

WORTHY CONCIERGE

**ELEVATION ACADEMY – DIGITAL
MARKETING COURSE**

WHAT IS WORTHY?

**ONLINE MARKETPLACE FOR LUXURY PRE-
OWNED JEWELRY**

WHAT IS WORTHY CONCIERGE?

A WHITE-GLOVE SERVICE FOR SELLERS

COMPETITION: THE REALREAL

- **The RealReal is a Marketplace for pre-owned luxury goods**
- **Focus on brands**
- **C2C**
- **GMV (2017) - \$500M**
- **Jewelry and watches GMV – \$100M (2017)**
- **Apparel is the number-one product in unit and dollars**
- **Sales cycle – 2-3 months**

COMPETITION: EVERYTHING BUT THE HOUSE

- **Marketplace for estate items - Focus on sales through real life consultants**
- **C2C / C2B**
- **GMV (2016) - \$62M**
- **Jewelry sales – 20%**
- **Sales cycle – 30 days**

COMPETITION: TRUEFACET

- **Marketplace for designer jewelry items (55%) and watches (45%)**
- **C2C / B2C**
- **Authenticates items through a network of experts it works with**
- **GMV (2018E) - \$80M (growth over 100% y-o-y)**

COMPETITION:

1STDIBS

- **Marketplace for pre owned luxury goods**
- **Cooperates with designers and galleries**
- **B2B2C**
- **Serves buyers in 50-plus countries**

COMPETITION:

EBAY VALET

- **Closed its Valet consignment program in March 2018**
- **Continues to operate its Authenticate program – Focus only on luxury handbags and wallets from specific brands**
- **C2C**
- **The service is powered by a network of professional authenticators**
- **No services for jewelry or watches**

COMPETITION: OTHERS

- **Facebook**
- **Blue Nile**
- **De Beers IIDV**
- **White Pine**
- **Pawn Shops**
- **Peer-to-peer sales**

STRATEGY

HOW WE PLAN TO PROVE THIS PROJECT

STRATEGY

- **Goal**
 - Convert sellers who are hesitant to ship
 - Increase sales
 - Increase trustworthiness of the brand
 - Offer a truly unique experience
- **Plan of action:**
 - ✓ Understand why people drop-off early in the funnel
 - ✓ Create a retention plan
 - ☐ Test the new offering
 - ☐ Test which content converts best
 - ☐ Understand our new client
 - ☐ Understand the dialogue and own it

OUR EXISTING DIGITAL ASSETS

- **Owned**
 - Website
 - *Blog*
 - *Facebook*
 - Pinterest
 - Instagram
 - Ect.
- **Earned**
 - Word of mouth
 - Refer a friend
- **Paid**
 - Several channels

THE IDEAL CLIENT

UNDERSTANDING THE IDEAL BUYER

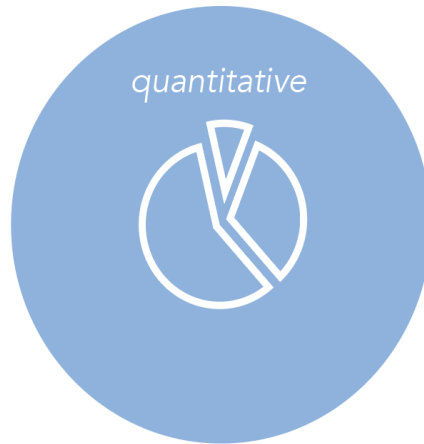
TARGET AUDIENCE

Location: Tri-state area

Age: Any

Income: Middle-Class and Higher

Item: at least 1CT in weight or resale of \$5,000



Needs: Move on from this experience, feel empowered, feel assisted

Frustrations: Unfamiliar with selling jewelry process and what to expect, having to be in the position in the first place

Priorities: Feel like + actually get as much money as possible

BUYER PERSONA

MICHELLE

Was married for several years until recently

So, the divorce was just finalized and since the ring is considered a gift, she legally get to keep it

However, she doesn't want this reminder of the relationship in her house and is ready to move on

She also needs financial security and the ring can provide that

What's the next step? She doesn't know anything about the ring, about selling jewelry, and she certainly isn't about to put this sentimental item in the mail

She's ready to sell in the most comfortable, profitable, & convenient way possible

MICHAEL

Was in a serious relationship which was ready to take the next step

So, he purchased the ring & asked the big question

She said YES! ... and then she said no

He held onto the ring and the relationship for a while. He wasn't ready to move on and he didn't know what is the right thing to do with the ring

Now he is ready to move on from this relationship, start over, and selling is the easiest way to recover from the financial and emotional investment he has made

He's ready to sell in the most comfortable, profitable, & convenient way possible

REACHING OUR AUDIENCE

our goals



**reach them when
they are serious
about selling**

**our budget &
resources**



limited

internal

our timeline



**prove profitability &
high conversations
by October 4th**

OUR MARKETING GOALS: SALES

	July (planned)	August (planned)	September (planned)
Number of customers who received a call	300	300	320
Number of customers who answered a call	50	60	65
% answering	17%	20%	20%
Number of visits scheduled	16	18	24
% of visits scheduled	32%	30%	37%
Number of deals	5	7	12
% of deals	30%	40%	50%
GMV impact	16,800	25,200	42,000

REACHING THE CLIENT

DIGITALLY

CHANNELS

- **Email (Personal / Marketing)**
- **Text**
- **Phone**
- **Landing Page**
- **Word of Mouth**

PHONE CALLS

SPEAKING THE OFFERING

TEXT MESSAGES

STRAIGHT TO THE PHONE

PERSONAL TEXT MESSAGE

PREVIOUS

Get more money for your jewelry with the help of a jewelry expert in the comfort of your own home. Schedule a free appointment bit.ly/Worthy-Concierge

CURRENT

You are invited to Worthy's Concierge service, which includes a complementary appraisal at-home & payment before shipping. bit.ly/Worthy-Concierge

EMAILS

PERSONAL + MAILCHIMP

PERSONAL EMAIL

Subject:

New Concierge Service | Michelle Worth

Body:

Good Morning Michelle,

My name is Janice and I'm reaching out to tell you about Worthy's new Concierge service - a comfortable & convenient new way to sell your diamond jewelry!

Through Concierge, you will get a visit from a jewelry expert in the comfort of your home, office, or other location upon your suggestion. Your appraiser will bring the lab to you and conduct an independent appraisal of your jewelry. You'll have a chance to ask any questions about the process and understand how we get to our the estimate. At the end of your meeting s/he will give you an offer on behalf of Worthy. If you're happy with the offer, we pay you right away before shipping your item to us.

Your meeting is complementary and we offer appointments in the Tri-State area on weekdays, weekends, and evenings.

If you have any questions are are ready to discuss next steps, [click here](#) to schedule a consultation.

Kindly,

Janice Karbachinskiy

MAILCHIMP EMAIL 1

GET A
COMPLIMENTARY
JEWELRY
CONSULTATION AT
YOUR DOORSTEP

• WORTHY •

WORTHY CONCIERGE

A brand new exclusive program from Worthy

Dear *|MMERGE10|*,

You have been selected to participate in our invite-only program, **Worthy Concierge**. Meet with a jewelry expert in the comfort of your own home and get an offer to sell your jewelry on the spot.

- Benefit from a dedicated jewelry expert, right at your doorstep
- Understand the true value of your diamond jewelry
- Get paid and *then* ship your item to Worthy

Request a visit from a jewelry expert today.

REQUEST A VISIT



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MAILCHIMP EMAIL 2

GET MONEY FOR
YOUR JEWELRY
FROM THE COMFORT
OF YOUR HOME

• WORTHY •



Dear *|MMERGE10|*,

You're invited to be part of our newest program, **Worthy Concierge**. Benefit from a jewelry consultation in the comfort of your own home, understand the value of your items, and get paid on the spot.

Request a visit today to get started.

REQUEST A VISIT

FedEx

PayPal

WELLS
FARGO

BRINKS

ups

Hanover
Financial Group

EY

BBB



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MAILCHIMP EMAIL 3

KNOW MORE ABOUT
YOUR JEWELRY AND
SELL WITH
CONFIDENCE

• WORTHY •



Dear *|MMERGE10|*,

You're invited to be part of our newest program, **Worthy Concierge**. Benefit from a jewelry consultation in the comfort of your own home, understand the value of your items, and get paid on the spot.

Request a visit today to get started.

REQUEST A VISIT

FedEx

PayPal

WELLS
FARGO

BRINKS



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EMAIL RESULTS

MAILCHIMP

MARKETING CAMPAIGN RESULTS

	May (1st batch)		June (Targeted batch)			June/July (new email)		
	1st batch	2nd batch	1st batch	2nd batch	3rd batch	1st batch	2nd batch	3rd batch
Number of mails sent	273	265	120	116	116	187	185	181
Number of people opening the mail	53	47	18	9	8	24	30	16
%	19%	18%	15%	8%	7%	13%	16%	9%
Number of people clicking	3	2	4	1	2	1	3	2
%	6%	4%	22%	11%	25%	4%	10%	13%
Number of people scheduling a call	3	1	4	0	0	1	2	1
%	100%	50%	100%	0%	0%	100%	67%	50%
Visits that happened thanks to the marketing campaign	3		1			1		

SUGGESTED UPDATES

MAILCHIMP CAMPGAIN

SUGGESTED MAILCHIMP EMAIL 1

COMPLIMENTARY JEWELRY APPRAISAL AT YOUR DOORSTEP

General Outline: highlight main benefits

- (1) A meeting where and when you want it & not only in a home
- (2) See the appraisal happen, understand the process
- (3) Payment before shipping
- Image as something more specific to the concierge program like: a key, a special invitation.

Emphasis here on payment before shipping

SUGGESTED MAILCHIMP EMAIL 2

PAYMENT BEFORE SHIPPING, THE CONCIERGE EXPERIENCE

General Outline: highlight comfort, convenience

- What is a jewelry consultation
- Why do I care?
- Who is coming into my home?
- “Understand the value of your item”
- Quick line that gets to the point
- Continue with the new imagery, simple images of what you get from it.

Emphasis on the appraisers as experts, but personable

SUGGESTED MAILCHIMP EMAIL 3

WE'VE MADE SELLING WITH WORTHY EVEN EASIER

General Outline: highlight the unique service

- It's complimentary!
- It's quick!
- Add small testimonial
- Add proof that you are getting a good price

Emphasis on how special the client is to get this offer

LANDING PAGE

PREVIOUS + SUGGESTED

LANDING PAGE

CURRENT

<https://vip.worthy.com/concierge/>

SUGGESTED

<https://jkarbachinsky.wixsite.com/mysite>

IN PROGRESS

SHORT-TERM + LONG-TERM

IN PROGRESS (SHORT-TERM): UPDATED MAILCHIMP

Example imagery that matches the tone of the Facebook theme

- Less of a clinical look at the appraisal process
- Emphasizing how personal and tailored the offer is for these specially chosen clients



IN PROGRESS (LONG-TERM): WORD OF MOUTH CAMPAIGN

Tapping into the Facebook & In-Person communities for divorced women & men

Having past clients share their experiences in these communities

- Sometimes asking them to host the events

Sharing stories, providing support in existing communities we have built

IN PROGRESS (LONG TERM): GAINING MORE APPRAISERS

Leveraging appraiser networks

Recent Gemologist Graduates

Creating a freelance appraiser community nationally

SEO (LONG-TERM)

- **This service is not currently offered by any other companies**
 - Educate
 - Convert
- **Keyword creation + ownership**
 - PPC
 - Blogging
 - Leveraging online communities and building new ones

QUESTIONS?
COMMENTS?