

Increasing Awareness and Revenue with Strategic Marketing

By all accounts, Peter & Company was a successful Cleveland jeweler. With their concentration on special occasion jewelry, diamonds and engagement, and specialty brands, they had all the devices to gain and keep their clients' attention.

But at MLive Media Group, we knew that with a strategy centered around events and special occasions, true gains could be made. We built for them a layered campaign with evergreen, event, and other segments, targeted at those that could be most influenced.

Marketing Challenge

Peter & Co. is a single point customer service oriented jewelry retailer that has been in business for 30 years. They have/had partnered with jewelry specific agencies over the past decade. Peter & Co. wanted to understand how their marketing efforts were performing, have a better knowledge of their customer base, and be able to better leverage the digital space.

Our Solutions

- We proposed becoming their Agency of Record to handle ALL marketing efforts
- A full CRM and POS data analysis was performed
- Custom reporting was created to track both web analytics and POS performance in one place
- We built them a 12 month media calendar including digital, video, print, radio, signage, etc.
- Our team coordinates and/or activates and optimizes all of the media plans
- Our creative team initially designed campaigns for Always On, Mother's Day, Spring, and Summer

Capabilities:

- Display impressions
- Campaign management
- Design
- Video
- Photography
- Responsive rich media
- Social media marketing
- Print advertising
- Email
- Direct mail
- Blog
- Exterior signage
- Store collateral & signage
- Swag items
- Catalogs
- Holiday website
- Campaign analytics