**Trésora : Story Telling/ Branding will French jewellery company**

**As French companies have a good reputation in making the finest jewelleries**

- Trésora aims to establish 2 websites with distinct visual branding, logos, and designs to create a unique and compelling vibe.

1) For Jewellery Manufacturer & 2) Jewellery selling ( We must maintain a clear distinction between our high-end and budget-friendly company as our customer bases and their preferences vary significantly and marketing strategies will vary, so it will be separate for both type of customer )

**Customer Acquisitions Strategy**

* Our key to success is to focus on one niche when marketing and master that rather then focusing on many things: for eg we can focus only engagement rings & necklaces : but we will keep all are stocks in the website: with one niche it will be clear who and how to get customers,
* We will use Google Trends to identify trending products, and we'll us an AI picture generator for jewelry products with the Trésora branding.
* - We'll maintain an extensive inventory of over 1000 jewelry products,( we don’t need to manufacture it , just the AI pictures ) and will full-fill the order when we get it

- We'll implement SEO marketing globally, targeting keywords such as "jewelry manufacturer" and "Wholesalers" or build your own brand to promote our Manufacturering unit,

And for both websites we will be making like 20-30 websites each with seo on each marketing: reason if people scrol in first 5 pages it will be all our companies only, so customers will be comparing between our companies only , and in future we will be making above 10k website and all websites will be used seo keywords by extensive research and we will be using AI to find this trending keywords ( this strategy was used by wayfair when they were 2 people company they built 100k websites to conquer the furnitures market, when they started amazon had 100% market share and now they have 80% marketshare and 20% is amazon )

- Partnering with influencers on Tiktok, instagram and Facebook and providing them with affiliate links.

- We will keep our limited edition best pieces on Kickstarter.com and similar websites and here we just need a good video & story telling and can deliver the product after 3-5 months ,

- Collaborations with owners of fashion brands like, bridal dress, etc

- Text marketing on social media platforms, including Facebook and Reddit, will expand our reach.

- Extensive presence on platforms like Pinterest, Reddit, and TikTok will be essential for inspiration and user engagement.

- To ensure high-quality leads and conversions, we'll use automation tools like ClickFunnels, Leadpages, HubSpot, Apollo.io, PhantomBuster, and LeadsGorill and mailchimp for mass mailing list

- Affiliate marketing campaigns will be set up through Taboola and AffiliateLab to enhance Trésora's brand visibility.

For jewelry manufacturers, we will be supplier for customers on platforms such as Shopify, BigCommerce, WooCommerce, Alibaba, DHgate, AliExpress, and various similar websites across different countries. We'll create accounts and conduct thorough market research to evaluate other jewelry suppliers' stock and terms & conditions. Our goal is to offer the most favorable terms to attract more customer and give them customised jewellery for their order , this business is B2B not B2C

Imp: On all the websites mentioned earlier, it's essential to purchase a minimum of 10-20 pieces and leave a positive review. This is important for two reasons: 1) it builds customer trust, and 2) it helps us achieve a higher ranking.

<https://www.tomade.com>

Important: creation of 20-30 pages on Pinterest, as it's a key platform for people to discover inspiration. Additionally, we'll establish a storefront on Pinterest, along with exploring other inspiration websites.

Reddit: Engaging in group discussions about our product. Will be using Automation tool

TikTok: Producing AI jewelry videos to make it trendy, with a strong emphasis on storytelling to captivate users.

Ai automation : like phantombustomer : will scrap all the comments in facebook, instagram, twitter etc , lets for example 100 people type #jewellery or #visitingHonkongExhibition or anyother # , so we just have to type the # and we will get to know whoever posted that # and then in their comment we can write, “ if you want the best jewellery visit our booth ,

Or we can search for #marriage #heproposed #sheproposed etc , so in their post we can write buy :

Explore the finest wedding ring at the most competitive price on our website and so!

we can open small booths or put catelog over there at beauty salons /nail parlour / golf club etc

All the stylist, / bridal clothes/ designers/ wedding card companies / wedding decorations/.

wedding/birthday/anniversary planners will be our affiliate marketer, where they earn commission for directing customers to us, as all above have connections to wide network and we will be marketing direct to them!

Fashion shows etc: as they wear Tiaras made of full diamonds , we can make a deal with them, need to have good connections or make a good deal with them or bribe : it will give us good marketing also,

Corporate gift’s manufacturing companies

Local Companies like Pen/watch/wallet manufacturer : who uses diamond in their products

Premium Gift manufacturing companies : who uses diamond

* birthday promotion, holiday promotion, black friday , flash sales
* Leaflet marketing:
* Deliver vouchers to their emails and digital vouchers by email list of 500m people it will be done mailchimp.com and etc
* Sms voucher and marketing

And wherever we do exhibition we need to hook the customers to our website by giving them 20% voucher for their next order

**Features**

- Engaging and retaining customers will be achieved through referral programs, reviews, vouchers, giveaways

- Personalized customer interactions will include a face look feature for trying on Trésora Jewelry virtually and tools to measure ring and necklace sizes.

- Customers will receive physical and digital vouchers and loyalty points for every purchase to encourage repeat business as they will be hooked to use the 20% discount voucher ,

5. Collaboration and Partnerships

- Trésora Jewelry will establish partnerships with jewelry designers to leverage their customer base

- Collaboration with digital and physical bridal clothing stores will be explored, including API sharing, booth arrangements, and referral partnerships.

- Competitor analysis using platforms like SimilarWeb.com will guide our strategies and focus on high-performing channels.

- Tap into circle of wedding planners and wedding attire industry, along with any other wedding-related sectors and offer commission to refer us customers

Establish a presence within the community of home and car designers who incorporate diamonds into their designs. Additionally, engage with celebrity stylists, providing them with commissions for referrals. Extend this strategy to renowned stylists catering to millionaires and billionaires.

6. Quality, Branding, and Customer Service

- Trésora Jewelry's business philosophy is centered on three pillars: quality, distinctive branding, and commitment to extraordinary customer service.

- Extensive email marketing, influencer promotions with Dovetale, and automation tools for mass messaging on social media will be done, like clickfunnel. Apollo.io , phantambuster, for lead generation and AI lead closer

<Https://Leadsgorilla.io>

Set up affiliate marketing campaigns:

[https://advertise.taboola.com/for\_affiliates/](https://advertise.taboola.com/for_affiliates?utm_source=google&utm_medium=cpc&utm_campaign=IN%20%7C%20en%20%7C%20Search%20%7C%20Generics%20%7C%20Lead%20%7C%20Mobile%20%7C%20ALL_A%20%7C%20All%20Segments%20%7C%20NS%20%7C%20Yahoo%20LP&utm_content=587559309304&utm_term=affiliate%20programs&device=m&matchtype=b&gad_source=1&gclid=EAIaIQobChMIlZ_sgPmrggMV96NmAh0xow0HEAAYASAAEgKQb_D_BwE)

<https://affiliatelab.im>

- We'll also collaborate with culture tapping experts to ensure brand alignment.

- Personalized jewelry options, sculpture/artwork design, and engagement with fashion-related influencers, podcasts, newsletters, and magazines will be a focus.

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Contact all multi level marketing jewellery companies and offer our product to put in their catalog with more commission

<https://www.epixelmlmsoftware.com/blog/mlm-jewelry-companies>

<https://infinitemlmsoftware.com/blog/mlm-jewelry-companies/>

Contact all jewellery / fashion related podcast, newsletters and in future magazines.

Contact all DIY/ OFD influencers or stylists,

Contact Local retailers so we can put a booth in their shop / craft shows /

* Use free Interns from Parson School of design in Newyork. In return if needed we will give them equity,

Timeframe

In 3-4 months we will be online with beautiful website with voucher codes and affiliate links and our account will be live on all the websites mentioned above, our instagram will have good quality pictures, videos for kickstarter ,

After this it will be on automation , we just have to manage customer queries and delivery on time and timely updates

Website and All online with subscription, email marketing, videos , pictures etc for 1 year cost will be around $30k ,

* Open launch event with all influencers , we make collection focused towards influencer or celebrity and give them 10% commission

And if we need to hire influencers etc, it will be more

After 4 month :or it will done simultaneously : I will start approaching bridal clothes companies/jewellery designers / stylist and other jewellery companies (so we can manufacture their jewellery aswell ) for partnership : HipHop trend is famous in US, we can make a separate dedicated to hip hop website only, and maybe give 20-30% equity to one hiphoper and he will do marketing for us, so I will be working on this to make the circle of celebrities and millionaires etc ,

As my plan is to make different jewellery companies tied with one celebrity and circle with millionaires will be helpful as we will be their go to jeweller for lifetime!,

And after we have above $100k in volume , we will raise VC or PE money,

And if everything goes right the online strategy will easily get us above $100k in orders within a year!

And to approach offline, online presence is very important! So we need to make a social proof, so customer can have good image about our company!

And whatever profits coming from this channels I plan to employ 2-3 people for sales/managing the channel which we set up

-I will set up all online websites and channels and Handle all online orders

- I will follow up with everyone

- and will start making an influential circle

I need to know, : Reason I plan to keep pictures of jewellery which we don’t have ( will be taking pictures from others website with our branding, so our customers have many options , when they are on our website)

* Manufacturing time
* Delivery Time
* Shipping cost