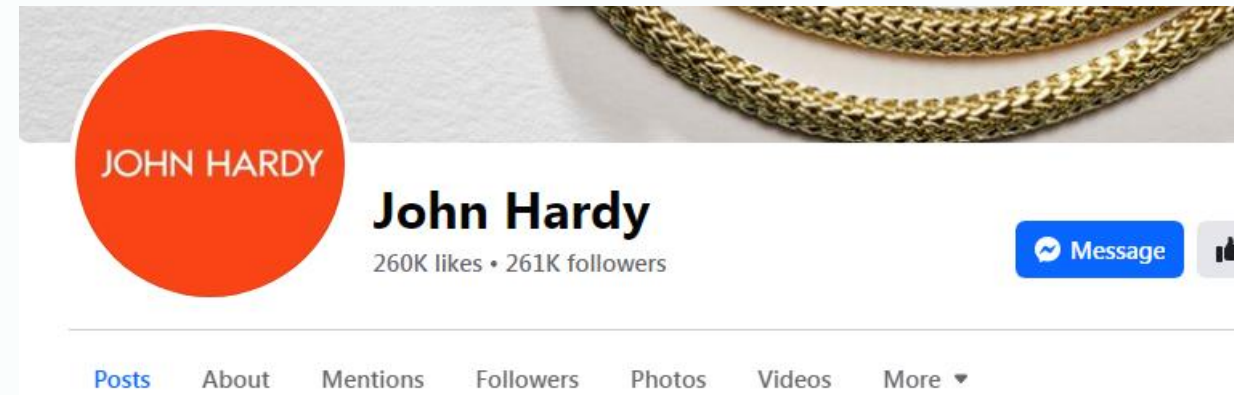
Lagos Jewelry	Oscar Massin
https://www.lagos.com/	https://www.oscarmassin.com/
Lagos, founded by Steven Lagos in 1977, is known for its unique textured bead design and skilled craftsmanship. Based in the United States with offices in New York and Bangkok, its flagship boutique opened in 1994 in Philadelphia. The brand's jewelry is sold in over 300 stores nationwide, including Neiman Marcus, Bloomingdale's, and Nordstrom (Lagos, 2024).	Oscar Massin (1829–1913), known as "The Diamond Reformer," revolutionized 19th-century fine jewelry with innovative techniques. Despite being less known among Parisian jewelers, Massin crafted significant pieces for European royalty. His patented diamond lacework and "illusory" setting techniques were groundbreaking, showcasing his mastery of intricate metalwork and diamond visibility enhancement (Oscar Massin, 2024).

John Hardy Brands Online Channel Activity and Performance Compare to Main Competitors?



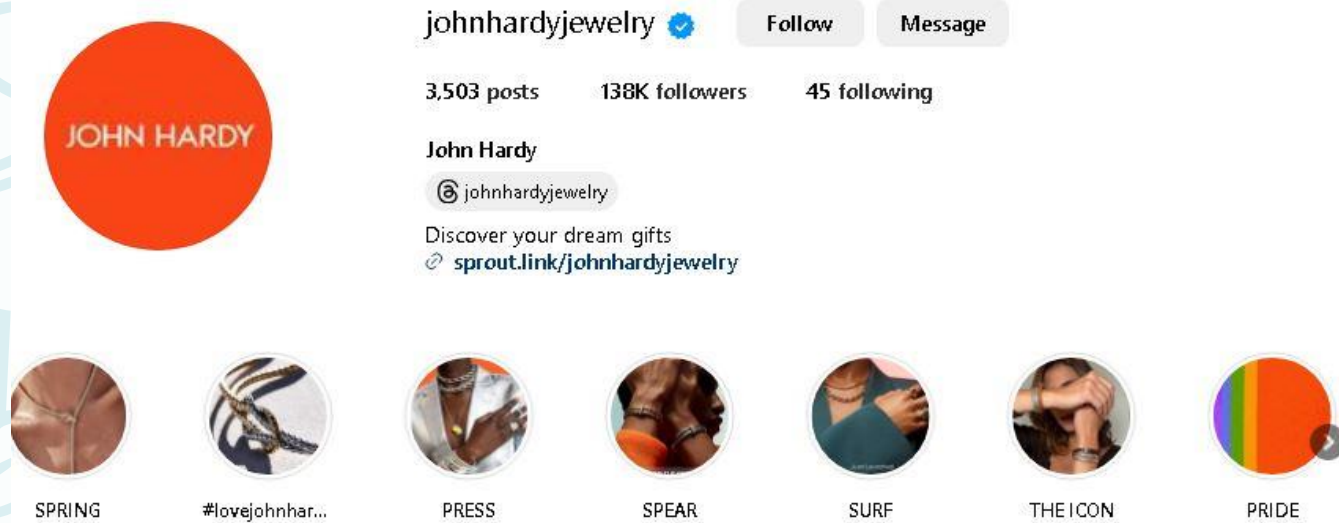
– The main competitor of John Hardy is Lagos and another competitor is Oscar Massin.

- The first indicator is social media Facebook presence of all three companies.
- John Hardy Followers – 261k followers
Lagos Jewelry Followers – 181k followers
Oscar Massin – 237 followers



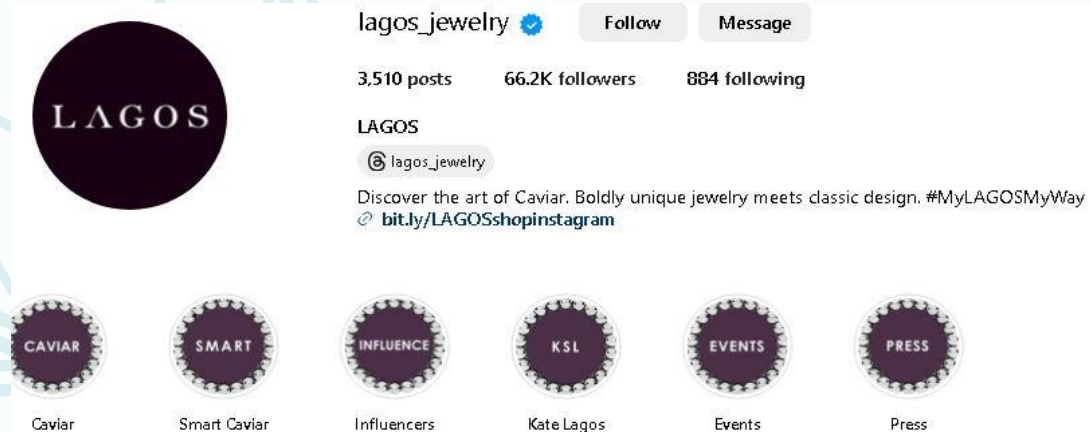
John Hardy Brands Online Channel Activity and Performance Compare to Main Competitors?

- The second indicator is social media Instagram presence of all three companies.



- John Hardy Followers – 138k followers
- Lagos Jewelry Followers – 66.2k followers
- Oscar Massin – 29.2k followers

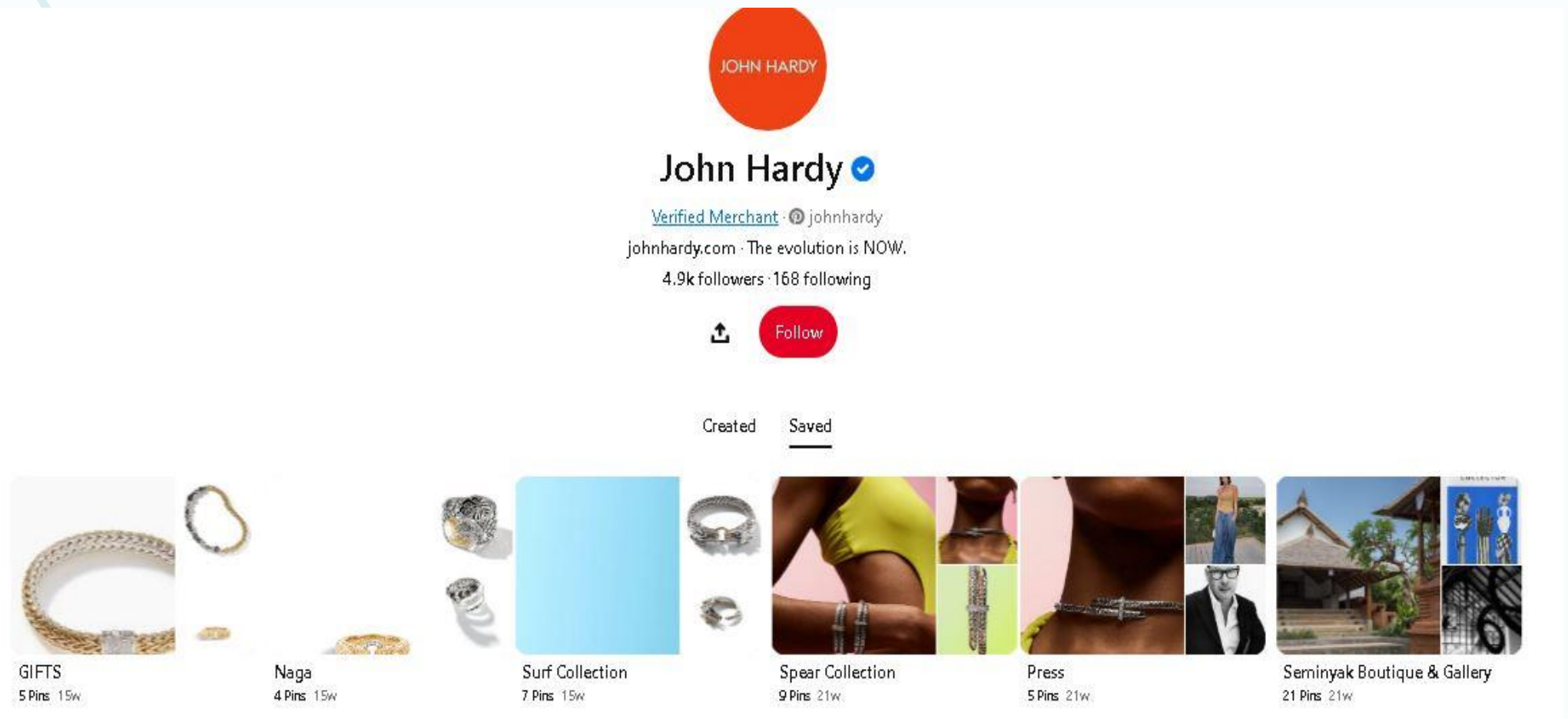
Discussion on self visual representation of each brand, its content focus and customer engagement as shown in pictures.



John Hardy Brands Online Channel Activity and Performance Compare to Main Competitors?



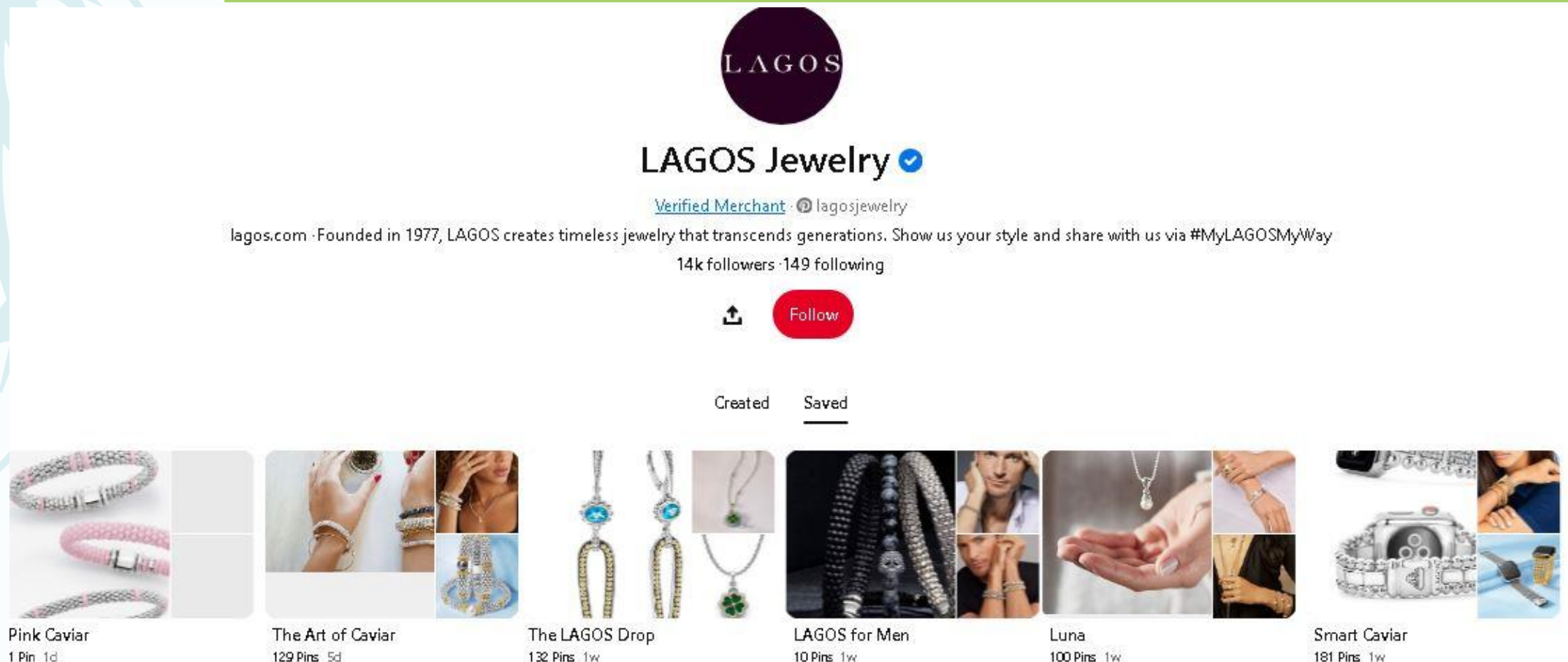
- The third indicator is social media Pinterest presence of all three companies.



John Hardy Brands Online Channel Activity and Performance Compare to Main Competitors?



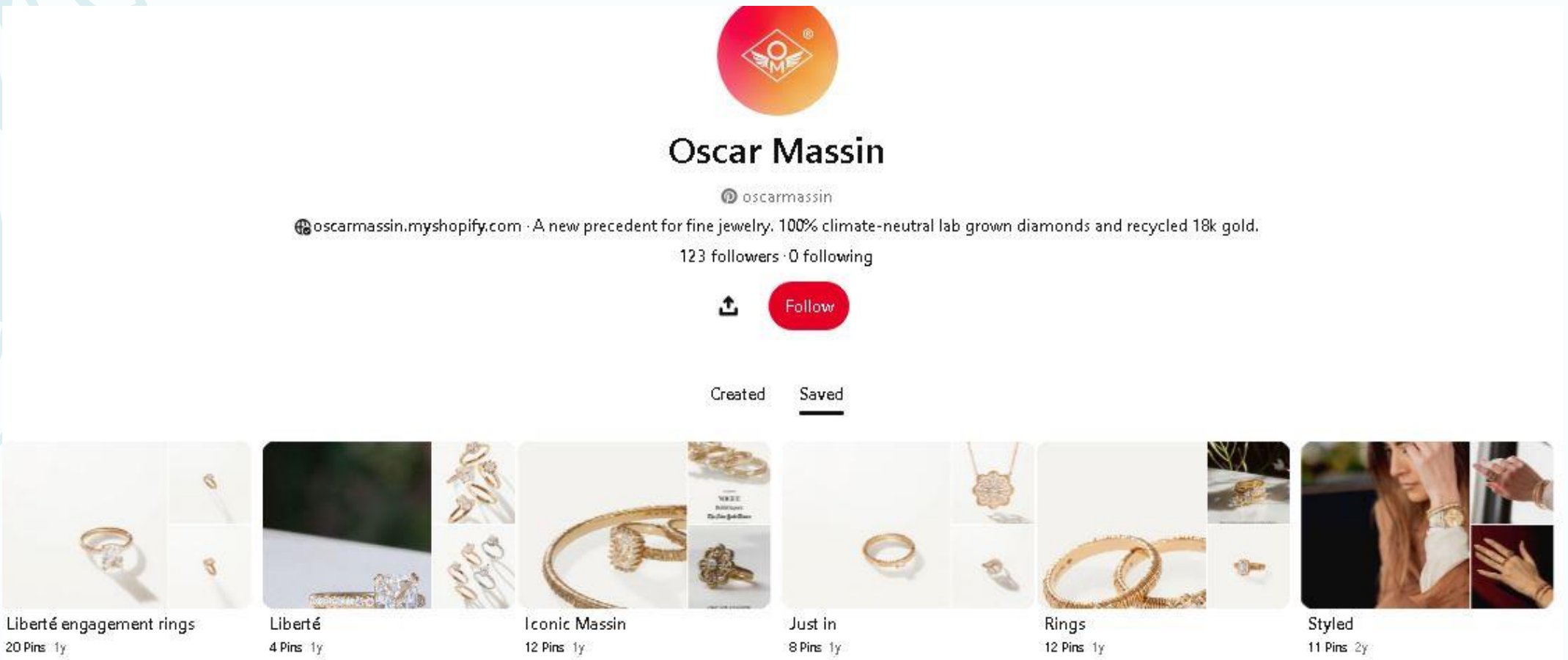
- The third indicator is social media Pinterest presence of all three companies.



John Hardy Brands Online Channel Activity and Performance Compare to Main Competitors?



- The third indicator is social media Pinterest presence of all three companies.





JOHN HARDY

John Hardy Brands Online Channel Activity and Performance Compare to Main Competitors?

- ❖ Important and Fourth indicator is significance of website traffic and user experience as crucial indicators, underscored by Madleňák et al.'s (2015) analysis.
- ❖ The organic monthly traffic on website of John Hardy is 185,504.

Traffic Overview [?] : <https://johnhardy.com/>

ORGANIC
KEYWORDS [?]

46,021

GOOD

ORGANIC
MONTHLY TRAFFIC [?]

185,504

GREAT

DOMAIN
AUTHORITY [?]

54

GREAT

<input type="checkbox"/>	SEO TITLE URL [?]	EST. VISITS [?]	BACKLINKS [?]
<input type="checkbox"/>	John Hardy® Official Site - ... johnhardy.com/	40,960 View All ▾	11,857 View All ▾
<input type="checkbox"/>	Women's Bracelets johnhardy.com/collection...	14,557 View All ▾	0 View All ▾
<input type="checkbox"/>	Men's Bracelets johnhardy.com/collection...	11,556 View All ▾	6 View All ▾
<input type="checkbox"/>	Handcrafted Bracelets Sin... johnhardy.com/collection...	8,281 View All ▾	0 View All ▾

John Hardy Brands Online Channel Activity and Performance Compare to Main Competitors?

LAGOS

- ❖ The organic monthly traffic on website of Lagos is 247,364.

Traffic Overview : <https://www.lagos.com/>

ORGANIC
KEYWORDS

36,160

GOOD

ORGANIC
MONTHLY TRAFFIC

247,364

GREAT

DOMAIN
AUTHORITY

47

GREAT

	SEO TITLE URL ?	EST. VISITS ?	BACKLINKS ?
<input type="checkbox"/>	Bangles – LAGOS lagos.com/collections/ba...	38,662 View All ▾	0 View All ▾
<input type="checkbox"/>	LAGOS Fine Jewelry Desi... lagos.com/	22,443 View All ▾	1,478 View All ▾
<input type="checkbox"/>	Bracelets – LAGOS lagos.com/collections/bra...	14,657 View All ▾	0 View All ▾
<input type="checkbox"/>	Stretch Bracelets – LAGOS lagos.com/collections/str...	9,565 View All ▾	0 View All ▾
<input type="checkbox"/>	Cuffs – LAGOS lagos.com/collections/cuffs	9,335 View All ▾	0 View All ▾



John Hardy Brands Online Channel Activity and Performance Compare to Main Competitors?

- ❖ The organic monthly traffic on website of Oscar Massin is 578.

Traffic Overview : oscarmassin.com

ORGANIC KEYWORDS

890

ORGANIC MONTHLY TRAFFIC

578

DOMAIN AUTHORITY

3

TOP PAGES BY COUNTRY US / EN [523] FR / FR [29] US / ES [10] AR / ES [2] **MORE**

<input type="checkbox"/>	SEO TITLE URL	EST. VISITS	BACKLINKS
<input type="checkbox"/>	Oscar Massin - Ethical Fine Jewelry oscarmassin.com/	82 View All	30 View All
<input type="checkbox"/>	Beaded Earrings, Small lab diamond white gold hoops ... oscarmassin.com/products/beaded-earrings-18k-recycled-gold-an...	73 View All	0 View All
<input type="checkbox"/>	Lace Flower Ring Small lab diamond yellow gold filigree ... oscarmassin.com/products/lace-flower-ring-18k-recycled-gold-and...	65 View All	0 View All
<input type="checkbox"/>	Lab Grown Diamond & Recycled Gold oscarmassin.com/collections/all	63 View All	0 View All
<input type="checkbox"/>	Lace Flower Ring, Large lab diamond yellow gold filigree ... oscarmassin.com/products/lace-flower-ring-18k-recycled-gold-and...	58 View All	0 View All
<input type="checkbox"/>	Beaded Earrings, Medium yellow gold hoops oscarmassin.com/products/beaded-earrings-18k-recycled-gold-jab...	27 View All	0 View All

John Hardy Brands Online Channel Activity and Performance Compare to Main Competitors?

- 1. It is concluded that in terms of organic traffic on website Lagos has performed better than John Hardy and Oscar Massin.**
- 2. While in terms of social media presence, John Hardy has more pages likes and followers as compared to Lagos and Oscar Massin.**
- 3. John Hardy spends more efforts and money on influencer marketing to sell more products.**
- 4. Oscar Massin has to work on its digital marketing campaigns to increase its online sales and traffic due to very low current organic traffic on website.**

Campaign Poster

- Next a campaign poster Design includes following and showcasing John Hardy's ;
 - ❖ Visual representation of brand content,
 - ❖ Slogan,
 - ❖ Brand information and entertainment,
 - ❖ Customer motivation to take action,
 - ❖ Customer online engagement activity.

References

- ❖ Hardy, J. (2024) John Hardy [Online] Available at: <https://johnhardy.com/> (Accessed: 07-March-2024)
- ❖ Wikipedia. (n.d.) John Hardy. [Online] Available at: [https://en.wikipedia.org/wiki/John_Hardy_\(jewelry\)](https://en.wikipedia.org/wiki/John_Hardy_(jewelry)) (Accessed: 07-March-2024)
- ❖ Lagos (2024) Lagos [Online] Available at: <https://www.lagos.com/> (Accessed: 10-March-2024)
- ❖ Massin, O. (2024) Oscar Massin [Online] Available at: <https://www.oscarmassin.com/> (Accessed: 10-March-2024)
- ❖ Madleňák, R., Madleňáková, L., Švadlenka, L. and Salava, D. (2015) 'Analysis of website traffic dependence on use of selected internet marketing tools', *Procedia Economics and Finance*, 23, pp.123-128.

Appendix: Individual Contribution Log

Activity	Intended contribution	Actual contribution
Planning	All	All
Executive Summary	22071744	22071744
Introduction of the Company	23023997	23023997
Who is the Current Target Audience John Hardy Attracts the Most Online	22084414	22084414
Customer Persona	22084577	22084577
How John Hardy Reach and Engage with its Target Audience Online?	22065936	22065936
John Hardy Brands Online Channel Activity and Performance	22084577	22084577
Compare to Main Competitors?		
Campaign Poster	22078808	22078808
References	All	All
Complete Contribution Log and submit assignment.	All	All
Format	22084577	22084577

**This contribution log was prepared and agreed by :
22084577, 22071744, 22084414, 22065936, 22078808, 23023997**

Thank you

Speaking Notes

- ❖ Slide 1: Title page & group member student IDs
- ❖ - The title page sets the tone for our presentation, showcasing our chosen brand first impression and Including group member IDs.
- ❖ Slide 2: Agenda of the whole presentation
- ❖ - This slide outlines the structure and flow of our presentation, providing a roadmap for the audience.
- ❖ - It helps maintain focus and ensures that all key points are covered systematically.
- ❖ Slide 3: John Hardy visual representation
- ❖ - This slide introduces a visual representation of the John Hardy brand, creating an immediate impact and setting the stage for our discussion.
- ❖ - Visuals are powerful in capturing audience attention and enhancing comprehension.
- ❖ Slide 4: Executive Summary
- ❖ - The executive summary succinctly summarizes John Hardy's strategic approach to online audience targeting and digital marketing techniques.
- ❖ - It highlights key points such as competitive analysis, tailored messaging, and effective engagement strategies.

Speaking Notes

- ❖ Slide 5: Introduction of John Hardy
- ❖ - This slide provides essential background information about John Hardy, including its founding year, specialization in handcrafted jewelry, and core values.
- ❖ - It sets the context for understanding the brand's ethos and commitment to sustainability and artisanship.
- ❖ Slide 6: Target Audience Analysis
- ❖ - Here, we delve into John Hardy's target audience, identifying key segments such as affluent consumers, fashion enthusiasts, and sustainability-conscious individuals.
- ❖ - Understanding the target audience is crucial for crafting relevant marketing strategies.
- ❖ Slide 7-8: Detailed Target Audience Segments
- ❖ - These slides provide a deeper dive into specific target audience segments, elaborating on their preferences and motivations.
- ❖ - By targeting these segments effectively, John Hardy can maximize engagement and conversion rates.
- ❖ Slide 9: Customer Persona
- ❖ - In this slide, we discuss a customer persona, representing a target audience member (but not limited to chosen) and their characteristics, needs, and behaviors.
- ❖ - Creating customer personas helps personalize marketing strategies and tailor messaging accordingly.

Speaking Notes

- ❖ Slide 10-12: Social Media and Marketing Strategies
 - ❖ - These slides highlight John Hardy's robust social media presence and engaging campaigns.
 - ❖ - Effective use of these digital marketing channels is crucial for reaching and engaging with the target audience.
- ❖ Slide 13: Website Overview
 - ❖ - Here, we provide an overview of John Hardy's e-commerce website, emphasizing its user-friendly design and navigation.
 - ❖ - A well-designed website is essential for driving online sales and enhancing the overall customer experience.
- ❖ Slide 14-23: Competitive Analysis
 - ❖ - These slides present a comparative analysis of John Hardy's performance against competitors like Lagos and Oscar Massin.
 - ❖ - Key metrics such as social media engagement, website traffic, and SEO performance are evaluated to understand competitive strengths and weaknesses.
- ❖ Slide 24-25: Poster Presentation
 - ❖ - Finally, we showcase a poster highlighting John Hardy's content, brand information, and customer engagement strategies.
 - ❖ - This visual aid adds depth to our presentation and allows for a detailed discussion of specific marketing initiatives and their impact.

MC7080 Digital Marketing and social media

Peer Group Evaluation

SELF AND PEER EVALUATION

This must be completed separately, providing a review of you group members in the table exempting yourself. Please write your self-reflection below using an appropriate reflective framework. This must be submitted with your presentation on the date of coursework 1 submission via Turnitin.

Student ID: **22084414**

	Comments on group member's performance and contribution
Group Member Student ID number: 22084577	Performance: Excellent Contribution: Lead the team while focused on developing customer persona and conducted a crucial competitive analysis of John Hardy in comparison to other competitive brands.
Group Member Student ID number: 22071744	Performance: Excellent Contribution: Discussed Overview, Executive Summary, Assignment Key Insights, and Understanding of chosen Brand.
Group Member Student ID number: 22065936	Performance: Excellent Contribution: Explored John Hardy's digital marketing tactics, including social media, email campaigns, and content marketing, with the goal of effectively connecting and engaging with its target audience.
Group Member Student ID number: 22078808	Performance: Excellent Contribution: Illustrated John Hardy's content, brand information, customer motivations, and online engagement strategies using an eye-catching poster.
Group Member Student ID number: 23023997	Performance: Excellent Contribution: Introduced John Hardy, highlighting its historical origins, fundamental principles, and distinctive features to provide context for the presentation.

Self-Reflection:

What: The digital marketing presentation encompassed a complete set comprising slides, speaker notes, a campaign poster, and peer feedback. We delved into comprehending our audience demographics and utilized digital tactics to engage our online audience, simultaneously comparing our performance with rivals. Our customized messages and a visually appealing poster showcased individualized strategy, striving to strike a chord with our intended audience.

Why: Aimed to showcase a comprehensive understanding of digital marketing theories and their practical application in strategic decision-making.

Reaction: Found the process intellectually enriching and insightful, leading to a deeper appreciation of consumer behaviours and market dynamics.

Learned/Gained: Acquired advanced insights into omni-channel marketing, content strategy development, and audience segmentation for targeted campaigns.

Next steps: Intend to leverage AI-powered tools for personalized marketing, optimize conversion funnels, and implement agile marketing methodologies for rapid adaptation. Exploring micro-moments in consumer journeys will be pivotal for capturing audience attention and driving meaningful interactions across digital touchpoints.