

MJSA CUSTOM JEWELER

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INSIGHTS INTO DESIGNING AND MARKETING CUSTOMIZED JEWELRY

TIPS FROM THE TRENCHES

Q: What was the best promotion you ever did for your custom design business?

Susan Eisen (Susan Eisen Fine Jewelry and Watches, El Paso, Texas): We like to promote at nonprofit events. We once distributed promotions to 400 people at a women's organization luncheon. The gift—a little mirror labeled, "Let us keep you looking beautiful—Redesign your gold and diamond jewelry into something fresh



and new"—was tucked into a napkin on the table. Other promotions have featured felt-tip markers and plastic covers to protect jewelry at the beach.

When you're promoting an item by giving a gift certificate along with it, you can tell right away if the promotion is working. But custom design and redesign are concepts, not products; when you're promoting a concept or service, results are more ambiguous. This is why we look at our promotions as long-term reminders; and people do keep our things for a very long time!

For more promotion ideas, see page 13. ♦