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crown power 101

39. IS IT BECOMING HARDER TO WIN NEW CUSTOMERS?

YES



NO



From

The **Big**
Survey

as seen in

INSTORE

Getting new customers can be easy if you know where to get them.

First you need to decide what kind of clients you want. If your answer is "any" then try to be more specific. Identifying your target audience is critical in deciding how to spend those precious marketing dollars.

- If you are looking at the professional crowd who are getting married later in life, then a website geared with simple and concise information that gets the busy professional to the data quickly is a great way to capture their attention.
- If you want the young crowd then you must be on the internet. You don't have to have the fanciest site but it does need to communicate what they want. Make sure hot new lines geared to the young are on your site. If it's the young engagement crowd then a section on the how's and why's of engagement ring shopping and even proposal ideas will build interest. How about a podcast from one of your sales person's about lines you carry? The longer they spend at your site the more likely they will consider you for their purchase.
- Another great place to get attention is sporting venues. Whether it's the local ball team or the sports bar where everyone goes to watch, doing cross promotional marketing with one of these venues in a clever, fun way could grab their attention.
- Crown Diamond has several different ways to enhance your website. Whether it's using the Create Your Destiny Ring Builder or the Inventory Link program, Crown Diamond can add free content in an easy simple way.
- If you want help with marketing ideas feel free to contact our Marketing Director, Beth Bond. She can assist with ideas and content.



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