

The background of the entire slide is a photograph of several gold rings arranged on a white surface, likely in a jewelry store. The rings are of various widths and designs, some with engravings. The image is overlaid with a network of thin, light blue and green lines forming a grid-like pattern. In the top-left and bottom-right corners, there are large, overlapping geometric shapes in shades of teal, blue, and green. A white rectangular box is positioned in the top-right corner, containing the text 'NOWSPEED'.

NOWSPEED

**Social Media
Competitive Insight
for Jewelry
Companies**

Introduction

The top jewelry companies have learned how to effectively use social media. This report will show how they've built their followers and used content to gain an advantage in the marketplace.

Newspeed conducted extensive research on the social media campaigns of the top jewelry companies in all 50 states in the USA, and uncovered:

- The best content they use to drive engagement
- The optimum posting frequency across channels
- The number of followers they've gained on the major platforms

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Executive Summary

Social Media Analysis of Top Jewelry Companies

- The top jewelry companies are promoting their brand on social media by publishing images and videos of their products, as well as retweeting or reposting influencers wearing their jewelry.
- Facebook, LinkedIn, and Twitter are the most popular platforms in the jewelry industry, followed by Instagram and Pinterest. Out of the top jewelry companies reviewed for this report:
 - 91% use Facebook
 - 87% use LinkedIn
 - 82% use Twitter
 - 73% use Instagram
 - 70% use Pinterest

In terms of number of social media followers, we noted that there appears to be 4 tiers. There are significant drops in followers after the top 11 companies (< 1,000,000 followers), followed by another decrease at Birks & Mayors at rank #33 (< 100,000 followers), and another at Michaels, ranked #53 (< 10,000 followers).

When comparing the content published by each company, it varies only slightly. Many of the top companies use branded content as the key driver of engagement, promoting their own products in posts. There's also an emphasis on influencer marketing, where they will share photos of influencers, such as celebrities wearing their jewelry.

Social Media Marketing Strategies

Social media allows you to engage and interact with your audience and become part of the conversation that may be happening around your brand. It's important to maintain a regular posting schedule and post with some degree of frequency to remain consistent and stay relevant to your audience. If remembering to post one or more times per day seems daunting, consider scheduling your posts in advance. Facebook has a built-in scheduling feature and there are many free third-party tools available that will allow you to schedule posts for other social media platforms. Scheduling also allows you to reach your target audience at the times they're online, even if that time is inconvenient for you to post on a regular basis.

Branded content includes blog posts and white papers that are written and posted by companies themselves. Branded content is a useful tool for providing quality information to your audience without it being disruptive, direct selling. In terms of jewelry companies, branded content often takes the form of images or videos of their products that include a brief description or caption.

A second type of content companies post on social media is industry content. These are articles pertaining to their industry written by a third party, such as an analyst. While you may not necessarily want to promote a direct competitor, third-party content provides the opportunity for you to share content from a trusted source that aligns with your brand's personality and showcases you as an influencer within your industry.

Another type of content is community posts. Community posts can be produced internally or written by a third party about a topic not directly related to your industry. A common community post is the promotion of an event happening in the company's local area. Community posts are a great way to build a positive brand persona and engage with your local community.

Social Media Analysis of Top Jewelry Companies

An analysis of the top 3 jewelry companies uncovered the optimum posting frequency and best types of content for the jewelry industry. On average, the top three jewelry companies posted 4 times on Twitter and Facebook, and 1-2 times on LinkedIn, each week. All three jewelry companies represent themselves as luxury brands throughout their social media pages, from their profile and cover images to their bios and company descriptions. To maintain their exclusive status, they often use celebrity influencers to boost their image.

Tiffany & Co.

Tiffany & Co.'s content strategy focuses on branded content promoting their products, often using celebrity influencers in their images and videos. Their brand image concentrates on elegance and class. In addition to their branded content, they occasionally promote themselves as a philanthropist through their #TiffanySaveTheWild campaign. In an average week, Tiffany & Co. posts about 5-6 times on Twitter, 5 times on Facebook, and 1 time on LinkedIn.

Company	Social Media Followers				
	Facebook	Twitter	LinkedIn	Instagram	Pinterest
Tiffany & Co.	9,462,356	1,562,846	199,001	7,049,080	172,902



Social Media Analysis of Top Jewelry Companies

Bulgari

Bulgari releases similar content to that of Tiffany & Co., concentrating their posts on their unique products and celebrity influencers. They differentiate their brand image by exhibiting a whimsical feel on their page. In an average week, Bulgari posts about 0-1 time on Twitter, 2-3 times on Facebook, and 1 time on LinkedIn.

	Social Media Followers				
Company	Facebook	Twitter	LinkedIn	Instagram	Pinterest
Bulgari	4,197,979	601,763	195,583	4,500,660	3,979



Social Media Analysis of Top Jewelry Companies

Cartier

Like the other two top jewelry companies, Cartier posts branded content promoting their products, especially when worn on celebrity influencers. For example, Olivia Culpo, Miss Universe 2012, is sporting one of their famous watches (see post image). On average, Cartier posts about 3 times per week on Twitter, 5 times per week on Facebook, and 2-3 times per week on LinkedIn.

	Social Media Followers				
Company	Facebook	Twitter	LinkedIn	Instagram	Pinterest
Cartier	4,147,125	383,017	271,300	5,451,843	23,867



Social Media Followers of the Jewelry Companies Reviewed in this Report

Note that although Tiffany & Co., Bulgari, and Cartier are at the top of their industry, they don't always have the largest social media following on every platform. Tommy Hilfiger is another notable Facebook account, leading the industry with 11,475,265 followers. Additionally, as noted earlier in this report, there are 4 tiers of where follower growth drastically increases. You can see those tiers highlighted in blue on the following chart:

Company Name	Facebook	Twitter	LinkedIn	Instagram	Pinterest
Tiffany & Co	9,462,356	1,562,846	199,001	7,049,080	172,902
Bulgari	4,197,979	601,763	195,583	4,500,660	3,979
Cartier	4,147,125	383,017	271,300	5,451,843	23,867
Tommy Hilfiger (company)	11,475,265	1,340,616	158,876	4,798,311	56,412
Blue Nile (company)	1,800,134	18,324	4,677	114,952	96,760
Zale	1,756,523	23,226	15,737	47,145	40,146
Claire's	1,512,976	73,768	23,679	474,672	25,588
Kay Jewelers	1,487,249	41,208	-	62,272	13,699
Pura Vida Bracelets	1,228,473	42,670	1,206	916,637	39,275
Ritani	1,188,082	8,079	1,461	34,424	11,479
Hearts on Fire (company)	1,003,263	5,770	4,842	31,265	6,296
Van Cleef & Arpels	669,861	68,531	55,361	960,170	11,766
Reeds Jewelers	587,681	12,241	1,219	8,023	6,090
David Yurman	585,885	28,754	66,265	229,019	14,776
Jared	531,015	20,882	3,551	-	-
Origami Owl	462,184	25,045	5,450	85,996	40,926
Michael Hill Jeweler	455,704	4,602	11,782	31,655	1,235
James Avery Craftsman	408,522	16,215	2,290	161,380	48,224
Harry Winston Inc	372,727	66,938	39,444	840,027	12,257
Shane	339,892	16,699	4,032	35,495	-
Lokai (company)	270,731	80,109	944	1,789,180	-
Bravelets	250,723	2,164	150	9,998	3,517
Rogers Enterprises	236,352	570	717	-	-
Jacob & Co	196,034	4,611	3,911	190,422	-
Helzberg	188,312	17,795	6,624	17,566	13,863
Ben Bridge Jeweler	181,067	3,899	2,013	4,664	4,377
Ross-Simons Jewelers	172,512	7,875	1,092	2,642	7,755

Company Name	Facebook	Twitter	LinkedIn	Instagram	Pinterest
Fred Meyer Jewelers	169,236	2,811	1,457	10,187	2,754
Samuels Jewelers	150,872	11,970	-	1,813	11,272
Robbins Brothers, The Engagement Ring Store	139,568	2,107	1,797	18,544	3,837
De Beers Diamond Jewelers	133,007	43,097	34,977	153,330	2,985
Rio Grande (company)	122,893	13,217	1,980	65,869	11,319
Birks & Mayors	95,353	5,010	3,824	-	-
Torneau	86,949	11,135	4,689	-	2,298
Adler's Jewelry	62,082	922	6	733	266
Charm Jewelry Ltd.	51,754	642	399	-	-
Bailey Banks & Biddle	40,767	2,854	1,019	9,458	1,725
Lee Michaels Fine Jewelers	35,392	361	651	2,264	420
Hannoush Jewelers	28,685	338	663	807	1,817
Shreve, Crump & Low	25,312	2,092	103	6,566	1,665
BC Clark Jewelers	24,603	2,530	26	3,276	645
Kranich's Jewelers	19,449	2,656	128	1,011	781
Sherwood Management Co	19,368	-	-	-	-
Morgan Management	17,656	3,739	112	2,671	-
Harry Ritchi's Jewelers	17,321	678	134	-	270
Lux Bond & Green	16,326	888	299	2,668	340
Greenberg's Fine Jewelers	15,740	371	16	815	350
Goldenwest Diamond Corp (The	15,315	393	915	1,770	91
Don Roberto	15,056	242	210	-	266
Ben Moss Jewellers	11,494	13	196	-	566
Fink's Jewelers	10,216	2,350	573	2,262	-
Na Hoku	10,104	568	639	1,200	1,072
Michaels	8,906	-	123	678	30
Green Lake Jewelry Works	8,841	256	101	22,192	14,511
Maui Divers of Hawaii	7,850	3,959	646	1,969	599
Jonathan's Fine Jewelry	6,828	1,720	94	2,890	210
PearlsOnly.com	6,580	331	109	1,243	3,016
Mednikow	6,481	-	23	897	28
Stellar Jewelry	4,600	99	19	9,445	19
The Jewelers Inc	4,130	390	21	-	105
C.R. Jewelers	3,839	1,507	-	58	-
C.D. Peacock	3,164	427	19	1,084	408
Cross Jewelers	2,594		19	963	245
Rogers Jewelry Co	2,373	178	35	6,830	360
Devons Jewelers	2,169	144	31	578	144
King's of New Castle	1,657	179	-	-	-
Jensen Jewelers	1,632	61	94	379	-
Sant Blanc	627	80	29	-	-
R.D Allen Freeport Jewelers	535		3	-	-
Banks Jewelers	311	-	-	-	-

Company Name	Facebook	Twitter	LinkedIn	Instagram	Pinterest
Herkner Jewelers	275	-	-	102	-
Karina Mattei Jeweler	179	-	6	-	-
Friedman's Inc.	120	419	41	-	-
DGSE Companies	24	-	136	-	-
Movado Group Inc				150,313	2,231
Harris Originals				-	-
Sterling Jewelers Inc	-	-	14,161	-	-
Saslow's	-	-	-	-	-
Pollack Corp	-	-	-	-	-
Bijoux Terner	-	7,447	601	190	136
New Orleans Silversmiths	-	-	-	-	-