

Effective Marketing Campaigns For Bronnitsy



Jewelry Store | bronnitsy.com

Russia

► Industries

Retail, Precious Stones

► Services Used

Market Research | Email Marketing | PPC Advertising

► Core Technologies



► The Brief

Founded in 1924, Bronnitsy Jewelry provides the finest jewelry fashion, offering precious stones and metals for customers to curate their individual image. Part of this curation required a consistent understanding of customer trends.

When Bronnitsy sought to promote its products online, our marketing experts began brainstorming the perfect marketing campaign to revamp Bronnitsy's digital image for existing clientele and attract new customers.

► The Challenge

Bronnitsy needed effective marketing analytics to understand its target customer profile as well as a marketing strategy that generated leads. Attracting and engaging new customers is a daunting marketing goal and requires a multi-pronged approach. Luckily, our marketing experts specialize in brand strategy and lead generation and were ready to not only uncover how customers were interacting with Bronnitsy, but redesign Bronnitsy's current customer engagement strategies to increase sales.

► The Solution

We immediately went to work to enhance Bronnitsy's digital image. GrowMore's Marketing team initiated product feed rebuilding, including photo renewal, to offer Bronnitsy customers an upgraded digital shopping experience.

Once we completed product feed rebuilding, our next

phase was a second campaign using Google Ads and Yandex. Direct advertising for Bronnitsy's products, products such as rings, chains, ear-tags, and more. Finally, our marketing experts conducted direct communication campaigns to maximize target reach using SMS and email.

► The Impact

Bronnitsy now understands the latest marketing patterns in the jewelry industry and can effectively communicate with its customers through SMS and email, attracting new clientele and fostering meaningful relationships.

Most importantly, our marketing campaigns were cost-effective and impactful for Bronnitsy. Bronnitsy decreased its cost-revenue ratio from 15% to 11% during the first 3 months thanks to our marketing experts. Ultimately, Bronnitsy was able to reach a strong market position, giving them a significant competitive advantage in the retail and precious stones industry.

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4% Decrease In Cost Revenue Ratio

5k+ Jewelry Products Offered

98+ Years Serving Customers

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