



Social Media Strategy: Holiday #JollyJewelryDays Posts

Hello November and hello holidays! Jewelers, we know just as well as you that the holidays are your busiest selling season, and for a good reason – people use jewelry to tell a story. Nothing beats receiving a gift that means something to someone, like an engagement ring, a push present, or so much more.

Your business's social media should tell a story of your store. Especially when making those final holiday sales pushes, your Instagram needs to reflect you, your brand, and your product offering. Though, I know it's easy for social media to exist in the back of your mind during your busiest times.

That's why I want to help you with a little gift: a week's worth of social media posts, ready-to-use, just for you. Leverage these posts during some of the final days of the holiday selling season! All you need to do is click and drag the photos to your desktop, then copy and paste the caption.

December 14



Personalized pieces make for the best presents for your loved ones. Gift those close to your heart with jewelry that is exclusive to them! #JollyJewelryDays

December 15



Whether you're looking for an engagement ring for that special someone, or just wanting to get them some jewelry to add to their existing #RingStack, we've got all the customizable bridal goodies - just in time for Christmas. #JollyJewelryDays

December 16



The prettiest gifts come in the prettiest packages! We have tons of different styles of packaging to effortlessly hold your precious presents. #JollyJewelryDays

December 17



Looking to make the jump with the one you love the most? Look no further. We've got the engagement rings that are sure to make your partner fall in love all over again. #JollyJewelryDays

December 18



We've got a great stocking stuffer for you – stackable earrings! Stop in to pick up some last-minute stackable gifts that are sure to incite joy! #JollyJewelryDays

December 19



If you're a fan of the stackable trend, don't miss out on these dainty rings set with lab-grown diamonds! They make for a perfect, quick gift for others (or yourself!).
#JollyJewelryDays

December 20



Christmas is Thursday! Are you prepared?

If not, no worries. We've got some jewelry essentials in-stock and ready to go. #JollyJewelryDays

As a bonus, here's a good group of hashtags you can use to promote your holiday photos!

#finejewelry #jewelrygram #instajewelry #jewelrydesign
#jewelryaddict #sparkle #modernjewelry #jewelrylovers #fashion
#jewelrytrends #jewelrylove #jewelryofinstagram #diamonds
#diamondlife #thatsdarling #fashionjewelry #womensfashion
#personalizedjewelry #giftsforher #accessories #spirituality
#mindfulness #inspiration #consciousness #holiday #holiday2020
#christmas

We'll call this campaign #JollyJewelryDays, in celebration of the countdown to Christmas! I wish all of you a joyful (and lucrative) holiday season. As always, feel free to reach out to me about any social media questions here: hannah_blaine@stuller.com. I'm always available to help you!

...and make sure to follow Stuller for year-round inspiration on [Facebook](#) and [Instagram](#)!