Digital Marketing Portfolio

*Nuva Jewels*

Nuva Jewels sells trendy and affordable covering jewelry, including necklaces, earrings, jhumkas, rings, bracelets, and anklets. We focus on antique-style designs and sell mainly through Instagram and other social media platforms.

**SEO**  
Use keywords like ‘affordable antique jewelry’ and ‘trendy covering rings’ in posts and product descriptions.  
***Why it fits:*** Helps people searching online or on Instagram find Nuva Jewels and increases visibility.

**Social Media Marketing**  
Post high-quality photos of jewelry daily on Instagram, use Stories for new arrivals, and Reels for short “how it looks when worn” videos.  
***Why it fits:*** Visual content attracts attention, showcases products clearly, and drives direct purchases on Instagram.

**Content Marketing**  
Create short Instagram Reels or posts showing styling tips, e.g., “How to pair covering jewelry with outfits” or a 15-second demo of jewelry sparkle.  
***Why it fits:*** Provides value to followers, encourages sharing, and keeps the audience engaged beyond just selling products.

**Email Marketing**  
Collect emails via Instagram or a website; send a weekly newsletter with new arrivals and trending pieces.  
***Why it fits:*** Keeps customers informed, encourages repeat purchases, and builds a loyal following.

**Paid Ads**  
Run Instagram and Facebook ads targeting users interested in jewelry, fashion, or trending accessories, highlighting new arrivals and special deals.  
***Why it fits:*** Targets likely buyers, increases reach quickly, and drives immediate traffic and sales.