



JEWELLERY
INDUSTRY
SUMMIT



Relaunch Ideas

Why Relaunch?

1. To reach out to new and existing customers, alerting them that you are open and ready for business.
2. To excite your customers and have them looking forward to shopping with you.
3. To announce new ways of working since the pandemic.
4. To promote your brand to new clients.

How?

HOST AN EVENT

Everyone loves a free glass of bubbles, so why not organise a re launch event for your customers. Send a personalised invitation to your database inviting them into store for a drink and some nibbles to celebrate our ability to mingle again. Use the opportunity to showcase your new designs, ensure your services are clearly visible to guests and make sure your brand is represented well during the event.

SEND YOUR TOP CLIENTS A GIFT

It doesn't have to be a large item or anything too expensive, but sending a small token representing your brand and thanking your clients for being there for you during the pandemic, will definitely put a smile on their dial. Use the gift to promote your new operating hours, or a new product line. Or simply use it as a warm and fuzzy brand experience that will surprise and delight your customers.

PROMOTE YOUR BUSINESS DIGITALLY

Create some amazing new content for your relaunch, perhaps a little video of you and your team, and relaunch using some digital promotion. Combine all your digital channels, like Social Media, Email, your Website, You Tube, Advertising, and announce you are reopening with your newly created content.

VOUCHERS TO SHOP INSTORE

Use a relaunch to send your customers a voucher! The voucher could be for absolutely anything, like a discount when shopping instore, or a free rhodium plate for their engagement ring, or a buy one get one free. The voucher can be sent promoting your brand and new operating times.

For more ideas or to find out more about the above, contact The Marketing Mind.
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