JEWELLERY GROWTH · STRATEGY & SYSTEMS · LEAD MAGNET EDITION

What actually *scales* a jewellery brand — and what quietly kills it.

A ruthlessly practical guide for jewellery founders and marketing leads who want a system that compounds — not a checklist that collects dust. Inside: 25 pages of frameworks, mistakes, and moves drawn from brands that got it right.

TOPICS COVERED	COMMON MISTAKES	AUDIT CHECKLIST	AUDIENCE
14	47+	12	Founders
growth levers	*mapped & explained*	*point self-assessment*	*& marketing leads*

PUBLISHED BY AURELIS MEDIA — THE MARKETING SYSTEM JEWELLERY BRANDS GROW WITH

aurelis.media · Strategy · Creative · Paid Media · Retention

WHAT'S INSIDE

Twenty-five pages.
One system.

This playbook moves in order — from mindset and buyer psychology through to measurement and your next step. Read straight through or jump to the chapter that's costing you the most right now.

Part One — Foundation

Part Two — Traction

Part Three — Scale

Part Four — Measure & Act

A NOTE BEFORE YOU BEGIN

Most jewellery brands don't fail because their product is wrong. They fail because they run a beautiful brand on a broken system. This playbook is about fixing the system — so the product finally gets the audience it deserves.

CHAPTER 01 · FOUNDATION

Why jewellery marketing is *uniquely hard* — and why most generic advice fails you.

Jewellery is not a commodity. It is not software. It is not a convenience purchase, a subscription, or a need. It is an emotion made physical — and almost every piece of generic marketing advice in the world is built for something that isn't that.

I. What makes jewellery different

— **Long consideration cycles.** A customer can spend 3–12 weeks between first seeing a piece and buying it. Most ad platforms are optimised for 72-hour decisions.

— **Desire, not logic.** Nobody "needs" fine jewellery. They want to feel something — milestone, identity, love, status. Marketing that leads with logic ("18ct gold, ethically sourced") loses to marketing that leads with feeling.

— **High AOV changes the funnel.** A ₹25,000 piece requires more trust than a ₹500 impulse buy. The consideration period is longer, the creative needs to do more work, and the touchpoints before purchase multiply.

— **Gifting seasonality is extreme.** 40–60% of fine jewellery revenue for most DTC brands lands in 8–10 weeks per year. The brands that plan for this systematically outsell those that don't by 3x.

II. The consequences of ignoring this

MOST COMMON FAILURE MODE

Brands hire a generic performance marketer who runs the same Meta campaign structure they'd run for a fashion brand. ROAS looks fine on paper (3–4x reported). But CAC climbs every quarter, LTV stays flat, and the brand feels no momentum. The problem isn't the product. It's the system.

THE CORRECTION

Jewellery marketing requires patience-aware creative, trust-building touchpoints, retention mechanics that match the repurchase window, and attribution models that account for long consideration cycles. Get these four things right and a modest ad budget compounds hard.

The most important number in jewellery DTC

Not ROAS. Not impressions. Not followers.

LTV/CAC

CHAPTER 02 · PSYCHOLOGY

The jewellery buyer's *decision journey* — mapped honestly.

Understanding how a buyer actually moves from awareness to purchase changes every creative decision, every channel allocation, and every email you send. Most brands understand maybe the first and last step.

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
Spark	**Linger**	**Justify**	**Moment**	**Buy**
First visual exposure. Emotion before logic.	*Saved, revisited. Trust-building begins.*	*Logic is used to validate the emotion.*	*Trigger event: occasion, gifting, mood.*	*Friction determines if they complete.*

I. What triggers each stage

01 **Spark:** A single image or reel that captures a feeling. The hook is emotional, not functional. Most brands get this right.

02 **Linger:** Retargeting, organic content, social proof. This is where most brands go dark — and lose the sale to a competitor.

03 **Justify:** Material quality, craft story, certification, return policy, real reviews. The buyer now wants permission to buy what they already want.

04 **Moment:** Birthdays, anniversaries, Valentine's, a promotion. Brands that show up in this window win disproportionately.

05 **Buy:** Checkout friction, UPI options, COD availability, size guides — the last 10% of the journey that loses 40% of carts.

II. What this means for your budget

THE ALLOCATION MOST BRANDS GET WRONG

The typical jewellery brand puts 80% of media budget into prospecting (Stage 1) and 20% into everything else. Brands with superior LTV invert this for existing audiences — heavy on Stages 2–4, lean on cold prospecting once early data confirms what's working.

Budget allocation by stage (benchmark)

- **Stage 1 – Prospecting:** 45–55%
- **Stage 2 – Retargeting / linger:** 20–25%
- **Stage 3 – Trust content:** 10% (organic)
- **Stage 4 – Occasion triggers:** 15–20%
- **Stage 5 – Conversion UX:** 0% (one-time fix)

The "Justify" stage is the most underfunded in jewellery marketing. A buyer who is already emotionally sold simply needs permission — and that costs very little to provide.

CHAPTER 03 · GROWTH MODEL

The *three stages* every jewellery brand passes through — and what each one demands.

STAGE I	STAGE II	STAGE III
Foundation	Traction	Scale
₹0 – ₹50L / year. Building the system, not testing at scale.	₹50L – ₹2Cr / year. What works gets amplified.	₹2Cr+ / year. Systems replace hustle.

Stage I — Foundation

- ✓Nail your positioning & niche
- ✓Test 3–5 creatives with ₹500/day
- ✓Build one email flow that converts
- ✗Don't scale spend before unit economics work
- ✗Don't run every channel at once

Stage II — Traction

- ✓Double budget on winning creatives
- ✓Add Google (brand + shopping)
- ✓Build retention: post-purchase flows
- ✗Don't expand range before depth sells
- ✗Don't hire a full team too early

Stage III — Scale

- ✓Build a content machine, not just ads
- ✓Diversify channels: YouTube, SEO, gifting
- ✓Measure LTV cohort by cohort
- ✗Don't let creative fatigue go unmanaged
- ✗Don't optimise for revenue at cost of margin

THE MOST COMMON STAGE MISTAKE

Brands at Stage I try to operate like Stage III brands — they spread budget across Meta, Google, Pinterest, influencers, and email simultaneously. Nothing reaches escape velocity. The fix is ruthless focus: one channel, one audience, one creative format, until that unit is profitable. Then you add the next layer.

Stage-appropriate strategy is the most underrated concept in jewellery brand growth. What works at ₹2Cr revenue kills brands at ₹20L.

CHAPTER 04 · POSITIONING

Positioning that *works* — what the top brands do before they spend a rupee on ads.

Positioning is not a tagline. It is the answer to a specific question: *in the mind of a specific buyer, why should they choose you over every other piece at your price point?* Brands with a clear answer to this spend 30–40% less to acquire each customer.

I. The positioning moves that compound

01 **Own a specific occasion.** "The ring she wears every day" beats "fine jewellery for women." Occasion-first positioning activates the Moment stage of the buying journey before a single ad runs.

02 **Price anchor deliberately.** Your entry piece is a trust builder. Your mid-tier is your engine. Your hero piece is your desire signal. Brands without this architecture confuse the buyer and dilute perceived value.

03 **Choose one buyer identity, deeply.** "Modern Indian woman who values craft over logos" is a buyer. "Women 25–45" is a demographic. Marketing to a buyer converts; marketing to a demographic performs.

04 **Let the craft be visible.** Process content — hallmarking, stone-setting, the foundry, the sketch — builds the justification layer buyers need at Stage 3 of their journey.

II. The positioning test

THE 10-SECOND POSITIONING TEST

Show your homepage to someone who doesn't know your brand. In 10 seconds, can they answer: (1) Who is this for? (2) What occasion or feeling does it serve? (3) Why is it better than the brand next door? If all three aren't clear, your positioning is leaking money.

Positioning that converts vs. that which doesn't

- ✗ "Luxury jewellery for every woman" — no buyer identity, no occasion, no differentiation
- ✗ "Fine quality at great prices" — competes on price; can never win long-term
- ✓ "Heirloom pieces for the woman who marks her milestones in gold" — identity, occasion, desire
- ✓ "Jewellery made for daily wear — minimal, confident, yours" — lifestyle, identity, clear

Positioning work done once pays dividends for years. A brand with sharp positioning spends less on ads, converts at higher rates, and retains customers longer.

CHAPTER 05 · POSITIONING MISTAKES

The positioning mistakes that *quietly bleed* every jewellery brand.

These are not amateur mistakes. These are the mistakes made by brands with good products, real budgets, and genuine talent — because nobody told them that the platform rewarding impressions is not the same as the platform rewarding profit.

MISTAKE 01

Trying to be everything to everyone

Broad positioning forces your ad platform to guess who to target. It wastes 60–70% of impressions on people who will never buy. Narrow positioning makes the algorithm's job easy — and your CAC drops.

THE FIX

Pick one buyer archetype and go all in

Build one complete picture of your buyer: age, income, what she celebrates, where she discovers brands, what she says about the pieces she loves. Feed this into every ad brief and product page.

MISTAKE 02

Leading with material specs, not feeling

"18kt yellow gold, VS1 clarity, 0.25ct" describes a spreadsheet row. It does not sell a piece. Buyers decide emotionally and justify logically — in that order. The spec serves the justification stage, not the desire stage.

THE FIX

Emotion first, material second

Lead with feeling ("The ring that says you've arrived"). Follow with credential ("Crafted in 18kt gold, hallmarked and certified"). The spec becomes proof, not pitch.

MISTAKE 03

Copying a bigger brand's positioning

New brands often position like Tanishq or a global luxury brand — aspirational, broad, heritage-first. This confuses buyers who don't yet know your story, and you lose on trust before the conversation starts.

THE FIX

Find the white space they don't own

Large brands can't credibly own "handcrafted by a single artisan" or "designed for the office-to-dinner woman." These niches are yours if you claim them clearly and consistently.

MISTAKE 04

Changing positioning with every campaign

Each season, the brand pivots — bridal this quarter, office wear next quarter, minimalist the quarter after. Buyers never form a clear picture of what the brand stands for. Awareness builds but trust doesn't.

THE FIX

One brand voice, many expressions

Your brand identity stays constant. Your seasonal creative adapts the expression of that identity — it doesn't replace it. Tanishq is always about meaningful relationships. The campaign is the occasion, not the identity.

Positioning is a promise. Every time you change it, you make your customers start the trust-building process from scratch.

CHAPTER 06 · PRICING

The pricing architecture *most brands get wrong* — and how to fix it without discounting.

Pricing is not just a number. It is a signal of value, a trust mechanism, and a conversion lever — all at once. Most jewellery brands price reactively ("what does the competition charge?") instead of architecturally ("what does each price tier do for the customer journey?").

I. The three-tier architecture

How a healthy pricing stack works

E **Entry tier (₹3,000–₹8,000):** Lowest barrier to relationship. First purchase, gifting, impulse. Must have great margins despite low AOV. This is your trust builder.

M **Mid tier (₹12,000–₹35,000):** Your revenue engine. Where LTV compounds. Second and third purchases usually land here. This is where the brand relationship deepens.

H **Hero tier (₹50,000+):** Your desire signal. Few units sell, but its presence anchors the mid tier — making ₹20,000 feel accessible. Your most important price point is the one nobody buys.

PRICE ANCHORING

A ₹15,000 necklace displayed next to a ₹60,000 set converts at a higher rate than the same necklace shown alone. The hero piece does work even when it doesn't sell.

II. The discount trap

01 **Discounting trains delay.** Once buyers know you offer 20% off at Diwali, they wait. Your full-price conversion rate drops every cycle you run a sale.

02 **Discounting signals a quality problem.** In fine jewellery, the buyer's first instinct when they see a "50% off" tag is "what's wrong with it?" Price signals craft and rarity.

03 **Better alternative: bundle up.** Instead of 20% off a single piece, offer a curated set at a modest premium. You protect margin and increase AOV simultaneously.

04 **Loyalty pricing beats sale pricing.** Offer exclusive early access and a small loyalty gift to returning customers instead of public discounts. LTV goes up; perceived value holds.

CHAPTER 07 · CREATIVE

The creative formats that *actually sell* jewellery — mapped by funnel stage.

In jewellery advertising, creative is the variable that swings ROAS from 2x to 8x on an identical budget. The product is the same. The audience is the same. The creative does the work — or it doesn't.

I. Top-of-funnel creative that wins

Formats with highest engagement-to-click in jewellery

- ✓ **The "worn, not displayed" shot.** Jewellery on skin — wrist, neck, finger — in a real-life context. Not a product flat-lay. Buyers are imagining themselves wearing it.
- ✓ **The process reel.** Stone-setting, hallmarking, the flame. 15–30 seconds of craft builds desire and trust simultaneously. Highest save rates of any jewellery content format.
- ✓ **The "she said yes" UGC moment.** Real reaction videos — proposals, birthdays, anniversaries. Authentic emotion converts better than polished production. Moderate creative cost, very high performance.
- ✓ **The founder-face video.** 45 seconds of the founder talking about why a piece was made. Builds personal trust at scale. Especially effective for brands under ₹2Cr ARR.
- ✓ **The "stack" or "layering" content.** Shows how three pieces work together — drives AOV and teaches buyers to want more of your range, not just one piece.

II. Bottom-of-funnel creative that converts

01 **Review-led ads.** Pull two or three lines from a genuine 5-star review — make them the visual headline. Social proof at the moment of decision is worth more than brand copy.

02 **The guarantee frame.** "Free returns. Lifetime cleaning. Certified hallmark." These facts, shown at retargeting stage, remove the last objection.

03 **The scarcity-without-lying creative.** "Only 3 left in this size" — if true, say it. "Made in small batches" — if true, show it. False scarcity is detectable and destroys trust.

04 **The gifting angle.** "She'll wear this every day for the rest of her life" hits the gifter harder than any product description. For gifting season, run this variant separately.

> **THE CREATIVE TESTING RULE**
>
> Always test three variables simultaneously: hook (first 3 seconds), visual style (worn vs. product vs. process), and copy angle (desire vs. quality vs. gifting). Never change all three at once — you'll never know what moved the needle.

CHAPTER 08 · CREATIVE MISTAKES

The creative mistakes that *drain budgets* — and why even beautiful images can kill conversions.

Beautiful creative and effective creative are not the same thing. The jewellery industry produces some of the most visually stunning advertising in the world — and some of the worst-converting. Here is the gap.

MISTAKE 01

The white-background product shot as the ad

It works for a product page. It fails as an ad. There is no emotion, no context, no person for the buyer to project onto. CTR on white-background jewellery ads averages 40–50% lower than contextual / worn imagery.

THE FIX

Context + person + piece = the formula

Show the piece on someone who looks like your buyer. In a setting they recognise. Doing something they value. The product is the hero but it needs a stage.

MISTAKE 02

No hook in the first 3 seconds of video

The average jewellery reel loses 65% of its audience before the 4-second mark. If the first frame is a brand logo or a slow pan across a product tray, your audience is gone before the story starts.

THE FIX

Lead with the emotion, not the brand

Open with the reaction, the hand-over moment, the close-up of the worn piece, or a bold text hook ("She's been wearing this for three years and won't take it off"). Brand comes second.

MISTAKE 03

Running the same creative for 60+ days

Creative fatigue in jewellery sets in faster than most categories because your core audience is relatively small. After 40–50 days, frequency climbs, CTR drops, and your CPM rises because the platform detects disengagement.

THE FIX

Build a 4-week creative refresh cycle

Every 4 weeks, replace the bottom 30% of performing creative with new tests. Keep your top performers running but always have fresh variants entering the system. Creative is a muscle — use it consistently.

MISTAKE 04

Over-producing at the cost of authenticity

A ₹2 lakh shoot with a professional model in a villa can underperform a 45-second founder video shot on an iPhone. Buyers on Meta are trained to distrust polished ads. Raw authenticity now has a CPM advantage.

THE FIX

Mix polish and authenticity deliberately

Use high-production creative for brand-building and retargeting. Use founder content, UGC, and process reels for prospecting. Test both — then allocate budget to the winner.

The most expensive creative mistake is not a bad shoot. It is running a bad creative for 90 days because nobody stopped to look at the data.

CHAPTER 09 · PAID MEDIA

The Meta ads structure that *actually works* for jewellery — campaign by campaign.

Meta is the primary growth channel for most jewellery DTC brands — and the most misused. The structure that works for a fashion brand, a supplement, or a home goods brand will underperform for jewellery because the consideration cycle is longer and the audience is smaller and more specific.

I. The three-campaign structure

Campaign architecture for ₹50K–₹3L monthly spend

C1 **Prospecting (Advantage+):** Broad targeting, let Meta's algorithm find buyers. 3–5 creative variants per ad set. Budget: 50–55% of total spend. Objective: Purchase.

C2 **Retargeting (Manual):** All website visitors + video viewers (30s+) in the last 30 days. Different creative — more proof, less awareness. Budget: 25–30%. Objective: Purchase.

C3 **Retention (Existing buyers):** Custom audience of past buyers 90–365 days. Introduce new collections, cross-sell. Budget: 15–20%. Objective: Purchase or Add-to-Cart.

THE BUDGET RULE MOST BRANDS BREAK

Do not touch campaign budgets more than once every 3–4 days. Every budget change resets the learning phase. The fastest way to kill a learning campaign is to panic and cut budget at day 5.

II. Jewellery-specific settings

01 **Attribution window: 7-day click, 1-day view.** The industry default of 1-day click undercounts conversions on long consideration cycles. Jewellery buyers often click Day 1 and purchase Day 6.

02 **Conversion API is non-negotiable.** iOS14+ signal loss means pixel-only attribution misses 30–50% of real conversions. CAPI restores this. Set it up before you scale spend.

03 **Creative diversity within each ad set.** Run 4–5 creative variants per ad set — at least one worn image, one process/craft video, one review-led static. Let Meta find the winner.

04 **Daypart your retargeting.** Evening (7–10pm) and Sunday morning are peak jewellery browsing windows in India. Increase retargeting budgets during these windows by 30–40%.

05 **Separate gifting campaigns at peak season.** Run dedicated campaigns targeting the gifter (partner, parent, sibling) with gifting-angle creative from November onwards. Do not mix with self-purchase campaigns.

The most important Meta setting for jewellery is the attribution window. Get this wrong and you will systematically underfund your best campaigns.

CHAPTER 10 · META MISTAKES

The Meta mistakes jewellery brands *repeat every quarter* — and how to stop.

MISTAKE 01

Scaling too fast, too soon

Doubling budget in a week breaks the algorithm's learning phase. ROAS drops, the marketer panics and cuts spend, and the account enters a boom-bust cycle. Most jewellery brands are in this cycle and don't know it.

THE FIX

Scale by 20% every 3–4 days maximum

Incremental scaling preserves the learning phase and stabilises CPMs. Patience here saves 20–30% of your media budget in wasted learning costs.

MISTAKE 02

Trusting reported ROAS at face value

Meta's reported ROAS includes view-through conversions that would have happened organically. In jewellery, this can overstate performance by 40–80%. Brands making budget decisions on platform ROAS alone are building on sand.

THE FIX

Use blended ROAS as your north star

Blended ROAS = Total Revenue ÷ Total Ad Spend (all channels). This is the honest number. Run a spend holdout test periodically to understand your true Meta incrementality.

MISTAKE 03

No retargeting for lapsed buyers

A buyer who purchased 4 months ago and has not returned is far cheaper to re-engage than a cold prospect — and far more likely to convert. Most jewellery brands either don't run this campaign at all, or run it with prospecting creative.

THE FIX

The "New from us" re-engagement campaign

Audience: purchasers 90–365 days ago. Creative: new collection launch, behind-the-scenes of what's new, or a personal note from the founder. Expected ROAS: 6–12x on this audience.

MISTAKE 04

Running catalogue ads without context

DPA (dynamic product ads) with raw catalogue images work for FMCG and fashion. For jewellery, the bare product on a white background in a retargeting ad feels cheap at a ₹20,000 price point. It signals discount, not desire.

THE FIX

Branded catalogue overlays

Add brand colour, the piece name in serif type, and a brief emotional line as a catalogue overlay. Lifts retargeting CTR by 25–40% with minimal design work.

The most costly Meta mistake is not a tactical error — it is building a mental model of the channel from a different industry's playbook.

CHAPTER 11 · PAID SEARCH

Google Ads for jewellery — *where intent converts* and where it wastes budget.

Google captures buyers who are already in the Justify stage of the decision journey. They know they want jewellery. The question is whether they find you — or your competitor. Running Google without understanding this intent landscape is expensive.

I. What actually works on Google

High-intent campaign types for jewellery

- ✓ **Brand Search:** Always on, never paused. If someone searches your brand name and you're not there, a competitor picks them up for ₹5 a click. Non-negotiable for any brand spending on Meta.
- ✓ **Shopping / PMax:** Your best-performing products, well-photographed, with strong feed data. Title, material, and occasion in the product title. PMax works well once you have 30+ conversions per month.
- ✓ **Occasion search:** "Engagement ring under 50000", "birthday gift for wife jewellery". High-conversion, moderate volume. Budget: ₹500–₹1,500/day depending on competition.
- ✓ **YouTube pre-roll (retargeting):** Re-engage Meta video viewers on YouTube. Low CPM, high trust-building. 15-second non-skippable with a strong visual hook.

II. Where Google wastes jewellery budgets

01 **Broad match keywords without RLSA.** "Gold necklace" has enormous volume and enormous waste. Add Remarketing Lists for Search Ads to your broad campaigns to bias them toward warm audiences.

02 **Running Search without a negative keyword list.** Jewellery search terms pull in research queries ("how to clean gold jewellery"), competitor brand terms, and wholesale queries. A tight negative list cuts waste by 25–35%.

03 **PMax without good creative assets.** PMax with only white-background images defaults to display-like placements with low-quality creative. Feed it lifestyle images, video, headlines by occasion, and review copy.

04 **Ignoring Google for gifting moments.** "Valentine's Day jewellery gift," "anniversary gift for wife under 20000" — these are high-intent searches with clear purchase proximity. Run dedicated ad groups for every major gifting window 3 weeks in advance.

Google protects the bottom of the funnel. Meta builds the top. A brand running only Meta loses 20–30% of its own demand to competitors sitting on branded search terms.

CHAPTER 12 · CONTENT

The content calendar that *sells pieces* — not just builds followers.

Most jewellery brands confuse content strategy with posting frequency. They post daily and wonder why their sales don't reflect their following. The brands that win with content are not posting more — they are posting intentionally, against a plan that maps every piece of content to a stage in the buyer journey.

I. The four content pillars

What a healthy content calendar contains (weekly)

- D **Desire (2x/week):** Product in a beautiful, aspirational context. The buyer imagines herself wearing it. No price, no spec — pure emotion. This is your reach content.
- T **Trust (1–2x/week):** Craft, materials, process, certifications, founder story, team. This is the justification layer that converts intent to purchase.
- S **Social proof (1x/week):** Customer reviews, UGC, reaction moments. Real people in real situations with the product. Converts the fence-sitters.
- C **Commerce (1x/week):** Product spotlight with price, a link to shop, a clear call to action. Your brand earns the right to sell directly by having built desire and trust the rest of the week.

II. Gifting seasons — your unfair advantage

Key windows — jewellery gifting in India

- **Valentine's Day (Jan 15 – Feb 14):** Partner gifting. Lead with emotion, price under ₹15,000 for first gifts.
- **Mother's Day (Apr – May):** Children gifting mothers. Sentiment-first content. Strong gifting guides.
- **Raksha Bandhan (Jul–Aug):** Largest gifting window for gold/silver. Start content 6 weeks ahead.
- **Diwali / Dhanteras (Oct–Nov):** Peak purchase intent. Gold and fine jewellery. Your biggest 3-week window of the year.
- **Wedding Season (Nov–Feb):** Bridals, gifts for guests, self-purchase celebration.

THE 6-WEEK RULE

Begin season-specific content 6 weeks before the occasion. Brands that start 2 weeks out compete for attention at peak CPM. Brands that start 6 weeks out own the conversation at lower cost.

CHAPTER 13 · RETENTION

The email and SMS revenue most jewellery brands *leave untouched.*

Email generates ₹35–₹55 per subscriber per year for well-run jewellery brands. The industry average is ₹8. The gap is almost entirely explained by three flows that most brands haven't built.

I. The five flows every jewellery brand needs

01 **Welcome series (3 emails, 7 days).** Email 1: brand story and what makes you different. Email 2: craft and process — build the justification layer. Email 3: social proof + a gentle first purchase nudge. Open rates: 45–65%. This is your highest-performing flow.

02 **Abandoned cart (3 emails, 48 hours).** Email 1 (1hr): gentle reminder, no discount. Email 2 (24hr): product close-up + a review. Email 3 (48hr): small incentive if still abandoned. Recovers 8–15% of abandoned carts on average.

03 **Post-purchase (4 emails, 30 days).** Confirm the emotional decision. Share care tips. Introduce the story behind the piece. Invite them to share. At Day 30: introduce a complementary piece. This flow drives the second purchase.

04 **Win-back (2 emails, 90-day lapsed).** "We've been making things you'd love." New collection preview + a reason to come back. For jewellery, "you haven't been back in 90 days" is a re-engagement trigger, not a red flag — the category has a long repurchase cycle.

05 **Anniversary / birthday trigger.** If you capture the buyer's significant date (or their partner's), send a personalised email 3 weeks ahead. This campaign runs at 8–12x ROAS on minimal send volume.

II. SMS — the underused channel

SMS FOR JEWELLERY — WHAT ACTUALLY WORKS

SMS open rates in India run at 90%+. For jewellery, the most effective uses are: flash sale alerts (24-hour window), launch day "first look" messages to VIP buyers, and event reminders ("Dhanteras is in 5 days — shop early for delivery"). SMS that tries to tell a story fails. SMS that creates a moment succeeds.

The retention metrics that matter

- **Email-attributed revenue:** Target 25–35% of total DTC revenue
- **List growth rate:** 5–10% per month (healthy)
- **Welcome series open rate:** Target 45%+
- **Abandoned cart recovery rate:** Target 8–15%
- **90-day repurchase rate:** Target 15–25% for fine jewellery

CHAPTER 14 · CONVERSION

Product pages that *convert* — and the friction points that silently kill sales.

For most jewellery brands, the product page is where the sale is either made or lost. A buyer who arrives on your product page after seeing an ad has already done most of their emotional work. The page needs to complete the transaction, not restart the pitch.

I. What a converting product page contains

The 8-element product page framework

1. **Multiple worn images:** At least 3 contextual photos — different skin tones, different settings, different lighting. The buyer is comparing herself to the model.
2. **A short video:** 15–30 seconds of the piece being worn in motion. Catches light, shows scale and weight. Converts +18% over image-only pages.
3. **Emotion-first description:** First 2 sentences are about the feeling, the occasion, the identity. Material specifications come after — not before.
4. **Visible certifications:** Hallmark number, BIS certification, ethically sourced badge. These are permission-givers for the logical mind.
5. **Size guide with a human reference:** Not just "16 inches." Show it on a neck with a measurement overlay. Removes the most common reason for hesitation.
6. **Real reviews with the reviewer's name:** Not just star ratings. 2–3 written reviews visible without scrolling.
7. **Clear delivery and return policy:** Above the fold. "Free delivery in 5–7 days. 30-day returns." Removes the last barrier.
8. **"Pairs well with" section:** Drives AOV. Show two pieces that complete a look. Average AOV lift: 12–22%.

II. The friction points that lose sales

01 **No size guide for rings:** The single biggest abandonment reason for ring categories. If the buyer doesn't know her size, she leaves.

02 **Forced account creation at checkout:** 23–35% of checkout abandonments are caused by this. Guest checkout is non-optional.

03 **No UPI / COD option:** In India, COD still accounts for 35–45% of DTC jewellery transactions under ₹15,000. Removing it removes a large segment of buyers.

04 **Slow mobile page load:** Each additional second of load time loses 7% of conversions. Jewellery pages are image-heavy — optimise aggressively.

> **THE TEST YOU SHOULD RUN THIS WEEK**
>
> Open your best-selling product page on mobile. Time how long it takes to load. Try to add to cart as a new customer. Count the steps to checkout. If it's more than 4 steps, you're losing sales every day to friction you can fix in a week.

A 1% improvement in product page conversion rate is worth more than a 20% increase in ad spend for most jewellery brands. Fix the floor before pouring in more traffic.

CHAPTER 15 · CREATORS

The influencer strategy that *actually builds brands* — not just engagement.

Influencer marketing for jewellery is one of the most misunderstood channels. The brands losing money on it are chasing reach. The brands compounding on it are chasing creative assets and genuine advocates.

I. What works

The influencer model that delivers ROI

- ✓ **Micro over macro (10K–100K):** Micro influencers in jewellery drive 3–5x the conversion rate of mega influencers. Their audience trusts their recommendations because the relationship is genuine.
- ✓ **Content rights as the primary deliverable:** The post is secondary. The raw footage, the 45-second unboxing, the "how I wear it" reel — these are your ad creatives for the next 60 days.
- ✓ **Gifting-first for new relationships:** Send a piece. If they post organically, you have proof they love it before you offer a paid arrangement. Authentic enthusiasm converts better than paid enthusiasm.
- ✓ **Category-adjacent creators:** Lifestyle, fashion, and bridal creators outperform jewellery-niche creators because their audience is discovering the category, not over-saturated in it.
- ✓ **Whitelisting / Creator Ads:** Run the influencer's content as a paid ad from their handle. The social proof is built-in. Often outperforms brand-run creative by 40–60% in CTR.

II. What doesn't work

01 **Paying for reach alone.** A 1M follower unboxing video with no link, no discount code, and no tracking delivers brand awareness you cannot measure and revenue you will not see.

02 **Celebrity endorsements without brand fit.** A Bollywood name wearing a mass-market piece neither elevates the brand nor converts their fanbase. The audience's trust in the celebrity does not transfer to your jewellery unless there is a real style fit.

03 **One-off collaborations.** A single post does nothing lasting. A creator who wears your pieces repeatedly, across multiple formats, over 3+ months builds the association that generates referrals and DMs.

04 **Scripts that sound scripted.** The fastest way to kill a creator's authority is to give them a word-for-word script. Brief them on the piece, the occasion, and the feeling — then let them speak.

> **THE METRIC THAT MATTERS**
>
> Don't evaluate influencer campaigns on likes or reach. Evaluate on: content assets generated, link clicks, discount code redemptions, and — most importantly — whether you'd run the content as a paid ad. If not, the collaboration underdelivered.

CHAPTER 16 · LAUNCH

The *3-week launch system* — how top jewellery brands build demand before they open the cart.

Most jewellery brands "launch" by posting the collection on Instagram and turning on ads on the same day. The brands that sell out in 72 hours build 3 weeks of desire before a single piece goes live for sale. Here is the playbook.

WEEK -3	WEEK -2	WEEK -1	DAY 0	WEEK +1
Tease	**Build**	**Reveal**	**Launch**	**Sustain**
Hint at the theme. Mood, material, feeling — no product reveal.	*Process content, founder story, early access waitlist opens.*	*Partial reveal to waitlist. Creators post first looks. Retargeting begins.*	*Waitlist gets early access. Ads go live. Email blast to full list.*	*UGC, reviews, restocks, gifting angle content.*

I. Why the waitlist changes everything

A waitlist of 500 people who actively opted in converts at 8–15x the rate of a cold Meta audience on launch day. It also signals to Meta's algorithm that there is genuine demand — lowering your CPM on launch day by 20–40%.

> **BUILDING THE WAITLIST**
>
> Run a "First Access" lead generation campaign 3 weeks before launch. Offer: early access + a small exclusive. Cost per lead in jewellery: ₹30–₹80. A 500-person waitlist with 10% conversion at ₹15,000 AOV = ₹7.5L in launch-week revenue before you spend a rupee on sales ads.

II. The launch-week ad structure

01 **Day 0–2:** Waitlist custom audience retargeting + lookalike. Budget: 40% of total launch week spend. Highest intent window.

02 **Day 3–5:** Broad prospecting with creator content as the creative. Social proof is now accumulating — use it in the copy.

03 **Day 6–7:** Urgency frame ("Last 12 pieces") + cart abandoners + email non-openers. This is the recovery window — budget: 20%.

04 **Post-launch:** Don't turn off the ads. New buyers become lookalike seeds. Your best prospecting data is generated in the first 7 days of a launch.

The waitlist is not a tactic. It is the most valuable asset you build in the weeks before any launch. Brands without one are starting from zero. Brands with one are starting with momentum.

CHAPTER 17 · SCALING PITFALLS

What *breaks* when a jewellery brand tries to scale — and how to survive it.

Scaling is not a straight line. Every jewellery brand that crosses the ₹1Cr revenue mark hits the same cluster of problems simultaneously — and most mistake the symptoms for causes. Here is what actually breaks, and why.

BREAK POINT 01

Creative fatigue hits faster than expected

At ₹2L+ monthly ad spend, your audience is small enough that frequency builds fast. The same 5 creatives that drove your first ₹50L will start declining at ₹1.5Cr. Most brands realise this 3 months too late.

THE SYSTEM

Build a monthly creative production cadence

Minimum 4 new creative assets per month entering the system at scale. Brief your creators, allocate a shoot day, and treat creative production as a fixed operational cost — not a one-off project.

BREAK POINT 02

Ops can't keep up with marketing demand

A successful launch or viral moment drives 3x normal order volume. Fulfilment breaks. Customer support can't respond. Reviews turn negative. The marketing engine has outpaced the operational foundation.

THE SYSTEM

Soft-cap campaigns before ops confirms capacity

Before scaling spend for any launch, confirm fulfilment capacity, support bandwidth, and stock levels. A capped launch that delivers perfectly beats an oversold launch that creates refund requests and one-star reviews.

BREAK POINT 03

CAC climbs as the core audience saturates

The first ₹50L in revenue often comes from a tight audience of ideal buyers who convert cheaply. As you scale beyond this, you're reaching less-ideal audiences — and CAC rises. Brands interpret this as "the channel stopped working."

THE SYSTEM

Expand audience width before CAC crisis hits

At ₹1Cr ARR, begin testing new audiences, new occasions, and new buyer archetypes — not to replace your core, but to extend it. Geographic expansion (Tier 2 cities, NRI gifting) is often the lowest-hanging fruit.

BREAK POINT 04

Margin compression disguised as growth

Revenue is growing 40% YoY but EBITDA margin is flat or declining. Hidden causes: rising CAC, discounting to maintain volume, increased returns from lookalike audiences with lower intent, and operational costs that scale faster than revenue.

THE SYSTEM

Track contribution margin per order, not just revenue

Revenue – COGS – fulfilment – returns – ad attribution = your real contribution margin per order. This number must grow as the brand scales or you are building a larger and larger loss machine.

The most dangerous phase in a jewellery brand's growth is the one where revenue is rising and margin is quietly eroding. The ledger reveals what the dashboard hides.

CHAPTER 18 · MEASUREMENT

The metrics that *actually tell you* if your jewellery brand is growing — or just moving.

Most jewellery brands track what is easy to measure — impressions, followers, platform ROAS — rather than what is meaningful. Here are the numbers that signal whether your brand is building durable value or spending its way to flat growth.

I. The core 6 metrics

What to track — and what good looks like

1. **Blended ROAS:** Total revenue ÷ total ad spend (all channels). Target: 4x+ for Stage II. The honest version of the number Meta shows you.
2. **Customer Acquisition Cost (CAC):** Total marketing spend ÷ new customers acquired. Track monthly. Rising CAC without rising AOV or LTV is a warning sign.
3. **Customer Lifetime Value (LTV):** Average revenue per customer over 12 months. In fine jewellery, LTV:CAC should be 3:1 minimum at Stage II, 5:1 at Stage III.
4. **Repeat Purchase Rate (90-day):** % of buyers who purchase again within 90 days. Benchmark: 12–20% for fine jewellery DTC. Below 10% = retention system needs rebuilding.
5. **Average Order Value (AOV):** Track monthly. Rising AOV signals the brand is moving upmarket and pricing architecture is working. Flat AOV at higher spend = problem.
6. **Email Revenue %:** Email-attributed revenue as % of total DTC revenue. Target: 25–35%. Below 15% means your retention system is underbuilt.

II. The single most important ratio

The compounding signal

Track this every month. Everything else is downstream of it.

LTV : CAC

HOW TO READ THIS RATIO

Below 2:1 — you are paying more to acquire customers than they return. Stop scaling. At 2–3:1 — breakeven territory. Fix retention before adding spend. At 3–5:1 — healthy. Scale systematically, protect margin. Above 5:1 — you have a compounding brand. Accelerate.

How to improve LTV:CAC

- ↑ Improve post-purchase email flows → drives repeat purchase
- ↑ Tighten product page → improves conversion → lowers CAC
- ↑ Sharpen targeting → better quality buyers → higher LTV
- ↑ Add upsell / cross-sell → increases AOV and LTV simultaneously

Revenue is what your brand earns. LTV:CAC is what your brand is worth. The number a sophisticated acquirer would pay you is a multiple of the latter, not the former.

CHAPTER 19 · VANITY METRICS

The metrics that *feel good* — and lead jewellery brands to the wrong decisions.

The most dangerous number in marketing is the one that looks impressive in a monthly report but has no causal relationship to revenue. Jewellery brands lose hundreds of thousands of rupees each year making decisions on metrics that are technically accurate and strategically meaningless.

MISLEADING METRIC 01

Platform-reported ROAS

Meta's reported ROAS includes view-through conversions and cross-device paths that are partially or wholly organic. In most jewellery brands, this overstates true incrementality by 30–60%. Brands scaling spend based on this number are scaling on a fiction.

USE INSTEAD

Blended ROAS + periodic holdout tests

Blended ROAS (total revenue ÷ total spend) is honest. For deeper accuracy, pause Meta for one week in a low-seasonality month and measure the organic revenue baseline. This tells you what Meta is actually adding.

MISLEADING METRIC 02

Instagram follower count

Brands with 500K followers and ₹30L revenue exist. Brands with 12K followers and ₹1.8Cr revenue exist. Follower count measures popularity. It does not measure commercial intent, conversion rate, or the quality of the audience. It is the most vanity of vanity metrics.

USE INSTEAD

Story views and link-click rate

Story views from followers measure active attention. Link-click rate on product posts measures commercial intent. These are small numbers — and honest ones.

MISLEADING METRIC 03

Revenue without margin context

"We did ₹1Cr this month" is not a health signal without knowing the cost of goods, the ad spend, the returns, and the fulfilment cost. A brand can scale revenue and simultaneously scale losses — and many do exactly this, month after month, until the working capital runs out.

USE INSTEAD

Contribution margin per order

Revenue – COGS – fulfilment – returns – attributed ad spend = contribution margin. This is the number that tells you whether growth is building or burning value. Track it per SKU, per channel, per month.

MISLEADING METRIC 04

CPM as a proxy for audience quality

Low CPM looks efficient. But cheap impressions on the wrong audience convert at zero. A ₹80 CPM on a highly targeted, high-intent jewellery buyer audience outperforms a ₹30 CPM on a broad lifestyle audience every time.

USE INSTEAD

Cost per purchase (CPP) and ROAS by audience

CPP tells you what you actually paid for each conversion — not each impression. Compare CPP across audience segments, not CPM. The expensive audience often generates the cheapest purchases.

Every hour a jewellery brand spends optimising vanity metrics is an hour not spent improving the numbers that determine whether the business survives and scales.

CHAPTER 20 · SELF-ASSESSMENT

The 12-point *jewellery growth audit* — score your brand honestly.

For each point below, score yourself 0 (not in place), 1 (partially done), or 2 (fully in place). A score of 18+ means your foundation is solid. Below 12 means there are revenue leaks that will compound against you as you scale.

- ☐ **Positioning:** I can describe our ideal buyer, their key occasion, and why they choose us over alternatives — in two sentences. FOUNDATION
- ☐ **Pricing architecture:** We have a clear entry tier, mid tier, and hero tier — with intentional gaps between them. FOUNDATION
- ☐ **Creative system:** We produce at least 4 new ad creative variants per month and test them systematically. TRACTION
- ☐ **Meta structure:** We run separate prospecting, retargeting, and retention campaigns with appropriate budgets for each. TRACTION
- ☐ **Attribution:** We have Conversion API set up and use 7-day click / 1-day view attribution windows. TRACTION
- ☐ **Google brand search:** We run a branded search campaign so competitors cannot intercept our own brand traffic. TRACTION
- ☐ **Email flows:** We have a live welcome series, abandoned cart flow, and post-purchase sequence. SCALE
- ☐ **Product pages:** Every product page has worn imagery, a size guide, visible reviews, and a delivery/returns policy above the fold. SCALE
- ☐ **Content calendar:** We plan content 6 weeks ahead of major gifting seasons, not 2 weeks. SCALE
- ☐ **Launch system:** We build a waitlist before every collection launch, not just on launch day. SCALE
- ☐ **Metrics dashboard:** We track Blended ROAS, CAC, LTV, 90-day repeat purchase rate, and contribution margin — monthly. MEASURE
- ☐ **LTV:CAC ratio:** Our LTV:CAC is above 3:1 and we review it every month without exception. MEASURE

YOUR SCORE

Add your scores: 0–11 = Systems need urgent attention. Revenue leaks are compounding. 12–17 = Foundation present, but gaps in traction or scale will slow growth. 18–24 = Solid — you are ready to grow with confidence.

This checklist is not a report card. It is a prioritisation tool. The lowest-scoring items are your highest-value improvement opportunities.

CHAPTER 21 · THE DIFFERENTIATORS

What the best jewellery brands do *differently* — the five traits that separate them.

After working with jewellery brands across multiple markets and revenue stages, a pattern is unmistakable. The brands that compound — that grow revenue without proportionally growing spend — share five operating traits that most brands have not yet adopted.

I. The five differentiating traits

01 **They think in systems, not campaigns.** A campaign ends. A system compounds. The best brands have a creative testing system, a retention system, a launch system — not a series of one-off initiatives. The work done in January still returns revenue in July.

02 **They protect their brand voice fiercely.** Every piece of copy, every caption, every ad script sounds like the same brand — whether written by the founder or a third-party agency. This consistency builds the subconscious recognition that makes buyers choose you reflexively over time.

03 **They measure what matters, ignore what doesn't.** They know their LTV:CAC ratio. They track blended ROAS, not platform ROAS. They do not make budget decisions based on Instagram likes. The numbers they track are chosen because they predict the future — not because they are easy to find on a dashboard.

04 **They own their customer relationship.** Email list. SMS list. WhatsApp opt-ins. Repeat buyer data. The best brands treat first-party data as their most valuable non-product asset — because when Meta's CPMs spike or an algorithm changes, these brands are insulated in a way that Meta-only brands are not.

05 **They plan 6 weeks ahead, always.** Content is briefed 6 weeks out. Ad creative is built 4 weeks before it runs. Launch waitlists open 3 weeks early. This advance planning means they enter every peak period with momentum — not with a last-minute scramble that drives up their CPMs and lowers their conversion rates.

II. The common thread

> *"The brands that scale quietly are not the ones with the best product photography. They are the ones that have built a system that works without the founder in the room."*

THE ONE THING UNDERPINS ALL FIVE

Every one of these traits requires a decision made before the pressure of a launch, a quarterly target, or a bad month. The brands that last are the ones that build the system in the quiet moments — so the system runs during the loud ones.

The compounding advantage over 24 months

M6 Systems in place. CAC beginning to fall. Retention starting to pay back.

M12 LTV:CAC ratio above 3. Email driving 25%+ of revenue. Launch waitlists building predictable revenue.

M18 Creative fatigue managed. New audience segments contributing. Brand operates without founder-dependency on marketing.

M24 The brand has a moat — a relationship with its audience that new entrants cannot buy their way into.

TAKE ACTION · THE AURELIS GROWTH AUDIT

You've read the playbook. Now let's *apply it* to your brand — in 30 minutes, for free.

Everything in this guide works. But the difference between reading a framework and building a system that runs without you is the gap between knowledge and execution. That gap is exactly what the Aurelis Growth Audit is designed to close — in one honest conversation.

STEP 01	STEP 02	STEP 03
Audit	**Diagnose**	**Roadmap**
We review your current positioning, creative, paid media, and retention against this playbook.	We identify the 2–3 highest-leverage gaps — the ones that are costing you the most right now.	You leave with a prioritised action plan — whether you work with us or execute it yourself.

I. What we cover in 30 minutes

01 A review of your current Meta and Google campaign structure and what's likely leaking budget

02 An honest assessment of your creative strategy and the gaps most brands miss at your revenue stage

03 Your email and retention setup — and whether it's contributing 25%+ of revenue (it should be)

04 A look at your product pages through a conversion lens — the most common and most fixable revenue leak

05 The 2–3 moves that would have the highest impact on your growth in the next 90 days

II. Who this is for

This audit is right for you if —

- ✓ You're a jewellery brand doing ₹20L–₹5Cr/year in DTC revenue
- ✓ You're spending on Meta or Google and not confident the structure is right
- ✓ You know your retention system is underbuilt but haven't fixed it yet
- ✓ You want a second set of eyes that understands jewellery specifically — not generic DTC

NO PITCH. NO OBLIGATION.

The audit is genuinely free. You will leave with specific, actionable recommendations regardless of whether you engage us. If we think we can help, we'll tell you how. If we don't think we're the right fit, we'll tell you that too.

BOOK YOUR FREE 30-MINUTE AUDIT

The Jewellery *Growth Audit* — Thirty minutes. Free. Honest.

WhatsApp us or book directly online. Bring your current numbers — we'll bring the framework. No decks, no sales theatre. Just a focused conversation about your brand's next move.

BOOK ON WHATSAPP — +91 79775 39959

aurelis.media/audit · Strategy · Creative · Paid Media · Retention

ABOUT AURELIS MEDIA

The marketing system jewellery brands *quietly* grow with.

Aurelis is not a service desk. We are a working method built specifically for jewellery — where price-points carry weight, desire is the actual product, and a single visual decision can move a five-figure piece. We connect strategy, creative, paid media, and retention so that insight from one drives the next.

WHAT WE BUILD

- Positioning & offer architecture
- Creative production & testing systems
- Meta & Google paid media management
- Email & SMS retention architecture
- Product page conversion optimisation

HOW WE WORK

- A short list of brands. Heavy lifting per brand.
- Strategy + execution under one roof — no gap between insight and action
- Jewellery-only focus — no generic DTC playbooks
- Reporting that tells you the next move, not just the last result
- Engagements that are built to run without constant founder involvement

START HERE — FREE GROWTH AUDIT

Thirty minutes. Specific. Honest. No obligation.

+91 79775 39959 *aurelis.media/audit*