SUNCREST DIAMONDS

Retail Marketing Plan

BACKGROUND

The Suncrest Diamonds retail marketing program is designed to support select diamond retailers in launching the industry's first collection of stunning, perfected-yellow Suncrest diamond jewelry and stones. The Suncrest Diamonds collection highlighted during this market launch will be available in three shades: yellow, golden yellow and orange.

Select Suncrest retailers will enjoy the marketing tools, messaging, and support needed to easily sell perfected-yellow diamond jewelry and stones to valued customers. This program is designed to provide the key marketing and sales points needed to highlight the beauty and value of these stunning, colored, natural stones—helping Suncrest retailers enjoy better margins from successful sales.

OBJECTIVE

- Make Suncrest Diamond retailers successful by creating local market awareness and offering stunning, perfected-yellow jewelry and stones.

STRATEGIES

- Assist in gaining customer interest and traction in Suncrest Diamonds by highlighting the beauty and value of these unique, colorful stones.
- Create a recognizable brand with market uniqueness and value.
- Highlight the value of Suncrest Diamonds through comparative information to add credibility and depth to the message.

TACTICS

- Create key messages for retailers, sales staff, and marketing campaigns.
- Outline the beauty and value, permanent unchangeable color, and lifetime guarantee of Suncrest Diamonds.
- Train sales staff to speak consistently and convincingly to prospects about the unique value of Suncrest Diamonds.
- Surround retailer with Suncrest branded collateral to support the intended positioning and message.
- Pursue an aggressive in-store and external communications strategy to create broad awareness of the Suncrest brand.

Suncrest Retailer Collateral
* Messaging strategy: background and comparative information that will help sales staff to be more informed in front of the customer.
* A brief training brochure for sales staff to help explain the differences between other types of colored diamonds.
* Frequently Asked Questions
Technical information
Suncrest In-Store Marketing Support
* Suncrest business card holder
* Suncrest customer giveaway
* Suncrest customer flyer
Suncrest display
Suncrest External Marketing Support
* Website inclusion on www.suncrestdiamonds.com
Joint press release
Joint advertising

EXECUTION

The Suncrest Retailer Collateral box outlines the key deliverables that will assist you in meeting the above objectives.

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