


Why Should You Take Your Jewelry Business Online?



The world has gone Online! While a website will not replace the jewelry retail brick and mortar store, it is an important tool for showcasing what you have to offer. You can attract new customers early in the purchasing cycle and develop a strong relationship in a cost effective way. With a Web presence, it is relatively easy to attract new customers and service existing customers while maintaining an ongoing relationship and encouraging repeat transactions in a cost efficient manner.

14% of all jewelry will be sold online by 2010²



Make It Easy For People To Find You

Today more and more people first browse the internet and research about the product that they intend to buy before making their actual purchase. Having a presence on the internet is the first step to get in touch with a prospective customer. Your website establishes that critical first impression. Getting to know your company, learning about your products, brings the prospect a step closer to becoming your customer.

Let Your Customers Reach You Anytime From Anyplace

Unlike your brick and mortar store, your website is available to your customers while they are in their office or at home or on the road. Your customers can browse, research, email and save their favorites to their Wish List, ready to purchase at their convenience.

92.5% of adults in a survey said they regularly or occasionally research products online before buying them in a retail store.¹



Conserve Resources

Capitalize on the most cost effective marketing channel. Maintaining your website presence and online marketing promotions, offers you the highest return on investment in comparison to any other conventional media. Most of your target customers are attached to their computers for work or leisure and accessible via this media. Why not reach out to them where they are most likely to receive your targeted message?

Online jewelry merchants have captured a greater market share than the average for all retail categories.



In 2006, online sales for all retail categories was about 2.8% of all retail sales, while online jewelry sales reached a 3.9% market share.³

Online jewelry sales in 2006 represented the equivalent of about 2,450 specialty jewelry stores, based on a typical independent specialty jeweler's sales of about \$1 million annual per store.³



Web Research Drives More Real Purchases

ECommerce purchases are expected to grow a healthy 20% in the 2007 Holiday Season.

But the Web's influence over what people buy is growing even faster.

Over 80% of people research a product on-line before making a purchase in-store.

The feature most popular with internet shoppers is an Online Catalog, which over 62% of shoppers have used this Holiday Season.



SOURCES:

¹ Big Research

² <http://www.itfacts.biz/>

³ IDEX Online Research

⁴ comScore Networks

Capture Your Share of the ECommerce Market

According to a recent report from Shop.org, U.S. Online sales are expected to rise 18 percent to \$259.1 billion in 2007. Out of this huge online business opportunity, the jewelry business is one of the fastest growing: the percentage share of online business in jewelry is twice that of other retail categories. Make sure you have a presence in this new channel of growing your business.

Grow Beyond Your Physical Limit

The number of customers that you can reach is limited by your location, the size of your store and your business hours. But not so with your website. Any number of people, from any location, at any time, can browse your jewelry collection. This way, the customers that walk in your store are more likely to make a purchase.

Build Your Brand

People now expect reputed and established businesses to be Online. Whether you want to show your latest jewelry styles, promote your ECatalog, educate your customers or target your customer base, having a web presence will help you build your brand in your marketplace.



Online sales reached **\$17.90 Bln** at U.S. sites during the 2007 holiday season, an increase of **21%** versus year ago.⁴

Online jewelry sales in the U.S. market reached \$2.45 billion in 2006, a gain of nearly 20 percent from the prior year's \$2.05 billion, based on research and estimates by IDEX Online Research. Online jewelry sales in America now represent about 3.9 percent of total jewelry industry sales of \$63.0 billion in 2006.³

