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Case-Study:
**Small-to-Medium-size (SMEs) Jewelry Enterprises Marketing
Strategies on Instagram**

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Abstract

This study explored the jewelry industry and the impacts of social media marketing. Particularly in the ways Instagram has contributed to the business growth of small-to-medium-sized enterprises (SMEs) in the jewelry retail industry. The study highlights specific ways in which Instagram plays an important role in improving brand visibility and online community engagement through content creation, interactions with users, and paid advertisements. To achieve this, 10 jewelry SMEs were case studied and interviewed with their brand owners. By conducting this qualitative research, the data on marketing practice was collected and analyzed in themes of content creation, interactions with users, and paid advertisements from the perspective of brand management and business growth. Additionally, this study applied the five-force model and AIDA marketing model, thus providing a general evaluation of the industry attractiveness and interpreting these marketing practices to boost purchasing incentives step by step. Moreover, by making use of Instagram, SMEs' have been able to experience growth as a result of having a direct line of communication with customers. This also resulted in facilitating community building. Finally, this study highlights the importance of a hybrid approach, of which it is required to make use of both Instagram and TikTok in order to enhance visibility. In doing so brands are able to enhance visibility and deepen relationships between the brand and the followers. However, this study also addressed the challenges faced by jewelry SMEs such as maintaining high-quality content and managing platform algorithms.

Keywords: Jewelry Industry, Social Media Marketing, Instagram, Small-to-Medium-Sized Enterprises (SMEs), Brand Visibility, Online Community Engagement, Content Creation, Marketing Models

1. Introduction

Jewelry has always been part of human history. Before, jewelry was worn as a symbol of wealth or protection. However, today jewelry has become much more a part of daily life. It is a tool for self-expression or to show one's commitment to another. Today, the jewelry industry covers a large portion of the market, from luxury brands such as Cartier or Tiffany & Co. to more affordable brands such as Pandora. The jewelry industry continues to grow and expand. Part of this growth is due to digitalization, but more specifically digital marketing (Padmaragam, 2023).

Digital marketing can be defined as “the use of digital channels to market products and services in order to reach consumers” (Barone, 2023). In other words, it makes use of digital platforms to extend the reach and the scope through which a product can be advertised. Digital marketing makes use of “search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, social media campaign marketing, social media optimization, email direct marketing, display advertising, e-books, optical disks, and games and is becoming more and more common in our advancing technology.” (Bala & Verma, 2018). Thus, digital marketing provides companies with more tools to advertise their products. Particularly, on social media platforms such as Instagram or Tiktok since they offer a wider combination of all of the previously mentioned tools by Bala & Verma, (2018). In addition, it offers the viewer the possibility to share and interact with the product thus drawing more attention to the company itself. As a result many businesses now turn to digital marketing to promote their products. Among these are small-to-medium-size enterprises (SMEs), which use social digital marketing as a free tool to attract more customers without having to invest in a physical establishment. Furthermore, the use of social media platforms such as Instagram, offers another facet to digital marketing which is communication and community building (Blight, Ruppel & Schoenbauer, 2017). These two factors are essential for small-to-medium-size (SMEs) to grow and expand since it will provide them with a sustainable and loyal customer base.

The development of this new marketing tool becomes particularly interesting within the jewelry industry where there are and continues to be already established brands who have benefited from their name and reputation. As a result, this leaves little room for new entrants in an industry, due to the fact that these new entrants might lack the knowledge or money to compete with these

corporations (Haapalainen & Skog, 2011). However, social media marketing offers the possibility to level the playing field for these small-to-medium-sized (SMEs) jewelry enterprises. It offers a more accessible price point in addition to providing exposure to the small-to-medium-size jewelry enterprise (Sinha, 2018). Instagram stands out in particular compared with other social media platforms, due to the nature of the application and its different functionalities. Instagram offers small-to-medium-size (SMEs) jewelry the possibility to purchase advertisements according to their budgets, all while providing a direct line of communication between the seller and the customer (Instagram, 2023). This layout becomes particularly useful for jewelry brands since it provides them the possibility of a wider market for their jewelry products and their brand without the need to rely on a number of people as a marketing team to convey or advertise their product. Furthermore, Instagram offers the possibility for businesses to link their website to their account to facilitate purchases from taking place (Instagram, 2023).

Additionally, the global pandemic became a turning point in social media usage. A survey conducted by Cho (2023) revealed “a sharp increase (about 20%) in worldwide social media usage compared to before the pandemic (Dixon, 2022). The pandemic has thus heightened the importance of examining the effects of social media usage on individuals' well-being and social functioning (Lee et al., 2022)”. This further highlights the impact of social media among them Instagram, and how it now plays an active role in our lives from entertainment to advertisement.

Therefore, it is through this ever-growing reach that Instagram provides a start-up. Currently, there is quite extensive literature on stand-out jewelry businesses making use of Instagram to start their company. However, this literature does not explore the benefits of small-to-medium-size (SMEs) jewelry businesses applying Instagram, in addition to being limited to specific countries.

1.1 Research Problem Statement

Today, with a simple swipe of our finger we are exposed to endless content and information. From social media platforms such as Instagram, Facebook, TikTok, and so on, social media marketing is always present in our line of vision. This constant swarm of information forces companies to fight for our attention. As a result, small-to-medium-size (SMEs) jewelry enterprises fear being

overlooked by potential customers, due to the overwhelming amount of resources that more established brands possess (Daemi, 2018). Furthermore, the lack of a team or employee working in these small-to-medium-size enterprises (SMEs) adds another pressure to the business owner. Therefore, they might be forced to choose where to allocate their limited budget (Gilmore, Gallagher & Henry, 2007). In addition to not being able to allocate as much time to social media marketing and will be forced to prioritize more often as a result of it. Therefore, making business growth a much more challenging endeavor for these small-to-medium enterprises (SMEs). As a result of these pressures and challenges, it becomes essential to understand the necessary tools that will help small-to-medium-size (SMEs) jewelry enterprises to stand out and reach their target audience. Consequently, it is also important for these small-to-medium-size companies to understand how to take advantage of social media marketing to propel their business forward.

1.2 Research Gap

Despite a large body of literature examining the practice of social media marketing in jewelry retailing, there is still a significant research gap in examining the practice of small-to-medium-sized businesses. Whilst existing research has explored the correlation between Instagram for these brands with relatively existing word-of-mouth and their success, few have delved into the similarities across multiple cases. Moreover, most of the research in this area has focused on Asia, the Middle East, etc., ignoring global cultural and contextual differences. Therefore, more detailed investigations are needed.

1.3 Research Purpose

The purpose of this research is to identify the different factors that contribute to successful marketing strategies on Instagram for small-to-medium-size (SMEs) jewelry enterprises. It will aim to find clearly defined strategies used by these brands and how these affect their business growth. Through it, we hope to find out how these different brands take advantage of Instagram to their benefit and how it has affected their business until now. As a result, we hope to provide structure on how these small-to-medium-size (SMEs) jewelry enterprises have achieved successful business growth and how they have achieved to stand out from other jewelry enterprises.

1.4 Delimitations

This study is limited to the social media platform known as Instagram since it is a platform that provides the user with a clear overview of what each account is about. In addition to, offering the accessibility that social media platforms provide. Such as interactions with the content, but allowing the social aspect of sharing it with others and in direct communication with the account holder. The study does not take into account the gender, age, or the owner's experience in the jewelry industry so long as their business is within the bracket of being a small-to-medium-size (SMEs) enterprise. These small-to-medium-size (SMEs) enterprises are usually limited to fewer than 50 people for the small-sized enterprise and fewer than 250 for the medium-sized enterprise.

1.5 Research Questions

- **Main research question:** How do digital marketing strategies on Instagram contribute to business growth from a small-to-medium-size (SMEs) jewelry enterprises perspective?
- **Sub-Research Question 1:** In what ways do small-to-medium-size (SMEs) jewelry enterprises on Instagram manage the impact of content creation strategies?
- **Sub-Research Question 2:** In what ways do small-to-medium-size (SMEs) jewelry enterprises on Instagram manage the impact of community management strategies?

1.6 Thesis Outline

In this thesis, we will first go over the literature review, in which we have compiled the relevant literature for our topic in addition to theoretical models to further deepen our paper. In the methodology, we provide a clear and detailed approach to our data collection and the use of our semi-structured interviews, in addition to introducing the different companies that we interviewed. This is quickly followed by our empirical data, which highlights Instagram's marketing role and relevance to these SMEs. This leads us to the analysis part in which we cover the three different

stages of brand management all while relating to the previously mentioned literature. Afterwards, we proceed into the discussion part of the essay where we analyze Instagram as a marketing tool and provide how this impacts business from an entrepreneurial perspective. Finally, the conclusion will summarize the key findings, all while going over the different implications and providing future recommendations.

1.7 Chapter Summary

The introduction explores the role of jewelry within our society and how its meaning has evolved. It is further highlighted that part of this evolution and growth has been facilitated by the use of digital marketing and social media. Through these social media platforms particularly Instagram, small-to-medium-sized (SMEs) can access cost-effective advertising and direct engagement with customer and follower base. Therefore, this research focuses on how effective Instagram strategies help propel small-to-medium-size enterprises (SMEs) in the jewelry sector.

2. Literature Review

2.1 Related Topic Researches

Digital Marketing

Digital marketing is the use of the Internet and online-based digital technology, including smartphones, desktop computers, and other digital media and platforms, to advertise goods and services. There are several types of digital marketing (Fig. 1), as a result of their different ways of advertising products and services from before to after customer purchasing (Desai & Vidyapeeth, 2019).



Fig. 1: Digital Marketing Types (Gustavsen, 2023)

Moreover, according to Chaffey and Smith (2017), utilizing digital marketing could help businesses from all sectors reach a wider customer base. This can help them to improve sales growth. As a result, businesses can more easily identify target customers' needs and wants. This also reflects levels of customer satisfaction more clearly. As a result, brand awareness has improved through the transformation of digital marketing.

Social Media Marketing & Instagram Marketing

Based on the 8 types of digital marketing (Fig.1), social media marketing has more significant use. This is due to the viral marketing effects, businesses can reach their target audience more efficiently and at a lower cost (Kaplan & Haenlein,2011). Since it offers several platforms to boost communication in customer-to-customer (C2C), business-to-customer (B2C), and even business-to-business (B2B) business models and more salient shifts of marketing campaigns (Chaffey & Ellis-Chadwick, 2016).

Among the wide variety of social media platforms, Instagram stands out the most. Since it is one of the most widely used websites for content sharing among users. Instagram is used by brands extensively to reach new consumers in addition to private individuals communicating with one another (Sanchez, 2018). As a result, (Fig.2) highlights the different marketing and advertising activities on Instagram. Therefore, it is important to underline that these marketing and advertising activities make use of several tools.

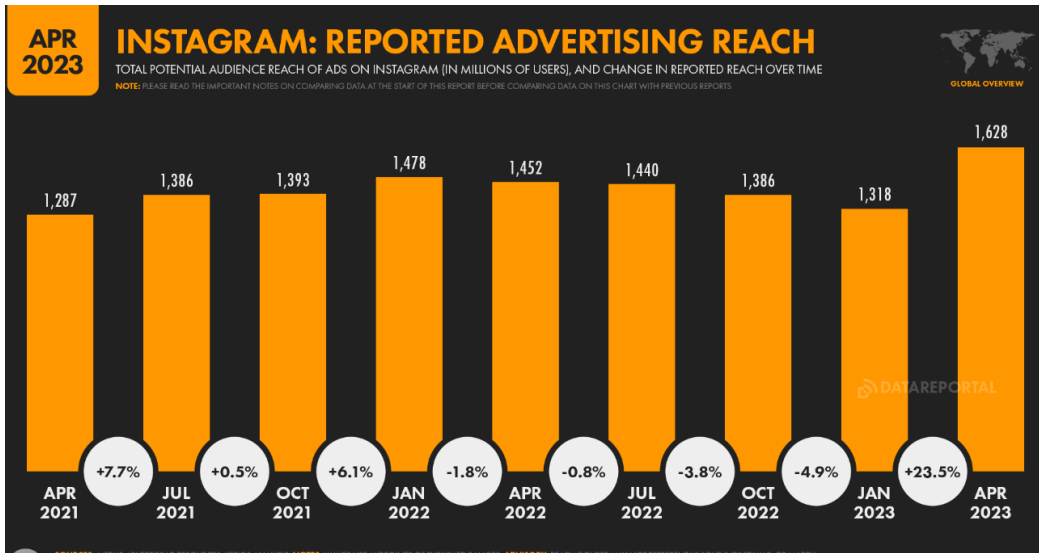


Fig. 2 (Kemp, 2023)

The first tools are content creation and scheduling. As a result, it is important to highlight the use of reels and the story. Engaging with their target audience is another piece of advice for digital marketing strategy. Connecting with customers fosters a relationship between them and brands. A key component in achieving a stronger bond between the customer and the brand is creating campaigns to target their audience. Additionally, posting or writing comments about the values of brands and consumers will help foster a stronger relationship. This usually involves community building and giveaways (Gilliland, 2020).

A company can promote content through stories, photos, videos, or carousel advertisements. Those advertisements can simply be created within the Instagram application which is called quick creation. Then a company can choose where the advertisement should lead the people who see the advertisement to its profile, its website, or to the direct messages. The quick creation is a step-by-step tool that is easy to use without

any instructions being needed. Instagram advertisements can help the company to raise awareness for the brand or a special product but also to give more information about those to the potential customer (Instagram, n.d.).

Jewelry Retail Marketing on Instagram

As for the jewelry retail industry, marketing on Instagram has been discussed extensively. Wirawan and Widhaningrat (2020) provided clues that in the jewelry retail industry, marketing campaigns on Instagram can lead to improvements that include: a rise in account followers, user interactions, and user discoveries on posted content. From the perspectives of customers, brand postings on social media channels are the initial steps when the purchasing process starts (Asavasakulkiat & Patterson, 2018).

Moreover, posting content is also an important tool within Instagram marketing. In a Finnish luxury jewelry case study, visual content has proved to be a key factor in brand perception (Lehonen, 2020). Additionally, it is shown that users aged 25-34 years old use social media for more than eight hours per day. They like brief, accurate, and simple-to-understand content especially in terms of social media marketing communications particularly in regards to jewelry selection in Thailand (Anantachart, 2022).

Besides the need for posting content, the importance of user engagement also should be highlighted. Padmaragam (2023) stated that giveaways, interactive challenges, and contests can promote a feeling of community within the follower base in the retail jewelry business. These advertisement incentives increased brand awareness and increased engagement levels. Additionally, in the study written by Hietajärvi (2018), there is empirical data from Instagram that showed the presence of luxury brands among jewelry brands. The empirical data shows that driving followers' engagement is an effective way to offer exclusive experiences. Furthermore, Chemela (2019) provided more in-depth clues about the connection between content types and user engagement of the two jewelry brands' Instagram accounts. Posts about the product itself and containing original material from the brands will be more impactful when it is combined with reports such as likes and

comments. Thus leading to improved customer engagement. Therefore, among all the different types of content, brand awareness was the one that increased engagement levels the most.

Despite content tools and user engagement tools, paid advertising can also be a powerful tool to help businesses gain marketing success, which in turn leads to more successful sales (Setiana, 2021). In order to achieve this, improving the precision of customer targeting can play a major part in paid advertising. For example, in the case of Tiffany & Co., a high-end jewelry brand, it is obvious that this brand aims to attract wealthy or well-off customers who have a strong interest in jewelry and accessories. Therefore Tiffany & Co. purposefully targets to concentrate its resources on potential clients with high net worth. As a result, by ensuring the engagement of these clients, Tiffany & Co. successfully positioned itself in the market as a high-end luxury brand. In order to achieve this desired outcome, Tiffany & Co. makes use of paid advertisement functions to target potential buyers more precisely, through the use of data analytics and tailored advertised placement (Zhu & Li, 2024).

Small-to-Medium-Size Business (SMEs) Marketing on Instagram

Small-to-medium-size businesses (SMEs) on Instagram have the possibility to draw attention in three different ways: 1) content; 2) engagement; and 3) paid advertisement. Instagram is described as an effective channel to conduct marketing campaigns for a fashion start-up business in Saudi Arabia. Therefore, Instagram is a helpful tool to improve brand awareness and customer engagement through content marketing and influencer marketing (Trad & Al Dabbagh, 2020). Moreover, similar findings have been found in the East Asian context. Additionally, Nurcahyo, Akbar, and Gabriel (2018) stated that Instagram communities and forums are a medium that is used for market penetration, and to raise awareness of the targeted market for several start-up businesses.

Even with the innovative start-up's execution especially for small-to-medium-size businesses (SMEs), there needs to be more user- or consumer-responsive (Hermawan,

Maesaroh & Purwaamijaya, 2022). Therefore, increasing the rate of user engagement can possibly increase their purchasing chances and build brand affinity. This is further proven by the data from 317 foreign consumers, which shows that all aspects of social commerce marketing stimuli have a major impact on online brand engagement on Instagram (Ziadkhani Ghasemi & Palmet, 2019). In order to actively raise the amount of user engagement in creating interactive content, making use of both language and non-language ways of communication is useful in the Indonesia start-up context (Zhang et al, 2021).

Additionally, the paid advertisement function on Instagram can boost direct conversion of sales. Teemochi, a small-to-medium-size fashion enterprise (SMEs) thinks that the previously mentioned approach will have an impact on sales. Paid advertisements can lead to an increased number of followers and traffic of visits to the Teemochi website, which in turn leads to sales improvements as a result of it (Dicky & Mansoor, 2020). However, even though paid advertisements can be an effective tool to expand user reach, for SMEs in particular, startups with lower funding requirements might reduce their marketing expenses by implementing digital and social media marketing tactics (Poddar & Agarwal, 2019).

SMEs Jewelry Retail Marketing on Instagram

Instagram has proved useful for small business brand building, as it elicits distinct emotions from users and employs diverse methods for producing content in jewelry settings (Tolonen Torralbo, 2022). Based on the research, it is evident that there are numerous approaches to developing a brand in which there are the same three previously discussed approaches: 1) Content; 2) Engagement; and 3) Paid advertisements.

Nevertheless, emphasizing on the relationships that are formed should boost brand loyalty since consumers will get invested in the story that the brand is telling. Among the multiple functions of Instagram, reels are the most important tool since it has been shown to have the highest engagement on average. In other words, posts of reels have been shown to achieve more likes and comments than posts of images. However, the small number of accounts that were examined and the existence of outliers were drawbacks. Through the

use of these insights, struggling Instagram business accounts should be able to more effectively boost the number of likes and comments on their posts, which would eventually raise the likelihood of their success (Liang & Wolfe, 2022).

Moreover, by increasing exposure based on content and user interaction, a brand called Charisma Gold & Jewellery has led to a gain in exposure. This exposure can be quantified using Instagram insight, as well as an increase in the number of followers who follow the Charisma Gold & Jewellery Instagram account; these outcomes are a result of optimizing promotion activities through Instagram (Wirawan & Widhaningrat, 2020). In CastleStudio (a Finnish hand-made accessories brand) case study, lack of professional knowledge of data analysis and budget planning are the main challenges when utilizing paid Instagram ads for small-to-medium-size (SMEs) businesses particularly (Holappa, 2018).

2.2 Theoretical Frameworks

Five-Force Model

It is discussed that the Five-force model (Fig. 3) is an effective tool to analyze the attractiveness of an industry (Porter, 1980). It also can guide a business in positioning itself overall (Hua, 2011). An industry may be influenced by a wide range of variables, so it's crucial to consider every variable and the companies that are involved in the sector. The center of competition in industry surrounds the other four factors: *suppliers*, *substitutes*, *potential entrants*, and *buyers* (Porter, 1980). According to Adalakun (2020), this model can provide an assessment of industry profitability.

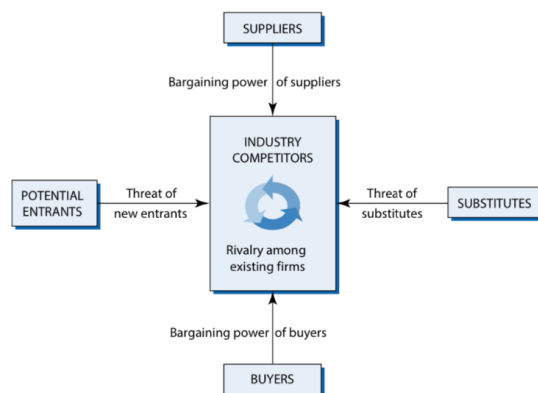


Fig. 3 Factors of five-force model (Grant, 2021)

To be more specific, if an industry is highly competitive, it often tends to face price wars thus leading to a drain in profits. Then the suppliers offer the raw materials of the product. If there are few suppliers, they have the power to pressure businesses into paying more. This is usually influenced by buyers' price sensitivity and bargaining power. As to the threat of entry, evaluating industry barriers to entry is necessary to combat the danger of new entrants. High threats could stop new firms from profits immediately, for instance, expensive capital or low product differentiation. Substitution competition is when customers may switch to a different product or service. When the substitution is high, firms are more vulnerable to sudden changes in consumer preferences (Grant, 2021).

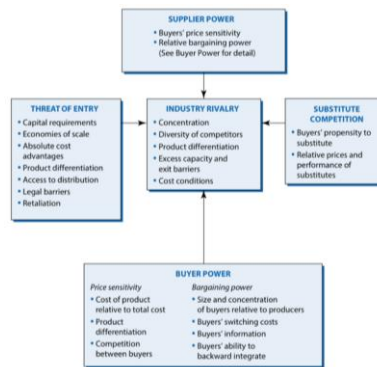


Fig. 4 Aspects of five-force model (Grant, 2021)

However, Thurlby (1998) stated that this model ignores time as a factor for business strategic analysis and decision-making, especially when facing high dynamic changes. Adalakun (2020) added more insights based on this, analyzing industrial competition needs more than one single model. Due to this, the sampling brands in this research are also compared and positioned in the analysis part (Chapter 4).

Moreover, as to the jewelry retail industry specifically, Shramchuk (2018) provided general industry analysis using the Five-force model. Generally, there is a significant entrance barrier into the jewelry industry. Due to the significant capital expenses associated with the production of fine jewelry. Therefore, newcomers could have trouble surviving in the market due to the competitors' established networks of suppliers and customers. Additionally, the competitive product's performance and the end user's readiness to seek a

substitute determine how serious the threat is. Regarding manufacturing costs, customers and fine jewelry dealers have some bargaining power. Jewelry buyers are willing to spend more for one-of-a-kind or limited-edition pieces. On the other hand, suppliers also have significant bargaining power.

Marketing Funnel in Social Media Marketing

According to (Barry, 1987), the marketing funnel also called the **Attention, Interest, Desire, and Action (AIDA)** model proposed by E. St. Elmo Lewis, is a significant model for analyzing business marketing activities. The steps taken when making a purchase are identified by the advertising effect model known as the **Attention, Interest, Desire, and Action (Fig. 5)**. Public relations campaigns, sales tactics, and internet marketing all frequently employ the AIDA model.



Fig.5 Steps in AIDA Model (Sellers, 2022)

It usually starts with ‘**Awareness**’ to gain consumer attention in every marketing or advertising campaign. The company has to try to pique the potential customer's attention once they are aware that the goods or services are available to keep their ‘**Interest**’ continuously. Then ‘**Desire**’ means that the objective is to instill want in customers once they have expressed interest in the good or service, changing their perspective from one of ‘like’ to ‘want’. That also means the products marketed can meet their physical or mental needs in some way. Finally, the ultimate objective of a marketing campaign is to persuade the recipient to take ‘**Action**’ and make a purchase of the good or service. (Kojima et al., 2010)

Moreover, this model also often is applied to social media marketing scope. The approach can be used to strategically plan the usage of social media for marketing objectives (Shahizan Hassan et. al, 2014). Similarly, Lagrosen (2005) contended that the AIDA model applies to social media use, particularly with regard to the "IDA" components- Interest, Desire, and Action

Based on these, there are connections between marketing strategies on social media and steps in the AIDA model from the following perspectives:

Effective **brand management** on social media is usually achieved by positioning brand awareness through content posting. This could be through steps from “Awareness” and “Interests” (Hafizhahl & Dewanti, 2024). The level of brand awareness is the topmost section of the marketing funnel, and it would be difficult to locate a major business-to-customer (B2C) business anywhere in the world. Therefore, businesses need to put in more effort in this area. In order to reach the goals of improving target customers’ brand awareness, content creation may be a valuable way of achieving this goal. Besides, paid advertisements can also help to communicate brand image to all possible users with target customer characteristics more directly (Anderson et al., 2014). Additionally, the use of innovative content creation and paid advertisements on social media contribute to an increase in followers. Furthermore, to capture participants' interest and arouse desire, Home Education Indonesia as a previous case study makes the most of the usage of visual information, by including images and videos with compelling descriptions. Two essential components to create interest are compelling captions and creative design (Hafizhahl & Dewanti, 2024).

Furthermore, effective **community management** usually includes offering an exclusive experience and successful user engagement (Chiang & Wang, 2018). Moreover, building an online community in social media is an effective way to lead target customers' desires continuously. These companies need to take the previous step of increasing their likes through community building as well as maintaining strategies. Bringing their followers

closer through interaction can further refine the large number of followers into a potential customer pool (Anderson et al., 2014).

The last step, to boost customers’ purchasing action, is the conversion from followers to customers. The audience has progressed far down the funnel and it is then when the sales will occur. Thus becoming an indicator of **business growth**. It is not that followers are prepared to convert, it is important for the business to keep cultivating its relationships with potential customers. Customers usually take their time making purchases, so it is, therefore, a good idea to give incentives such as a “new customer discount”. Indeed, roughly 40% of respondents indicated that they would probably take advantage of deals or discounts (Anderson et al., 2014). However, in this research, due to limited access to data sales, follower growth can also be a rough indicator of it. It demonstrates that purchasing intention is directly influenced by the number of followers (Tamara, Rafly & Mersi, 2021). Thus, based on the connection between the AIDA model and social media marketing, there’s a conceptual model to suit this research’s context (Fig. 6).

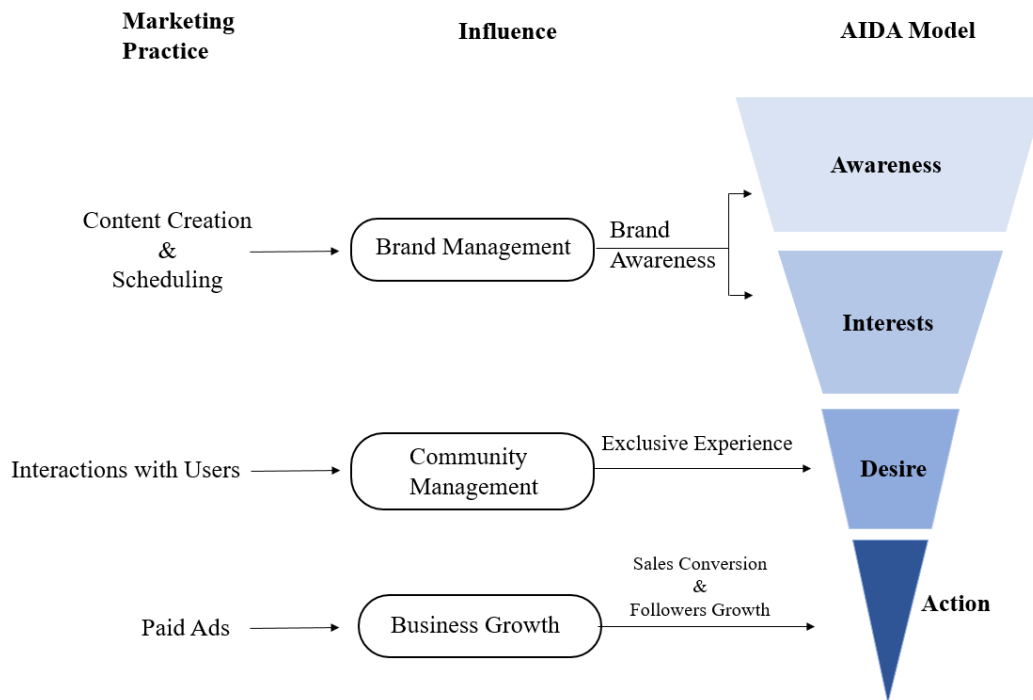


Fig. 6 Conceptual model in this research

2.3 Chapter Summary

This chapter presents a review of related topic research and theoretical models. Related to the topic of the research, digital marketing helps companies reach audiences, leading to sales growth. It enables a precise understanding of market needs and preferences and reflects consumer satisfaction directly. Social media marketing is one significant way of digital marketing as it can easily produce viral effects of word-of-mouth. It suits all kinds of business models with diverse platforms and friendly costs to conduct marketing campaigns. Specifically, Instagram as a marketing channel is salient, increasing attention by businesses. Furthermore, Businesses can improve brand visibility and customer engagement through 1) content creation, 2) interactions, and 3) paid advertisements.

Looking into the specific industry-jewelry retail, it traditionally relies on offline interactions. So Instagram is a new way to build brand awareness and an image to the target audience and stand out from competitors. To reach this, 3 ways were mentioned in the previous paragraph, these have also proven to be powerful and gained in business growth. Moreover, unlike the main players in all industries owning marketing positions, small-to-medium-size (SMEs) businesses face certain challenges. With the limitations of brand visibility and budget constraints, Instagram is a friendly way to get a market position. Then by combining these two scopes together, the Instagram practice of jewelry SMEs was reviewed. It is stated that content and community management are applied to help them build a brand and increase purchasing intentions. However, even though paid advertisements may be beneficial to direct sales conversion, there are constraints of financial and analytics knowledge for them.

Moreover, for theoretical models, the five-force model is stated as a way to evaluate the attractiveness and profitability of the industry overview. To jewelry retail specifically, noting high entry barriers due to significant capital costs. New entrants face challenges from established competitors' networks. The threat of substitutes depends on product performance and customer readiness to switch. Both customers and suppliers hold substantial bargaining power, as buyers pay more for unique pieces and suppliers influence costs. Additionally, the AIDA (**Aware, Interests, Desire, and Action**) model is proposed to analyze marketing strategy efforts step by

step. It shows connections between social media marketing from brand, community management, and business growth in diverse marketing ways. Thus, a conceptual model is generated to be applied in the analysis part of this research.

3. Methodology

3.1 Research Design

This study makes use of qualitative business research to address the research issues of how social media can be helpful as a marketing tool to small-to-medium-size jewelry enterprises (SMEs). The goal of qualitative research is to comprehend and interpret the topic being examined (Eriksson & Kovalainen, 2016). Specifically, we made use of multiple case studies that analyze different cases to better approach our research. “An empirical investigation that explores a contemporary phenomenon within its real-life context, when the boundaries between phenomenon and context are not evident, and in which multiple sources of evidence are used,” is how case study research is defined (Yin, 2014). The capacity of case study research in business to clearly and practically explain intricate business challenges is one of its primary benefits.

There are two types of case study research: extensive and intensive case studies. Extensive case study research seeks to identify similar patterns among multiple samples, whereas intensive case study research concentrates on one case and explores it in-depth. (Kovalainen & Eriksson, 2016). For this study, we made use of 10 case study research, also known as extensive case study research. In order to investigate business-related issues, multiple case study research employs cases as tools rather than going into great depth about each one of them. It permits the extrapolation of results to a different business setting. Additionally, the data gathered from several situations allows for the comparison of findings (Kovalainen & Eriksson, 2008). Furthermore, in this case study, as to the criteria of case selection, we applied the criteria advised by Farquhar (2012). According to Farquhar (2012), cases selected should shed light on certain aspects of the research and their experiences can provide a variety of data. Thus, using Instagram as the primary platform for marketing and sales was one of the selection criteria. In this study, we chose sampling cases as small-to-medium-size (SMEs) jewelry businesses from Instagram and realized marketing success, especially in follower growth.

Furthermore, primary and secondary data were collected for this study. According to Eriksson and Kovalainen (2016), primary data are empirical data that the researchers collected themselves, whereas secondary data are pre-existing sources. Primary data for this study was gathered through

in-depth semi-structured interviews. Semi-structured interviews provide a more flexible approach to answering research questions (Eriksson & Kovalainen, 2016). Additionally, case studies of social media companies' content were utilized as secondary data for digital research.

3.2 Data Collection

Fig 7, shows the timeline of this research. Firstly, we chose to focus on topics related to marketing management and fashion retail products in general. Next based on our own personal use of social media we decided to focus on Instagram. As a result, we decided to focus our research on many different types of jewelry brand accounts and with different sizes of followers on Instagram. Therefore, we defined our research questions based on this scope. Furthermore, we searched and reviewed related theoretical frameworks and previous research. This also helped us design our data collection procedure.

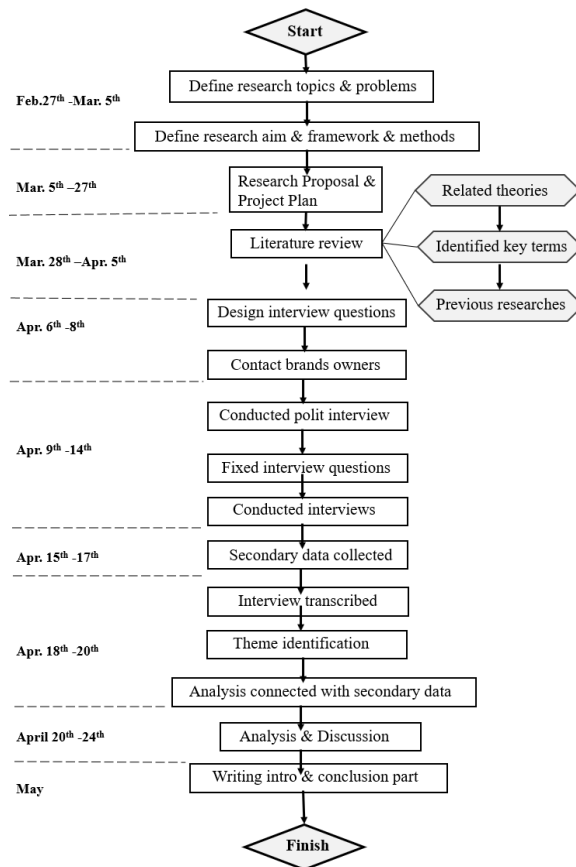


Fig.7 Research Procedure

A purposive sampling method was used to select 10 brand owners actively engaged in Instagram marketing, ensuring diversity in brand size and target audience. Therefore, we selected 1 brand with a macro number of followers (100,000 - 350,000 followers) as control subjects, and the other micro-level accounts as main subjects to generalize findings (with followers from 10,000 to 100,000 followers (Willey, 2024). Additionally, to find samples selected in this study there are 4 main criteria:

1. Small-to-medium-size scale jewelry business with international sales;
2. The business is no older than 5 years;
3. Businesses use Instagram as main their marketing channel;
4. They have had a growth in followers.

Based on these criteria we decided to narrow it down to the 10 Instagram accounts in the figure below. (Fig.8)

Username	Followers	Demographic		Engagement			Reach/ View of Reels
		Age	Gender	Rate	Likes	Comments	
@corvuxcornyx	77.4k	18-34	Female:84.6% Male: 15.3%	17.42%	13,2k	337	157.7k
@partsof4	348.1k	18-24 25-34	Female: 55.47% Males: 44.53%	0.08	283	3	2.0K
@Hippiehairbeads	44.9k	14-28	Female: 97% Male: 3%	4.38%	1.9K	36	0
@kiyo.studios	14.6k	18-24	Female: 30% Male:70%	4.38%	3.1k	142	2.1K
@Lola_tapioca_pearls	26.4k	25-35	Female: 99% Male:1%	27.98%	7.4k	14	2.9k
@lapetiteimperatriceie	12.1k	25-31	Female:99% Male:1%	2.66%	316	6	2.6k
@ghostplanter	224.4k	16-30	Female:95% Male: 5%	1.62%	3.6k	42	74.8k
@kiro.uk	14.3k	18-35	Female: 85% Male: 15%	36.75%	5.1k	126	56.0k
@blue.blue.driver	45.5k	(n.a)	(n.a)	4.88%	2.2k	34	13.2k
@victorianevermoreshop	7.3k	20-37	Female: 97% Male: 3%	1.2%	81	7	587

Fig. 8 Sample Business Instagram Accounts Information

Brands Presentation

@corvuscornyx

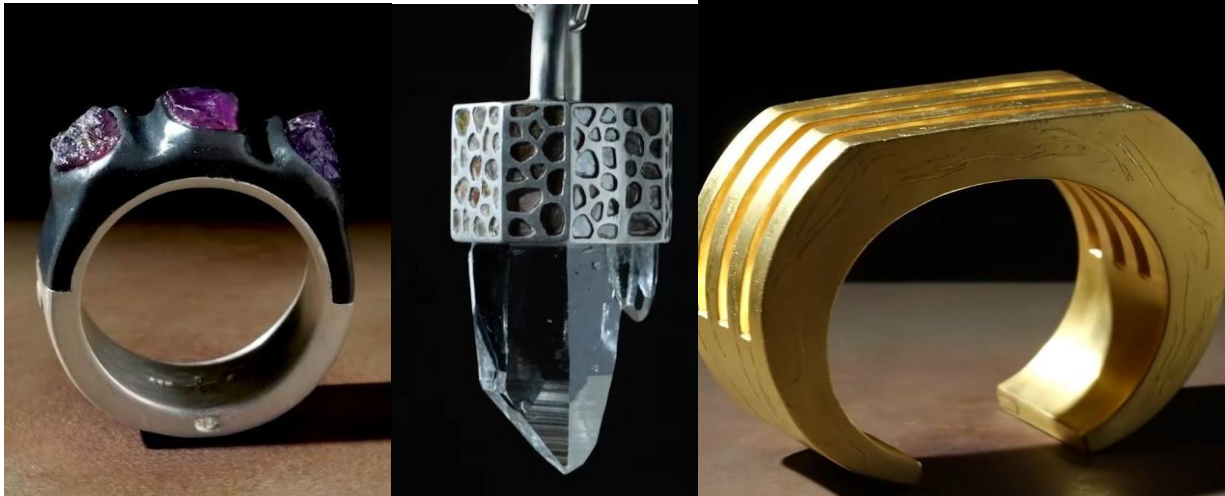
@corvuscornyx is a one-person company, based in Romania. The company has been active since 2019. During this time, it was able to build and grow a community on Instagram through the use of posts and reels. The jewelry is handmade with high-quality materials such as gold, silver, and brass, in addition to offering custom and unique designs. The style of jewelry can be described as fantasy or medieval fantasy.



(Products from @Corvuscornyx)

@partsof4

@partsof4 currently has 50 employees working for the company. It was established in 2012 in Paris. But they started using Instagram around 2018 which is mainly used as a means of advertising the products sold for the company. To get more people from Instagram to the website. The jewelry is a combination of geometrical and semi-precious stones.



(Products from @partsof4)

@Hippiehairbeads

@Hippiehairbeads is a one-person company, who is based in the United States. Her business has been running since April 2022. It has a wide range of products being sold from hair beads, all the way to the more traditional jewelry such as necklaces and earrings to more unique pieces such as waist beads and beaded bralettes. The jewelry is more focused on ethically sourced semi-precious stones.



(Products from @Hippiehairbeads)

@kiyo.studios

@kiyo.studios is a one-person company, based in the United States. However, it does make use of an external workforce by outsourcing the models for photoshoots to advertise its jewelry. Kiyo Studios was created in 2021. The jewelry sold by Kiyo Studios is a direct reference to anime which is a Japanese style of animated film, show, or comic. In addition to having high-quality materials such as stainless steel 18k gold plated and 925 sterling silver.



(Products from @Kiyo.Studios)

@lola_tapioca_pearls

@Lola_tapioca_pearls is a one-person company, based in France. The company was founded in July of 2021. The type of jewelry sold is mainly necklaces that fit the coquette style. All of the jewelry is handmade with high-quality materials such as Swarovski crystals.



(Products from @Lola_tapioca_pearls)

@Ghostplanter

@Ghostplanter is a three-person company based in Germany. The company started in January of 2022. The business is mainly focused on selling necklaces, with a wide variety of customizable options to fit the customer's interests. The jewelry type could be described as whimsical jewelry. However, part of the jewelry sold is custom work so it would be hard to assign it to a specific style.



(Products from @Ghostplanter)

@Kiro.uk

@Kiro.uk is a five-person company based in the United Kingdom. The company has been active since July 2020. The jewelry sold is designed around Egyptian culture and history, with high-quality materials such as Gold Vermeil, 18k Gold plated on stainless steel, and 925 sterling silver.



(Products from @Kiro.uk)

@LapetiteImperatricecie

@Lapetiteimperatricecie is owned and operated by one person and it is based in France. The company has been active since January 2022. Today the company was able to grow and increase its reach through the help of social media. The products sold are mainly necklaces and earrings, the jewelry is inspired by medieval historical women with high-quality materials from 18k Gold and semi-precious stones.



(Products from @LapetiteImperatricecie)

@Blue.blue.driver

@Blue.blue.driver is a one-person company that was started in 2023, based in the United States. The company specializes in engraving and decorating jewelry. The company sells necklaces, rings, and earrings in addition to making custom designs on a regular basis. Blue.Blue.driver only works with very high-end quality products such as 14k or 18k white, yellow, or rose gold. Which only adds to the quality of the jewelry.



(Products from @Blue.blue.driver)

@Victorianevermoreshop

@Victorianevermoreshop was started in 2021. It is a one-person company, based in the United Kingdom. The jewelry is inspired by historical kings and queens but also by fictional characters such as Daenerys from Game of Thrones. The materials used for the products are mainly stainless steel and brass.



(Products from @Victorianevermoreshop)

In addition to the previously provided data (Fig.8), here are some basic metrics of these Instagram accounts. For the followers, this ranges from around 9K -34K, which offers diverse views from small-to-medium-size enterprises (SMEs). Then for the demographic, these cover from around 16 to 34 years old in both male and female groups which also cover over 62% of users on Instagram according to data from Fig.9. Additionally, these brands' engagement and reach data are also shown here to highlight the direct non-business results of their business growth. In terms of

products, and materials the product range is quite similar, but the unique design styles are a key factor that helps them stand out. Moreover, most brands see Instagram as a platform to attract conversion to their official website or other e-commerce websites, for instance, Shopify or Etsy. In addition, the price ranges from affordable to luxury.

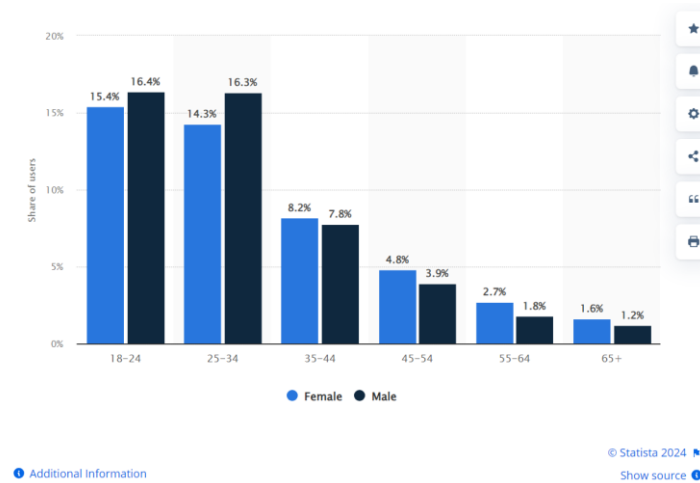


Fig.9 Instagram users age and gender (Dixon, 2024)

For this study, the data was gathered from two sources: pre-existing digital resources and semi-structured interviews. The process of gathering and verifying information from multiple sources is from Instagram. It includes their basic metrics, their image and video posts, their comments, and likes to show physical reliable evidence of marketing strategies interviewees mentioned. Additionally, 10 semi-structured interviews with 10 brand owners were conducted with 10 different case businesses to improve general adaptability.

As for semi-structured interviews, we created an interview guide with three topics and a brief introduction utilizing a theme-designed frame. The researcher first developed a list of inquiries, which were then categorized into three main areas: 1) Overview of business and Instagram usage; 2) Tools and experience of Instagram marketing; 3) Performance evaluations of Instagram marketing. These themes provided by Pavlova (2018) align with the study goals and objectives and were derived from this thesis's theoretical framework.

Then we conducted the first preparatory interview. Based on the interviewee's response, the questions we proposed were quite long and complex to understand. Thus, we rephrased our

questions. For example, we changed “*What metrics do you prioritize when measuring the success of marketing campaigns for jewelry brands, and how do you adjust strategies based on performance data? Examples?*” to “*How do you measure marketing campaign performance and how to adjust accordingly?*” Then semi-structured interviews including around 10 questions around 30 minutes were conducted online through Instagram calls and Google meetings to gather rich, in-depth insights into the marketing strategies employed by these brands on the platform. During the interview, the research topics and purpose were introduced first, the interviewees were informed that their answers would be recorded. The next step was following the interview guide (shown in the Appendix) to raise questions and according to their answer choose follow-up questions to get a deeper understanding and information.

3.3 Data Analysis

Thematic analysis was utilized to analyze the interview data, involving transcription and theme identification. Additionally, transcriptions were processed by an online transcript website. They are also shown in Appendix. Methodological rigor was ensured through techniques such as triangulation and prolonged engagement with the data. To further generate relevant thematic dimensions of hunger analysis habits from this transcription data, we first used word clouds to display thematic keywords for each interview content. Next, the keywords and most frequent words of these ten interview contents were synthesized to further generate relevant themes (Appendix 1). Based on these keywords from all of the interview transcriptions, we further analyzed common words among them (Fig. 10). Thus, these answers will be presented by three themes: **1) Content creation & scheduling; 2) Interactions with users; 3) Paid advertisement.** These also align with previous research discussed in literature review. Moreover, theoretical frameworks from social media marketing theory and branding literature guided the interpretation of findings. Firstly, the Porter's Five Forces model was used to analyze the overall level of competition in the current jewelry retail industry, whereby the position of these sample brands in the overall industry was further analyzed. Then according to the conceptual framework (Fig. 6), managerial perspective influence produced by these marketing tools practice (1) Content creation & scheduling; 2) Interactions with users; 3) Paid advertisement), were further analyzed by three main perspectives: 1) Brand Management; 2) Community Management; 3) Business Growth.

combination of interview data and secondary data. The portion of the data from the interviews provides insights into the practical experiences of these brand principals with Instagram marketing strategies and their insights into their effectiveness. The secondary data can show the objective performance of marketing practices from their accounts on Instagram. Combining the two ensures the authenticity of their shared experiences to the greatest extent possible. Moreover, we utilized more steps in two sections to ensure the reliability and validity of our research.

Reliability

Our first step to ensure reliability was to establish an interview guide that was used across all of the interviews. The guide provided us with a consistent set of questions to ask the different participants, but more importantly, it ensured that all questions were being covered and answered. Thus, ensuring that the same amount of information was collected after each interview. Additionally, the flexibility of the semi-structured interview allowed us to explore and ask follow-up questions if we felt that the participants' answers might have been too short or lacking in data. Furthermore, before proceeding with interviews we decided to conduct a post-interview to see if the questions were easy to understand. Then based on the answers that seemed relevant according to the literature previously reviewed in the literature review, we managed to prep and refine our questions with each other. After the transcriptions were finalized, we decided to do a word cloud map and see what words came back the most. In doing so we managed to establish a pattern across the interviews. Through it, it allowed us to see the data gathered from a more objective perspective hence making it more reliable.

Validity

In order to achieve the validity of our thesis we decided to start by focusing on the validity of the content. Initially, we went over the relevancy of our interview guide, to achieve this we looked up previous literature that conducted similar studies and interviews. In doing so we were able to ensure that our questions were relevant when seeking out data from the participants. Once the data was collected, we decided to connect it with theories and models that were previously established in our literature review. Hence, it provides us with the reassurance and confidence that the data collected was valid since it aligned with our previous research. In other words, it is by making use of triangulation that we were able to achieve the validity of our research. Furthermore, by

combining detailed recordings from the participants and the data collected we were able to see a recurring theme in the answers provided, thus further confirming the validity of the study. Furthermore, according to the way of improving the validity of our data and analysis stated by Adeoye-Olatunde and Olenik (2021), after we generated the conclusion of this study, we sent them back to interviewees to test whether it can present their experience and attitude towards Instagram marketing strategies practices.

3.5 Limitations

This study aims to highlight the different marketing strategies used by SMEs on Instagram. However, this study does face certain limitations. Firstly, we interviewed 10 different brands, which might result in a smaller sample size for data collection. Furthermore, the brands that were selected tend to have a more similar age demographic, as a result, these SMEs are more likely to result in using similar tactics, thus giving us the researchers limited knowledge of the marketing strategies used to attract a younger or older customer base. Additionally, some brands that were interviewed started their business 2 to 3 years ago, during the pandemic when most people were at home. This means that these brands were able to grow at a more rapid pace due to the increase of extensive use of social media around the world, hence heavily contributing to the growth of these companies and their marketing strategies. Therefore, it is important to highlight this variable as a contributing factor to the growth of these companies. Secondly, the nature of the jewelry industry, mainly being targeted toward women, prevented us from acquiring more extensive data on jewelry targeted toward men. Finally, due to the nature of our data collection, we are limited to the data provided by the companies interviewed. Thus exposing ourselves to the previously mentioned “social desirability” bias that brands may have.

3.5 Ethical Considerations

Ethical considerations are extremely important, especially in regard to the people who have offered to participate in providing data for the thesis. Therefore, “it is important to adhere to ethical principles in order to protect the dignity, rights and welfare of research participants.” (World Health Organization, 2022). In order to achieve this, we ensured to provide the participant with consent forms and measures to maintain confidentiality. We made sure that the participation of

our interviewees was entirely voluntary and that they were able to withdraw at any point of the interview with no explanation needed. Additionally, they were all informed that we would make use of audio recordings for further use outside of the interviews. In order to further protect our participant confidentiality, we decided to keep their name confidential and rather focus on their brand name to represent them.

3.6 Chapter Summary

This study is designed by qualitative research through the use of extensive case-studies methods to research marketing strategies applied by small-to-medium-size (SMEs) businesses on Instagram in the jewelry retail sector. Based on follower growth as an indicator of business growth and Instagram as the main marketplace platform and other criteria, there were 10 sampling brands selected. They cover the main age and gender user groups. In addition, the data collected from 10 semi-structured interviews with these brand owners as primary data. The interview process collected data regarding business overview, marketing tools, and performance evaluation. While secondary data from their Instagram account posts was also taken into consideration. Thus providing a support interview answer as well.

As for the data analysis, thematic analysis will be applied. Data from interviews were analyzed in 3 categories: 1) content creation; 2) interactions with users; and 3) paid advertisements to show their marketing practice on Instagram. Furthermore, the influence of these practices on brand management, community engagement, and business growth will also discuss the connection by conceptual model.

To ensure the reliability of this research, post-interviews and interview guides contribute to the relevance between their answers and the research purpose. To ensure the validity of this research, interview guides aligned with previous studies to contain essential topics on Instagram marketing. Furthermore, the perspectives of data interpretation have also been proven in previous studies and theoretical models. While with the main limitations of sample choices including number and diversity, this research still has space to be improved. Moreover, consent forms and fundamental information are provided to interviewees, and also their privacy including names and audio data is protected.

4. Empirical Data & Analysis

4.1 Jewelry Retail Industry Analysis & Brands Positions

The retail jewelry industry faces significant challenges due to high barriers to entry, bargaining power dynamics with suppliers and buyers, and threats from substitutes. However, the industry's attractiveness remains relatively high due to steady consumer demand for luxury goods and the emotional value associated with jewelry. Success in this industry relies on effective branding, differentiation, and management of supplier relationships to navigate competitive pressures (Fig.11).

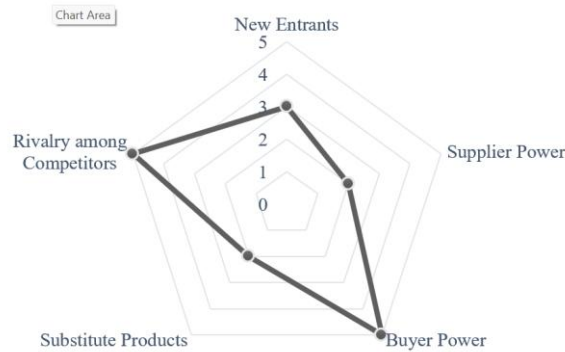


Fig.11 Five-force analysis of jewelry retail industry

4.2 Instagram Marketing Strategy Practice & Impact on Business Growth

Connecting interview data and conceptual framework, there are three main strategies they applied during their brand development. Each of them can directly or indirectly affect business growth. All of these influences also contribute to realizing different steps in the AIDA model (Fig.6). Creating awareness and interest in the product and the brand overall is the primary goal of the first stage, known as brand management. This entails using techniques like content production, eye-catching articles, and captivating narratives to draw in new clients and enhance the perception of your company. The “desire to buy” phase is dealt with in the second phase, which is community building and management. Here, marketers use community management techniques such as direct interaction through comments and likes, podcast channels, and interactive tales. By engaging in these activities, the target audience feels more connected to the brand and is more likely to make a purchase. Ultimately, the Purchase Action stage and the Business Growth stage line up. By

maintaining a strong community and effectively managing engagement, brands can convert interested followers into actual customers, driving sales and business growth. This integrated approach ensures a seamless transition from engaging prospects to encouraging them to take action and complete a purchase.

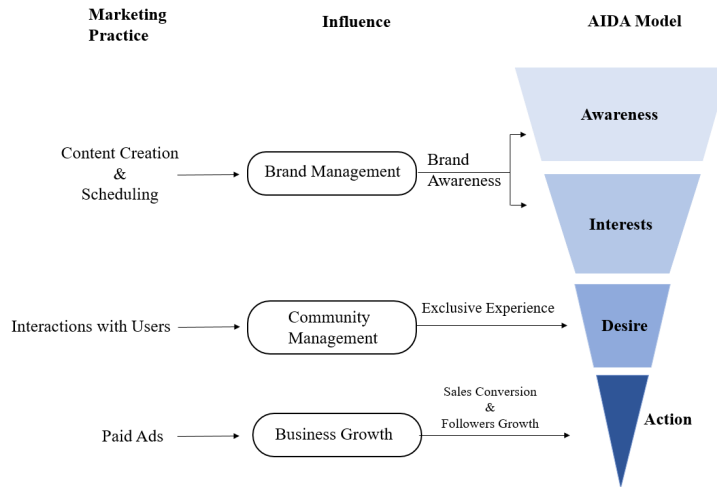


Fig. 6 Conceptual model in this research

4.3 Brand Management Driven by Content Scheduling & Creation

Effective content creation and scheduling is the first crucial strategy for all the brands we interviewed. As it significantly contributes to developing brand management, particularly in enhancing brand awareness. In addition to the marketing stages, content has been shown to help these brands reach their target audience and raise awareness for their brand as a whole, and keep a continuous interest in their products.

It involves different factors that are all as important as the next. The first step is storytelling, this step is the most essential since it will define how the brand is perceived and as a result how it is received by prospective customers, and followers. Storytelling is a valuable tool that helps customers connect with the product on a more emotional level, whether it is through anger, joy, sadness, or empathy it will help



the audience resonate with it. This theme comes up across different brands that were able to interview. Among them, @kiro.uk decided to highlight the fact that the British Museum still had Egyptian artifacts that were in the British Museum. As a result, the brand managed to evoke anger, and sadness within its audience. Thus, making it a very successful marketing campaign. Similarly, @lapetiteimperatricecie provides a storytelling narrative by putting in place elements that revolve around her historically inspired jewelry. Thus, creating a feeling of nostalgia for that historical time among the brands' followers. However, this storytelling can be used as a tool to highlight the brand journey itself. @kiyo.studios does a good job of providing insight into the different steps that it took for the business to start from the first orders to today. In doing so this allows for recently acquired followers to still be part of the process even if they weren't there from the beginning. Thus, creating a feeling of unity and connection with the brand. Similarly, the brand @corvuscornyx uses storytelling to show the process of jewelry making, hence providing the viewer with a feeling that every piece is as unique and as special as the other ones. The possibility to encapsulate a storyline through the use of reels and posts is what makes followers want to be part of the process to feel unique as a result. Particularly through the use of reels where brands had a common consensus that it drove people to their pages. However, is it through these processes that promote the products as exclusive and only these brands can provide the customer with it.

Therefore, it becomes crucial for these brands to maintain and reinforce the narrative that they created to keep followers interested from a long-term perspective. To do that it becomes essential for these brands to frequently post on their Instagram. This is reinforced by all of the brands that we were able to interview since they all insisted that posting regularly was important to gain more followers and their attention. However, it is shown that if they post too frequently, more than 3-5 times a week, Instagram would perceive these brands as fake accounts or robot accounts. This resulted in the platform lowering the exposure rate of these brands thus it has a negative impact on follower growth. However, these brands can work around challenges, by not over-posting and choosing to use other means of interacting with their followers. These involve taking surveys and polls on new products being produced or about to be used as a means to keep up the interaction with their customers, and having a clearer understanding of what they might want to see or purchase. For instance, @hippiehairbeads does a great job at that by having these polls in her story

highlights which gives followers the possibility to interact and contribute to grow the brand actively into something they like. Thus, making the creation process more interactive overall.

Based on the empirical data, it is proved that storytelling and posting content on Instagram profiles are the main tools for branding different jewelry brands. Through this, they can start to raise **awareness and interest** as seen in the first two stages in the AIDA model shown in Fig.6. Thus offering a more unique storytelling to the user's Instagram. Furthermore, users would have an easier time identifying the brand, and linking the brand to the brand name, logo, or symbol (Keller, 2003). This kind of awareness can help them to win brand name identity and link it to the right product class among the consumers. Also for the new brand, it is said to require both of the tasks (Aaker, 1996). For instance, when users think about the products of masculine-style rings, they would link it with @partsof4.

To reach this, multimedia content helps create engagement in multiple senses to get users' attention. One of the most notable uses of *reels* is the use of short videos, which help show jewelry products in motion and make them more authentic. In terms of content creation, displaying the exterior image of the product and showing the process of making the product can also make the brand image more authentic. Some brands also implant soft cultural content for example: in @lola_tapioca_pearls' case, the jewelry sold is heavily inspired by French rococo art. This style is heavily accentuated in the content creation through story posts, which can make the brand image three-dimensional. Consistency is also one of the key tools they use to get more attention, with three to five posts in a week being considered the right frequency to keep a brand active on social media. By implementing content scheduling and content creation brands can keep their users more engaged with their brands.

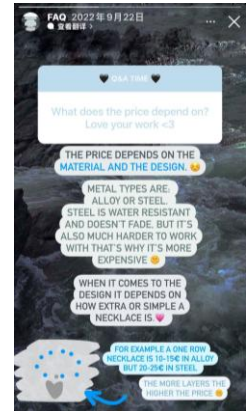
4.4 Community Management Driven by Interactions with Other Users

All of these brands applied community management strategies via interactions with users on Instagram to provide exclusive experiences and deepen connections with them. Among these management strategies used by brands, 4 main strategies stand out the most to improve user

engagement: 1) podcast channel; 2) interactive 24h story and story highlights; 3) interacting by likes and comments; 4) giveaways. Through the use of these strategies, these brands can deepen their previous interest in the product to meet their needs.

Firstly, @ghostplanter makes use of a *podcast channel* shown on its profile where there are over 5000 users from their followers. The followers can vote for new product ideas or designs, in addition, the host has the possibility to share daily life. Through this channel, potential customers from followers can be narrowed down. Therefore, the designer can get a better idea of the target customers' needs and interests more easily. As a result, the business will be able to handle production more effectively due to the constant feedback received through these posts. Moreover, by sharing daily-life moments it can help build more personal connections between the followers and the brand.

Another way for the brand to get to know their target customers is by making use of a *24h story*. The 24h story offers a more short-term interaction with followers. Furthermore, the nature of the 24h story, means that the content posted is limited to time, hence encouraging followers to regularly go Instagram, in order to be able to interact with the brand. Most brands offer different formats of 24h stories such as FAQ (Frequently Asking Questions) including price, payment, and shipment information on their story highlights as shown right. When the brands launch new arrivals or promotions within a limited time, 24h stories can show this limited offer to followers more quickly than image posts or reels. Because it will be shown on the top of the entry page of Instagram with a more salient position. Additionally, in @partsof4's case, they usually post their 24h story as a mix of designer personal life and production process shown here:



“So it's good to have the balance between the very commercial image and completely free designer world...So we show the products, the process, but we can show many things, architecture, because we're in architecture, we're in the design of furniture...Basically, it's the life of X (designer), which is the designer, the Instagram. So it's a mix of the result, which is a product, and the life of X (designer).” (Appendix-3, page 83-84)

In this way, these brands are no more than a business but also a “friend” that can share their life with users. Similar examples are also shown in @lola_tapioca_pearls’ case, where it is highlighted that remaining as genuine as possible is the main strategy.

“And I use it mainly to show what I do. A bit of my life, too, in Paris.

Because for foreigners, it's kind of a window into Paris lifestyle and stuff...But I try to be informative and be honest. I don't really touch myself or my designs. I try to make it as realistic as possible.” (Appendix-3, page 104)

There are also brands that make use of stories to show reviews from customers. As a result, these brands offer more authentic feedback from current customers, thus also engaging potential customers in the brand and contributing to a sense of connection. In doing so the brand also has more chances of gaining more customers that may be hesitant about purchasing. Furthermore, the story can also be a good tool to conduct voting sessions to get to know their needs.

Likes or comments in their posts and reels are also important. According to @kiyo.studio, such engagement offers them the possibility to answer questions from followers but also bond connections with them.



Some of these brands, more specifically @kiyo.studios and @hippiehairbraid, offer **giveaways** which usually need followers to comment on their posts and tag their friends. Thus, this is also an effective way to expand influence by person-to-person.

The next stage in the marketing funnel is from the "awareness and interests" to the "desire" stage. During this stage building an active community and boosting potential customers' engagement would help brands provide unique experiences. More specifically when it comes to the communities behind these brands where it is a group of people who share the same interest in a particular brand or product (Casaló, Favián & Guinalú 2008). Thus, brands can focus on a narrow scope of potential customers from massive followers and then improve conversion rate. Interacting with them offers a more exclusive experience that promotes repeat business and loyalty. By

ensuring that the businesses can more effectively cater to the wants of their most interested clients, this method eventually improves marketing efficacy and propels business expansion.

4.5 Business Growth Driven by Paid Advertisements & Other Collaborations

Instagram has the particularity to provide business accounts with paid advertisements. These business accounts can explore more possibilities to make use of Instagram advertisements. These advertisements allow brands, companies, or upcoming businesses from all industries to expand their reach to new followers. Instagram offers 8 different layouts from photos, to videos to interactive advertisements. Through this variety of layouts, it gives brands the possibility to find the format that is the most compatible with their brand. Among them, @partsof4 makes use of advertisements to drive more people to their website since they believe that is the most efficient way to get customers to purchase from Instagram to the E-commerce website directly. Furthermore, by making use of these advertisements the brand can build a brand image and show authenticity overall. Additionally, Instagram allows businesses to personalize preferences of the demographic and online behaviors of the target audience they hope to reach, by adjusting the budget and time range. Thus it offers more opportunities for small-to-medium-size enterprises (SMEs) to increase their reach. However, paid advertisements do not always guarantee improvement of website traffic. According to @kiro.uk, they found that collaborating with influencers brought more people than paid advertisements. Even if collaboration with influencers leads to positive results for both parties involved, this is not always necessarily the case. According to @hippiehairbeads and @lola_tapioca_pearls, influencers were willing to collaborate at first but then did not always fulfill their end of the deal which led to a negative outcome overall. More specifically, @lola_tapioca_pearls shared products would be damaged during shipment, then it could lead to direct cost loss for them. However, @kiyo.studios had a different approach to these collaborations where an affiliate program is available on their website. This affiliate program consists in allowing individuals to sell their jewelry in exchange for a commission. By proposing an affiliate program @kiyo.studio can extend their reach to people who are within the same niche market. However,

the need to extend the reach of their followers is crucial since a larger follower count does not always guarantee that they will be able to afford the price range proposed by the brands altogether.

Purchasing actions are viewed as the final stages of the above marketing strategies of these 10 brands. This conversion is directly related to business growth and also follower growth. Paid advertisements including regular post advertisements and sales promotions advertisements seem a more effective way than other ways of collaboration to change potential customers' "desire" to "action". In this research specifically, follower growth can be one of the indicators of business growth evaluation. The reason for this is purchasing intention can be impacted by followers' quantity (Tamara, Rafly & Mersi, 2021).



4.6 Chapter Summary

This chapter presents the interview data and the specific marketing strategies used by these small-to-medium-size jewelry enterprises (SMEs) on Instagram and explores their impact on brand management, community management, and the growth dimension of the business. It further incorporates the analysis of marketing activities on sales conversion steps in the AIDA model.

First and foremost, these brands create engaging multimedia content and publish it regularly to generate overall awareness and sustained interest in their products and brands among a wide range of users. Through this strategy, the unique story of the brand revealed behind the content helps to build an emotional connection with users and brand management. Secondly, technologies such as podcast channels, interactive stories, and giveaways promote engagement and provide a sense of exclusivity. By managing to convert large-scale followers into a focused community of potential customers, brands can deepen their connection with them and further convert interest into desire. Finally, some of these brands have leveraged Instagram's diverse range of paid advertisements to expand brand exposure and drive direct consumer conversions.

These strategies' application and impact fit within the AIDA model's phases, which go from increasing awareness to encouraging action and, in the end, generating more business and followers. An increasing number of followers also can be interpreted as one aspect of business growth on Instagram. So, it's evident that these sampling brands gain business growth by implementing engagement and conversion methods.

5. Discussion

5.1 Key Takeaways for SMEs Jewelry Business

After analyzing how Instagram is a useful marketing tool one question remains, “has Instagram helped grow these businesses?”. According to the interviewed businesses, there was a general agreement that it had. Based on the general agreement of the brands interviewed, Instagram is a useful marketing tool to grow their business, we analyzed how this growth was realized by diverse strategies. Due to the fact that Instagram provides a direct link to their e-commerce platform. Thus, heavily contributing and facilitating the transition from followers to potential customers. Furthermore, Instagram’s particularity of being able to post pictures and videos helps these businesses show the jewelry in different media forms. It also can be shown in a more interactive and fun way. Thus, building trust with the viewers that the jewelry shown on Instagram is the same as they are in real life. Hence only contributes to the growth of the business with the addition of being able to add quick links on posts to immediately drive them to the website thus passing the need to even click or explore the profile. Additionally, as previously mentioned, businesses can easily build and manage online communities on Instagram, through direct interactions between followers and brands. This ease is what helps these brands grow and nurture a relationship with their already prospective customers. Thus, aiding the brand to retain more customers in the long run and positively impacting the business.

Complementary Role of TikTok: However, despite Instagram, some of these brands suggested that Instagram alone was not sufficient to grow their brand. And it is usually combined with other social media, particularly TikTok. This hybrid approach was crucial when it came to the actual accumulation of followers. This is due to TikTok having a very different way of working compared to Instagram. It offers the same amount of visibility to any account. In other words, the level of exposure on TikTok is not influenced by follower numbers. Thus, this may be easier for small-to-medium-size enterprises (SMEs), especially with a younger target customer. Furthermore, it is important to highlight that TikTok does offer similar business advantages to Instagram such as a direct link to e-commerce platforms and other platforms. However, there is still a clear difference between these platforms, Instagram offers a more business-like outline of the brand, while TikTok offers more entertainment and interactive content with short videos. Thus, making it essential for

these brands to advertise with the use of both platforms for a more fruitful outcome. In other words, making use of TikTok to break into the jewelry market and get brands to be known is a crucial step. Especially from a small-to-medium-size jewelry enterprises (SMEs) perspective, improving recognition and building a community are necessary steps to realize brand growth by using Instagram.

Key Instagram Strategies for Jewelry Businesses: Based on the data gathered from these 10 brands, Instagram accounts performance, and interviews, there are 3 main common strategies:

1. **Content strategies** to build and express brand image;
2. **Community-building strategies** to boost user engagement and experience;
3. **Paid advertisements** to improve sales conversion.

Content Strategy: In order to differentiate themselves from competitors with a recognizable brand image and attract the target audience, these brands create visually attractive multimedia content which includes: pictures, videos, and video montages usually accompanied by some sort of music or audio recording. This advertisement technique highlights their brand and products. It can be seen as a key strategy for marketing activities on Instagram. Moreover, they also show the production process to add and enhance the value of their products. Additionally, to better encapsulate their products, brands tend to provide some short text information on product stories, and materials information with the addition of interactive questions that are usually related to hashtags. When applying this, staying authentic matters, because it makes the brand more genuine. In terms of content creation, it is shown that reels play more significant roles. In other words, people tend to be more attracted to visual information, thus, one of the major benefits of sharing reels on Instagram is that, because of its distinctive algorithm, which distributes content to audiences' newsfeeds regardless of whether a person is a follower, it can expose items to an even wider audience. Especially, when reels with interactive texts, like, 'Don't Wait' and also with their websites or products link, it not only will attract views, and even engagement, but also can improve their website visit. Besides showing products, they also made efforts to build personal IP by showing art inspirations to differentiate with others. Through this, it can first make followers recognize their artistic identity, which further converts them into clients. Moreover, according to these brands (Sisova, 2023). Additionally, experience and consistency of content release is also

taken into consideration. The frequency with which content is published affects the rise of natural traffic and the perception of brand authenticity by their target audience. This strategy influences brand perception and can lead to increased brand awareness, trust, and loyalty among followers. It helps brands stand out in a crowded digital landscape and fosters a deeper connection with their audience.

Community Building: Secondly, in order to strengthen the connection with their target customers and enhance the user experience, to further nurture customers' sense of belonging and loyalty, these brands utilize community-building strategies. They actively engage with their audience by responding to comments, messages, and mentions to answer their questions. Additionally, the use of a communication channel is also one of many through which brands can interact with their target audience. Through these business owners can conduct surveys, asking for feedback on a new product, asking for potential requests that customers may have. Additionally, these communication channels offer the possibility for business owners to share more personalized content, in turn contributing to a more intimate relationship between the brand and the customer. Furthermore, certain brands might be more inclined to offer giveaways. These giveaways consist of encouraging followers to interact like, comment, and share the products with others. By conducting these giveaways every so often brands are able to extend their reach and gain in following as a result of it. Another way of achieving that is by collaborating with other Instagram accounts whose target audience is similar and has a similar interest in the content being released. Through this inter-business collaboration on Instagram, brands are more likely to gain new followers. Making use of this inter-business collaboration provides an active way of follower engagement, thus having a higher chance of gaining new customers for the business.

Paid Advertisements: Thirdly, in order to expand a brand's reach beyond organic methods of attracting traffic, increasing traffic to a website or specific product page and ultimately increasing sales. As a result, brands incorporate the use of Instagram's paid advertising strategies.

They reach specific groups of people based on interest, behavior, or location, and in turn, set the budget for the placement as well as the market. They can use features such as rotating advertisements, story advertisements, or promoted posts to showcase products or services. Barker

(2023) reported that the Click Through Rate (CTR) for paid advertisements on Instagram ranges between 0.22% and 0.88%. Meanwhile, Stories advertisements have a CTR between 0.33% and 0.54%. Thus, it can be an effective way to improve direct conversion. Especially for brands with small-to-medium-sized followers. Brands having up to 100k followers did see higher-than-average conversions compared to last year (1.1% vs. 0.3%). In addition, those with fewer than 10k followers still boast the highest conversion rate (1.3%), but not as much of a lead as last year (2.6%). However, it also has challenges for some small brand accounts. On one hand, analyzing for conversion results and further budgeting inputs requires skills in data process and analysis. On the other hand, it also requires ongoing cost consumption. Overall, it allows brands to measure and optimize campaigns for maximum conversion, thus leveraging Instagram's visual appeal and user engagement to drive tangible business results.

5.2 Challenges & Considerations

Whether these businesses use Instagram, the focus of this article's research, or, the new idea learned in the interview above - a mix of different social platforms. They both pose some challenges to these small-to-medium-size jewelry enterprises (SMEs).

Content Creation: Brands need to ensure to release content regularly in addition to a variety of content to keep the viewer engaged and eager to learn more about the product. The quality of the content should be creative and eye-catching, since it will reflect the quality and the details of the product that is being advertised, hence requiring a bigger financial investment from the brands into lighting and good photography equipment. Furthermore, a storyline helps build and contribute to a brand image to make the viewer feel a connection to the brand. Additionally, it is essential for these brands to maintain a certain level of engagement with their audiences, or otherwise, the brand and product will face the challenge of remaining relevant to its audience and target customers, it is also highlighted by @lapetiteimperatrice.

Platform Algorithm : Another consideration that should be highlighted is understanding the platform's algorithm. As previously mentioned, Instagram or TikTok will provide new business exposure, but this does not guarantee they always help the business hit its mark. Therefore, it is

very important for SMEs businesses in jewelry to understand precisely how each platform's algorithm works to get as much exposure by big data calculation and then allocate time and effort to analyzing the data provided by these platforms. This will help these SMEs reach their target audiences more efficiently. This step becomes even more important as a brand decides to transition to Instagram in order to build and create a community around its products.

Feedback & Criticism : Finally, the most important challenge is handling feedback and criticism. Due to the closeness that Instagram offers to businesses. Owners are much more likely to be exposed to all comments in regard to their brand. However, this does not always guarantee a positive response from its audience. It is therefore crucial for businesses to understand how to navigate this closeness all while remaining professional about the product and the content being released.

5.3 Chapter Summary

The discussion chapter delves into the effectiveness of Instagram as a marketing tool for SMEs in the jewelry business. Through it, we highlight how Instagram directly contributes to these SME's business growth by providing the necessary platforms for them to grow and expand. These platforms offer SMEs the opportunity to have direct communication with their followers and potential customers. It also provides these businesses with the opportunity to build and create a strong brand image by releasing content such as videos or photos of the product, but also of the brand itself. Additionally, Instagram offers these businesses the opportunity to link their website to their account to encourage future purchases from taking place. Furthermore, this chapter explored some key Instagram strategies that are used to help foster a community around the brand.

The chapter further highlights the importance of making use of a “hybrid approach”, which consists in making use of both TikTok and Instagram in order to achieve more visibility. The idea of the hybrid approach is heavily emphasized by the interviewed businesses. While TikTok provides businesses with the opportunity to get recognition and build a following, Instagram cements and deepens that relationship between the brand and the followers. Hence making TikTok the perfect tool to extend the reach of SMEs jewelry businesses.

The chapter ends by providing a list of challenges and considerations that SMEs in the jewelry business might face as a result of the use of these social media platforms such as having to constantly release high-quality content, understanding platform algorithms, and handling feedback and criticism.

6. Conclusion

This section answers the research questions and key findings of this study. It also will show the body knowledge and practical implications of these findings. Based on these, it will provide clues and directions for future research within the same scope.

- **Main research question: How do digital marketing strategies on Instagram contribute to business growth from jewelry small-to-medium-size (SMEs) enterprise perspective?**

From a jewelry small-to-medium-size (SMEs) business perspective, brand management, community management, and paid advertisements are effective strategies to boost business growth.

Firstly, in regards to **brand management**, these businesses focus on building and improving their brand awareness. Jewelry SMEs use storytelling to create an emotional connection with their audience and demonstrate the uniqueness of their product and brand narrative. This deepens brand awareness and image. By doing so, brands engaging in multimedia content creation and arrangement play an important role in expanding brand awareness and cultivating customer interest. For example, brands such as @Kiro. uk shares the unique cultural qualities behind its products, allowing fans to feel the cultural value of the product beyond the material itself, thus increasing brand awareness. As far as the frequency of content posting is concerned, regular posts ensure that the brand stays visible and active, thereby continuing to attract attention and followers.

Secondly, when it comes to **community management**, building and managing a community on Instagram helps to strengthen the connection with your target audience and provide them with an exclusive experience. In addition, it also helps these and also businesses to focus on the needs of a more granular target group of customers from a large number of followers. By engaging with the audience through interactive stories, direct messages, etc. For example, @ghostplanter's podcast channel and interactive stories create a deeper, more personal connection with fans beyond the buyer/seller relationship, making

them feel valued and part of the community. This can meet their needs more directly to boost interest into a deeper desire to purchase.

Thirdly, small-to-medium-sized jewelry enterprises make use of Instagram's targeted **paid advertising** features, as a result, firms can reach a broader audience that could be interested in their offerings. Paid advertisements are also thought to increase website traffic, which in turn increases direct sales conversions. Brands like @partsof4 used paid advertising in this study to increase the success of direct sales conversions. Even if the strategy's budget and expert data analysis were mentioned as obstacles, its efficacy cannot be discounted.

- **Sub-Research Question 1: In what ways do Jewelry SME's on Instagram manage the impact of content creation strategies?**

Storytelling & Brand Awareness: These businesses use storytelling to connect deeply on a psychological and emotional level with their audience, in addition to sharing information about their merchandise on Instagram. For instance, @lapetiteimperatrice aims to stimulate aesthetic empathy and curiosity in its followers by fusing historical or art-related information with the content of its goods presentations. This strategy is also said to be essential for making a name for yourself in the retail jewelry market.

Use of Reels to Showcase Dynamic Products: Reels, a short video feature on Instagram, demonstrates the authenticity of jewelry and, by incorporating music, facilitates the awakening of multiple senses in the audience thereby making the product more appealing. In addition, this feature is also considered to be more comprehensive in terms of showing product details, as well as being more favorable to gaining exposure.

Present Behind-the-Scenes Material: Under the topic of content showcasing, it was thought that demonstrating the manufacturing process and the sources of inspiration for a product's design would emphasize its workmanship and raise the audience's estimation of its worth. Furthermore, since the majority of the sample brands' merchandise is handmade, these genuine displays contribute to the development of confidence.

Consistent Posting Schedule: These firms have found that posting on a regular basis helps to increase the account's weight and consistently draw attention. To draw in a larger audience, this further illustrates the legitimacy of the account. For instance, according to @kiyo.studios, posting three to five times a week is the ideal frequency.

- **Sub-Research Question 2: In what ways do Jewelry SME's on Instagram manage the impact of community management strategies?**

Direct interaction with followers: Jewelry SMEs interact with their followers through direct comments, direct messages, and likes to establish a connection in the first place. This also helps in making the audience feel valued. This in turn helps to lay the foundation for building an online community.

Organize Giveaways: Among these sampling companies, brands like @kiyo.studios and @hippiehairbraid are examples of companies that host giveaways from time to time. This is mainly done through fans posting relevant comments and tagging their friends. This boosts engagement with the content and can expand the account's reach through the word-of-mouth effect. This expands the fan base for the online community and boosts their positive sentiment towards the brand's interactions.

Collect & Display User-Generated Content through 24h-Story: In the experience of these brands, the 24h story feature provides an avenue for the brand account to display real graphic reviews from users. They enhance the authenticity of the product as well as the brand on the virtual web platform by reposting user-generated content themselves. It also gives users the feeling of being valued and the sense of belonging and loyalty that comes with being part of a brand's online community.

Engagement on Podcast Channels: In addition, podcast channels are one of the most important ways to create and interact directly with users. Here, companies can, on the one hand, target a precise range of users and, on the other hand, post interactive polls in order to obtain a more precise picture of their needs and interests. This allows them to plan their production accordingly. At the same time, it makes them feel that their opinions are valued,

which in turn encourages them to buy. In addition, it is a great medium to strengthen the personal connection between brand owners and their followers, as they can post content related to their daily lives to enhance the sense of authenticity and personal connection with their followers.

To sum up, despite the above summary of these small-to-medium-sized business Instagram marketing strategy practices, these practices have also been identified as having a common link to the marketing model - the AIDA (**A**wareness, **I**nterest, **D**esire, and **A**ction) model. Unique storytelling through active and regular multimedia content can help build initial awareness and interest in a brand and its products among potential customers. Focusing on engagement with prospects and multi-channel community management deepens the direct and emotional connection and gives them a sense of belonging, which further increases aspirations. Finally, the use of Instagram's targeted paid ads helps these brands reach more precisely targeted users at a faster rate compared with just attracting followers, leading to direct sales conversions.

6.1 Implications

Contribution for Body of Knowledge

Similarly, the main findings of this study have shown the effectiveness of the AIDA (Awareness, Interest, Desire, and Action) model applications in the social media marketing context. Capturing attention on a predominantly visually-driven social platform like Instagram and sustaining the continued interest of potential users emphasizes the importance of content distribution. In terms of content format, quality as well as content-rich images or videos presented in a format that aligns with the brand's style are more conducive to highlighting. Transforming this interest into desire emphasizes the power of personalization. The personalized user experience is enhanced by the creation and maintenance of online communities. Further stimulating direct consumer conversions, the study found that features through paid advertising can help directly motivate users to take action.

These implications suggest that these SMEs can refer to the framework of this model to strategically implement Instagram, where businesses can enhance user engagement, drive conversions, and ultimately achieve better marketing outcomes.

Practical Implications

Moreover, findings from this study provide valuable insights for marketers seeking to refine their social media strategies and highlight the need to continually adapt to the ever-changing digital landscape. A multimedia content strategy is critical to shaping and communicating a brand's image, requiring brands to produce high-quality, visually appealing content that tells a unique brand story in line with their values. Second, a community-building strategy is critical to driving engagement and enhancing the customer experience, including encouraging user-generated content, direct interaction through live sessions and interactive polls, and creating brand-specific hashtags to foster a sense of community. Finally, further screening to refine targeting and optimize paid advertising can be effective in driving up direct sales. Brands can also maximize ROI by continually monitoring data on the effectiveness of their advertising campaigns.

6.2 Recommendations for Future Research

Because the research has limitations mentioned above, there are still other areas that could be explored. In addition to the fact that this very topic is filling an already present literature gap. Thus, here are more possibilities to conduct future research on the topic:

1. Explore how TikTok contributes to jewelry business growth of SMEs

In our thesis, we put forward the fact that for SMEs jewelry business to grow it is essential for them to make use of a combination of both TikTok and Instagram. Therefore, we recommend that for future research it would be meaningful to do more in-depth research on how TikTok contributes to SMEs jewelry business exposure. Doing it would hopefully explore other aspects of how jewelry businesses take full advantage of TikTok in long and short-term aspects.

2. Explore a wider range of demographic of customers and how it affects those SMEs

Another aspect that we deem important for future research is to explore how different demographics respond to social media and digital marketing and how it affects SMEs jewelry. This would raise a particularly interesting question since some people over the age of 40 might not be as receptive to social media marketing as they might not be as aware of the benefits that come with it. Thus, forcing the jewelry business whose target is this particular demographic to find another way to reach them.

3. Explore if there is a way of more efficiently targeting to reach the audience

The final recommendation that we suggest for future research taking place would be: to explore if there are more efficient ways to reach the target audience. In our research, we showed that through the use of advertisements on Instagram businesses could expand the reach of their content. However, that does not mean that the content will always reach the target audience. In other words, extending the reach does not guarantee interest from people. Therefore, it would be recommended to explore how SMEs jewelry businesses can reach their target audience more effectively.

To conclude this research highlights how through the development of digital marketing on social media platforms. SMEs are able to develop and grow with fewer resources than they could previously.

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Appendix 2-Interview Guide

1. Introduction

- Introducing thesis purpose and research questions.
- Briefing how their answers value this study and offering an overview of interview questions themes.
- Introducing ethical considerations and signing consent forms.

2. Business Overview and Purposes of using Instagram

- 1) How long ago did you start with these brands?
- 2) What makes you want to start this company and especially jewelry (motivations/visions)?
- 3) How many people work with you?
- 4) Why instagram? Compared with other platforms?
- 5) Has instagram helped you grow your business?

Possible answer options:

- to increase brand awareness, to tell about the business
- to show the services and product range
- to build reputation and authority
- to humanize a brand and communicate with customers on a more personal level
- to form relationships and to build loyal customer base
- to grow a community
- to provide customer service, customer support and after-sales services
- to boost engagement rates
- to make competitor analysis
- to get inspired by competitors and/or other accounts
- to use target advertising
- to drive traffic to company's website
- to announce company and industry news, offer promotions and discounts
- to increase sales
- anything else?

3. Approach to Instagram marketing and business promotion on Instagram

6) Can you generally describe your Instagram marketing strategies? Like building an engaging online presence and community around your brand.

7) How would you differentiate with other jewelry brands on Instagram to attract customers? What kinds of people are your target audience? (How do identify them)

8) Content creation & Storytelling (two options):

- Can you discuss the role of visual storytelling like reels and branding in the marketing efforts?
- How do you express your brand's style and visions to your audience?

9) Do you have any actions focused on Instagram ads? If so, how do you usually control its cost?

10) Did you collaborate with any other influences or brands?

Two options with following questions:

- If so how you select them
- How do you collaborate with them?

4. Evaluations of Instagram Marketing Effectiveness

11) How are you measuring the success of marketing campaigns for yourself, and how do you adjust strategies based on performance data? Examples?

12) In the future, do you have any new strategic ideas about Instagram marketing, like live stream or sth

5. Extra comments and closing words

Appendix 3-Interview Transcripts

1. Interview with @corvuscornyx

Interviewer:

So, I'm going to ask you a few general questions first, if that's okay. So, the first one: When did you start your brand?

Interviewee:

Well, the brand itself, with the general image, is a bit more recent, but I started making jewelry around 11 years ago. And at some point, I switched the name, and even if it was like around 5 years ago, I started working on it and making a general idea.

Interviewer:

Then, the second question is what made you want to start this company? And why jewelry? And why did you have this vision?

Because your brand is very pretty, I'm thinking how did you get the idea?

Interviewee:

So, when I started, I was 6 years old, so I just wanted to make a bracelet for my sister, but I didn't find anything that I liked, so I made it, and I thought maybe I should do this more often, and then I just learned techniques from the Internet, and the idea that it was something that I really liked and wanted to do. I also studied grammar in my university, so that kind of was similar, but not similar enough to the real stuff. But it made me decide, this is exactly the art.

Interviewer:

Yeah, it's your passion. That's so good. I think it's so nice when people get to work in their passion, because I think a lot of people hesitate to commit, so I admire you a lot for that. Thank you.

The next question is, how many people work with you?

Interviewee:

Three. Sometimes I do get my help, to help me with small things, like paperwork, packing, translating. Most of the time, it is me, and I outsource a lot of stuff.

For example, I get some of my items cast, and I work on polishing, setting stones, and doing whatever stuff. Yeah. The main thing is just me.

Interviewer:

Okay. And then why did you choose to advertise on Instagram, and not other platforms?

Interviewee:

I was viral on TikTok during the pandemic, but it didn't go beyond that recently. At some point, I just closed my account, because it didn't work well. And Facebook is kind of, you know, not there anymore.

And Instagram is like the only visual app that is very popular, that you can grow on, especially because they're pushing to compete with TikTok, so it's easy to grow.

Interviewer:

Yeah. It makes sense. I imagine that would be your answer, but I still have to ask you the question. Has Instagram helped you grow your platform and your business, do you feel like?

Interviewee:

A lot. Well, I don't know if it would have been a different platform, if I focused that much as I... Because Instagram is not an advertising platform. Yeah. So everything I post on Facebook is organically posted on Instagram, and I don't really do other apps. But I think it's a mix of both, like Instagram being really dynamic, right? Easy to grow on, and also I focused a lot.

Interviewer:

Okay. So now, we're getting into more serious questions. What strategies do you recommend for building and engaging an online presence and community around your jewelry brand, specifically on Instagram?

Interviewee:

I treat my page like a mix of an influencer and a brand. I think that's the way to go as an artist in general. Having a more solid personal image of your personality, sharing a bit of your hobbies and stuff, and also pushing your products, but showing that there's a human behind them, so that people relate to you as a person.

It's a mix of both. And it also helps with posting frequently, which is hard when you're making this. I tend to post three to five times a week.

I prefer five times because I can really see the difference in engagement. I had a time when I was posting daily, but that leads to burnout so easily. It increases the quality of the content, which in the end doesn't really help that much.

So, I call them both. Also, a mix of using anything from the platform and trying to use it naturally. I don't do that now, but I try to be there as much as possible. And so, I try to be also on normal feed posts and do it all. And I think that the balance between the two works very well because the photo posts reach your followers more and are easier, I don't know, to use to create an image.

Interviewer:

Yeah.

Interviewee:

While reels reach new people and sometimes even your followers, if they work really well. And they're also easier to make for me at this point. It's easy to pull out my camera and just film something and post. And take photos, edits, the site is blurred. Yeah. It's not hard.

And as for what I post, the content inside, I try to make the reel interesting in the first one or two seconds. That's not always, let's be real, but whenever I can do that. And either to the short attention span, ask myself if I saw this in my feed, would I skip it because I'm too bored?

Because we tend to, like our viewers do. So I just think, my God, this is so boring, I'm not going to post it.

Interviewer:

Okay, that's fair. My next question is how would you suggest optimizing e-commerce platforms and websites to enhance people's buying and, you know, encourage people to like and want to buy your products in a way?

Interviewee:

So I think I'm very lucky that people buy my stuff even though my website is not well, but it's not a mess, just not that well taken care of.

I will say things are really easy to reach and not give people a lot of stuff to look at.

There's a shop. There's my prints that I've introduced recently. And there's my portfolio for random work that isn't on the website for sale.

And as for my shop, I try to have a limited amount of items and remove, you know, things that are out of talk at some point. Yeah, because I'm not really an expert on websites really. I have to work on, you know, doing a newsletter and something like that.

That's the basic idea, you know, make a newsletter with 10% off when you sign up so that people sign up and you have their emails in case. Make good photos for products. Create proper pictures. Like jewelry, you have to know the way for gold, for example. Size is... I generally offer to ring the circumference in millimeters and also the US size because my followers are in the US.

I try to feed people as much information as possible. And before a shop update, I... 24 hours in advance without any stop so that people can look and see what they want and ask any questions that they have.

Interviewer:

Okay. I don't know if there's a way for you to know this, but you feel like a lot of people go through the website through Instagram. Yeah.

Interviewee:

Most of my sales are after a pop-up date, which I announced on Instagram and all of my... Really, that's where I am.

Interviewer:

I'll say this even though I'm gonna ask the question regardless because I have to ask it, but I feel like your brand is very different in the sense that it stands out very much. It's very unique from the things I've been seeing.

But obviously, from your perspective, how do you feel like your brand stands out from other jewelry brands and how does yours attract more customers than maybe others do from your perspective?

Interviewee:

I've been working a lot on creating, like, not a customer without, you know, knowing that age and stuff, but thinking what niches my customers would also be interested in. So for me, it's fantasy and nature and art maybe, but not that much. So whenever I make descriptions and I create photos and I talk about...

Push that to people, not through, look, here's a product, but, look, I like this book. I also like this book. And there's a ring that I made inspired by it. So that helps me reach a lot of people and also have an easy image. I'm also in the fantasy niche, which is quite different for, you know, the usual jewelry.

I think the fantasy niche is the best one, but that's just my opinion.

Interviewer:

You've kind of touched up on this, but I'll ask it regardless. Can you discuss how, like, visual storytelling, so reels, can help with marketing and how would you approach creating a, you know, creative, like, compelling narrative for your brand? If you would summarize, we've even talked about this a bit.

Interviewee:

Yeah, I did touch on it a bit. Let me put my thoughts in order. Can you ask me again?

Interviewer:

Yeah, of course, of course. I know the questions are very long, so essentially, can you explain a bit more how visual storytelling, reels and branding and marketing efforts can help, you know, your jewelry brands create a more compelling approach like that draws people.

Interviewee:

Of course, storytelling does help a lot in your own brand or your handmade person. Already, if you are making things by hand and you're telling the story, you are making things by hand, people will buy because, you know, it's not mass-produced, but you have to show people the kind of stuff, hard work that goes behind it.

That helps a lot, you know, just telling the story of it's hard to make, so this is why it costs so much, this is why it's special. And it also helps reach your target audience. So, in my case, using the fantasy niche, I then research things which are related to it and try to reach people who are interested in the same things as me basically. I am my ideal client, so it's good. If I like something, they'll probably like it too.

Interviewer:

Yeah, that makes a lot of sense.

Interviewee:

Yeah, reels help a lot to create a personal image like an influencer, but not an influencer, an artist who is behind a brand and make people interested in you as a person, not just as a brand and for the product, how it looks exactly.

Interviewer:

We have two more questions, and then you're free to go and you never have to think about it. No worries! So, what metrics do you prioritize when measuring success?

Like, how successful was, for example, the marketing campaign, or how do you measure. I know that's for Instagram, you have access to people's, like, to data, seeing what does better. But what for you, what is it that shows, okay, this really works, I'm going to do more of this, or this didn't work as much, I'm going to do less of this. And do you have any examples?

Interviewee:

Well, I think the most relevant thing when you are marketing for sales. Like you can get all the viral videos in the world, but if people are not buying, they're just having fun with that video, you're essentially just an influencer without having the deals. So, that doesn't necessarily help.

And also followers, they're not as important as sales. Of course, having tens of thousands of followers makes stuff easier than having 5,000. But like, a year ago, I had 5,000 followers and I was surviving just well and working just well.

Yeah, I was taking more custom work, but that was basically the only difference. So, yeah, it's sales and the ability to sell the things that you are passionate about and want to sell. So, not, you know, having to make custom work that's not to your liking or having to cast stuff that is not something you're really interested in making or remaking.

Basically, being able to always tell, even if you are making things that you really want to make. That is the success of marketing. You've reached the people who like your creations for what they are and they buy it.

And that's basically It's not people who like your general vibe, but ones in specific or just jewelry. And completely vibing with your followers

Interviewer:

Okay, and this last question.

I don't think you've done this, but maybe you have. How do you recommend leveraging partnerships and collaborations with other brands and influencers?

And if you haven't, would you be open to it? Or have you considered it?

Interviewee:

So, I did a bit of collaborating when I first started out, but I wasn't really informed about how to convert, how to look into a profile and see if that's going to bring people and stuff. And currently, I don't do it at all because most of my things are handmade and it's impossible to make extra items for a collaboration, especially if they are unique.

But when it comes to cast pieces, if you're more mess-making, you know, working just by hand, I think it's a wonderful way to meet new people, reach people who are interested in things at your ideal cost.

But you need to be very careful, first of all, to use this, to collaborate with an influencer who you have to look into the comments and see who's interacting, if you are right, look into their engagement. I think there's a lot of information online.

And for me, it's going back to the influencer image and through that. And not everyone wants to be in front of a camera and do make-up and faces and stuff like that.

2. Interview with @partsof4

Interviewer:

So firstly I want to briefly introduce our thesis topic to you. I'm a master's student in Lund University which is based in Sweden. So my major is management and our thesis topic is about how jewelry brands apply their marketing strategies on Instagram. So this is our basic information. Shall we start then?

Interviewee:

Yeah, sure!

Interviewer:

So let's start with some general questions. Like, the first one is how long ago did you start with this brand?

Interviewee:

That's a good question. I think it's been 12 years. But when it comes to Instagram it's around 2018.

Interviewer:

That's quite a long time. So like what makes you want to start with this company, this brand? Like your motivation or your inspiration?

Interviewee:

Evan is the designer, Evan Sugarman. So I met Evan Sugarman in Paris because I was renting places for the fashion week. I still have shops, places in Paris. And when we met, I saw that it was a very very strong aesthetic, very strong design. And I proposed to him that we help him develop his design as a brand. And then we started pretty much from scratch.

So at that time, it was a good time for me, because I just spoke with my brother, because I developed a brand with my brother. And I speak with my brothers. I wanted to be involved in a new brand. And that was the right time. And that's how we started.

Interviewer:

I like this story. Can I ask, like, how many people work with you, like your team size and company size?

Interviewee:

We're a very split company, because we're everywhere. The production is in Bali, Indonesia, where Evan lives. So he speaks Balinese and everybody is in Balinese. Over there, we have a lot of people, because it's all the design, all the production, all the studio, which is the pictures and then the image side. So there's a lot of people now to sort of change every day, but this is about 50 people.

And then we, I'm in Bangkok, it's a commercial team for e-marketing, we are four people here in Bangkok. We have the Paris team, because we have a shop in Paris. And also we have Kishi. Kishi is a friend of Evan. He does all the graphic design. And he's in San Francisco.

Interviewer:

Yeah, like globally. This morning, I have researched possible social media platforms, including TikTok, and also Facebook. I found that you seem to have accounts on TikTok, but maybe you have more followers or more like bigger success on Instagram.

Interviewee:

We don't use TikTok too much. We use Instagram. We use Facebook, because it goes together. But anyway, Facebook is just a replica of the feed of Instagram. So it's basically Instagram.

And in terms of e-marketing, which is campaigning, we use Google Ads and Meta Ads. So we use the two platforms that we use, but mostly Meta. But we have been developing on Google for two years now. We develop the ads on Meta. And we just launched Red. And we plan to launch Timo this year. Timo is in between, it's in between, you know, the sales and social media. But Red, we just launched Red a month ago. I can see.

Interviewer:

So can I see why you want to focus on like Instagram rather than like TikTok? Because also a lot of other brands are now starting to focus on TikTok and other platforms.

Interviewee:

Yeah, I think TikTok is for younger people. We're a bit too expensive for TikTok or not established like the Louis Vuitton brand. So we're in the middle there. And I don't think there's a space in TikTok for brands like us. I might be wrong, but I don't know. That's my feeling.

Interviewer:

So do you think using Instagram helped you to grow your business?

Interviewee:

Oh, we grew the business mostly with Instagram. Of course, when you talk about Instagram, there's two sides. Of course, there's just a posting on Instagram and there's the ads. If there were no ads, Instagram would be completely useless. Okay. I never really get anything viral on Instagram. It's all about ads. It's all about paying campaigns, you know, that brings the energy to the Instagram account. But the campaigns don't drive the people to the Instagram account.

Interviewer:

It drives people to the eShop like your websites?

Interviewee:

Yeah, We never did any ads to bring people to Instagram. So any ad we do, we bring people to the eShop. But doing that, people go to Instagram and then follow us. But we never try to have more followers in any way, either campaigning to bring people to Instagram or follow and follow whatever strategy. We never try to have more followers. It's not a goal. It's just a result of so many ads bringing people to the eShop.

Interviewer:

So as to Instagram ads, can I understand how you measure such a marketing campaign's success is to converse from Instagram to your website?

Interviewee:

The ratio that is important, obviously, is how much you spend and how much you sell. It's very complex, I can talk for hours. First, I was a banker, my first job as a banker.

So I'm a guy about figures and crunching figures and stats to analyze and build models and these kinds of things. And so I developed before in a more mathematical way than most of the fashion brands, because that's my background, financial and math. So we have sophisticated models to try to analyze the impact of our campaigns, because it's very complicated in luxury, because the people, you cannot trace the people.

The people, they don't just go and buy. They go, they may come back one week after, they come back two months after. And there's no way to directly trace the sales with the campaign.

There's no way. And now, before it was not really possible. Now, it's completely impossible because you have the new regulations.

You trace even less with the new regulations. So if you cannot trace who buys versus who you target, it means that you need a pretty sophisticated system with percentage and it's just math.

Interviewer:

Yeah, I can imagine. Did you have ever had cooperation with any other influencer or brands on Instagram?

Interviewee:

No. I don't think our brand works with influencers. For instance, we have many stars wearing P4, Beyonce, or many stars.

So all these stars, they buy the jewelry. First, we never give jewelry. Either they loan for a shoot or for an event or they buy, but we never give. That's the first principle. Second, we never had any commercial impact when we have that. Let's say Beyonce wears P4 on a new music video. So it should have a big impact because P4 are big jewelries. So when somebody wears P4 jewelry, you see it because it's very bulky. It's very big. But it never had any impact on the direct sales. I never had somebody either see a peak in sales of that precise jewelry or somebody reaching out to say, oh, what is the reference that this star wears? It doesn't happen.

So I think the typical customer of P4, he's not a follower. He doesn't want to follow what somebody does. I think the mindset of the P4 follower is to be himself, because it's a very big piece of jewelry. When you wear P4, you want the people to look at you. You don't want the people to think, oh, you're wearing the same as. So I think for P4, it doesn't work, any influencer. And my proof is that when the stars wear P4, it's good for the general image of the brand, but it doesn't bring any direct sales.

Interviewer:

Yeah, I can see that. It's fair. I'm also curious about your Instagram account itself. So how do you express your brand style or brand image as you mentioned before to your target audience?

Interviewee:

Well, Instagram is a free territory for Evan, the designer. He can do whatever he wants. If he wants to show his washing machine or whatever. So the completely free territory, which is different from the eShop, which is a very commercially curated approach. So it's good to have the balance between the very commercial image and completely free designer world.

So basically, of course, we show products. We show a lot of videos now, we show everything internally. Any image is internal. Now we have a sophisticated video studio. We have five people at the studio for picture and video. So it's a big studio. But Evan does a lot of stories. We like to show the process, the making of, because it's very typical.

That's typical of the brand, the making of. I think nobody can really copy before because it's very specific the way we do. Evan is an artist, but he has an engineering background. So you can feel the way he makes the jewelry. There's a little engineering process that is very specific.

So we like to show that. And the people can visit that too, because if the people want to visit, we call it the compound because it's a big, brutalist architecture that we install. The process it's part of the magic, the process.

And also it's very heavy fire, plunging, destroying stuff, burning stuff. So it's spectacular, all this process. So we show the products, the process, but we can show many things, architecture, because we're in architecture, we're in the design of furniture.

But yeah, so whatever is the life of Evan, basically it's the life of Evan, which is the designer, the Instagram. So it's a mix of the result, which is a product, and the life of Evan.

Interviewer:

So one more last question. How do you think you can differentiate with others, maybe like your competitors on Instagram?

Interviewee:

Well, we don't try to differentiate, we just try to express ourselves. And I think it's a very peculiar brand, you know, it's very different from others in many ways, but we know it's not different because we try to be different. We're just ourselves, and it happens to be different. Okay, so it's different in many ways.

First, we don't have any seasons. So we have a jungle of products, because we keep adding products and we never take them out. So we have like, you know, four or five thousand references. Also, it's a combinatorial system, you know, you add up, stack up.

So it's combinatorial, which comes from the engineering process. So it grows like a jungle, because anything can be attached to anything, can be combined with anything. So these 4,000 pieces, in fact, it's 1 million or 2 million pieces.

And also, which is very peculiar, and it's unique, is that we produce on demand. It means that we have a completely different business model, you know, because producing on demand means that it takes two weeks to deliver. And normally, you don't do that on e-commerce.

But also, it means that you can customize any product. You can customize the length, you can customize the finishing, the metal, the stone you put, the shape of the link, the length of the chain or whatever. So you have infinite, infinite variations.

So Instagram just shows how this jungle is expanding. And it's not really controlled at some point, because it's like a jungle. It goes in many directions.

And then sometimes there's a new territory, new direction. So I don't know, he adds the pearls, for instance, the pearls come into the universe, and then he adds whatever. So that's this way of functioning, like spreading like a jungle.

It's very unique, because normally a brand is the opposite. You have the collection of the year, and everything is structured, and you have la la la. Everything is marketed. So this is the opposite. It's unmarketed. It's completely wild.

Interviewer:

Yeah, like a jungle. Okay, so I think these are all of the questions I want to ask. And also, thank you so much.

Your answers totally, like completely helped me a lot. And that's so useful to me. So I just feel a little bit sorry about this morning's confusion.

Interviewer:

No problem. Anyway, just go from one thing to the other. Okay, no problem.

If you have any follow-up questions, you can do so by writing, or just call me back at some point. No problem. And the one last thing, like we have a constant form for interviews.

I can send it to your email later, and you just need to sign it in your free time. No rush, no worries. Yeah, no problem.

3. Interview with @Hippehairbeads

Interviewer:

How long ago did you start your business, like your brand?

Interviewee:

I want to say two years ago in April. I started in April of 2022.

Interviewer:

What made you want to start this company? And especially the jewelry aspects, the beads, everything ?

Interviewee:

Well, when I was younger, I've always been very artistic, but I always, I felt like there were more hobbies and I would have them fall off rather than actually stay interested in them for longer than like a six month period. And for jewelry, I was, I felt like I could always create more things. And I felt like I was good at my craft versus like in painting or something like that. I didn't feel like I could make a living out of it. And I basically just started making hair jewelry and a couple of my friends wanted to purchase. I had a video go viral on TikTok and people wanted to buy them. So I set up a quick website and started selling them and it's kind of just blossomed from there.

Interviewer:

How many people work with you right now?

Interviewee:

Just me. I do have like a friend who will help me, but she's a guinea pig, she kind of just does it for fun.

Interviewer:

So why are you choosing Instagram as a platform compared to other platforms?

Interviewee:

I had an Instagram, I've had it since I want to say August of last year, but I didn't really use it, I posted like one or two things and I only really had like maybe like 800 followers on Instagram last year, like in November. And basically I just am going for it because I have more engagement on Instagram and people are more interactive with my content.

Interviewer:

Would you say that Instagram has helped you grow your business in any way? Or do you feel like it was mostly TikTok and then just transferred over to Instagram?

Interviewee:

I would say Instagram helped me for sure. I have about the same.

I mean, I maybe made like 10% more in sales this year than I did last year during this time period. And I think like viral videos have definitely helped with that. So I would say TikTok or Instagram has helped that.

Interviewer:

What strategies would you recommend for building and engaging an online presence around jewelry brands, especially on Instagram?

Interviewee:

I would definitely say reels. I noticed that once you get, I think it's over a thousand or maybe it's 10,000 followers on Instagram, they start giving you like analytics and insights into what's trending, what sounds you should use. I find actually really helpful that if I go on to TikTok and use a TikTok sound and import it into Instagram, rather than using like a viral sound on Instagram, it helps boost my videos like views. Okay, and then I would say obviously posting like every other day or as many times as you can really. I think also following people in the jewelry community really helps as well. They can give you inspiration to like what type of content you should be making. So I follow a lot of other jewelry artists and that's helped me grow. Yeah, that's really it. I don't really just like posting regularly and sometimes like showing the process of how you make your jewelry as well. It's very beneficial because people see that it's

not being made in like a manufacturer and that someone is actually taking the time to make sure that this piece is custom and perfect for you.

Interviewer:

How would you suggest optimizing e-commerce platforms and websites to enhance the customer shopping experience and to encourage the conversation from just seeing the product to actually wanting to buy it?

Interviewee:

I would say like I have a website, but I also use Etsy. And I think the majority of the orders I get are through Etsy because people can leave reviews and they can sort of see how you are as a business owner. Like if you're responding to emails quickly, if you have good reviews, if you are shipping out your things on time. And I think that the big thing is like the price range. So some of my stuff is pricier versus some of my stuff is cheaper. And there's like a big influx on the different designs that I sell as well.

So I think if someone sees something they like and then they can see that this is a reputable brand and you're not going to get scammed, I think they're more willing to purchase.

Interviewer:

In a crowded market, how would you differentiate a jewelry brand to stand out and attract customers?

Interviewee:

I think being handmade is a huge aspect because I mean, the majority of like small designers are handmade. But like things like Gucci or even like Urban Outfitters or something like that. The jewelry that they have is manufactured by like machines and it's not high quality. There can be issues with it, like falling apart and stuff like that. I think a big majority of my target is custom. So people can choose what crystals or colors they would like in their piece. As well as like the finishes, like choosing gold or silver. So everything is customizable from like the length that they want it for. Like my hair beads, they can choose whatever length they'd like as well. And I think that's really a big part of it is being like interactive with it.

I also like doing different things that a lot of other jewelry artists don't do. Usually it's focused on things like rings or bracelets or necklaces. I do hair charms and I do beaded tops and beaded skirts and waist beads, which isn't. It's very niche, I would say.

Interviewer:

Can you discuss the role of visual storytelling like reels and branding in the marketing efforts of a jewelry brand, and how you would approach creating compelling brand narratives?

Interviewee:

I feel like one thing that I am lacking is I don't have the funds with how expensive like media management is. In the US, I take care of everything by myself. So I design every piece, make every piece, film all the videos, manage everything.

So it's, I would say getting like a media manager or getting someone that could like hiring like an actual photographer that could take videos or like. I want a red heart.

I've seen perfume ads. I feel like that's something that I could definitely do in the future to help with like media marketing and telling a story.

Interviewer:

What metrics do you prioritize when measuring the success of marketing campaigns for like jewelry brands? And how do you adjust your strategies based on the performance and data?

Interviewee:

I noticed that when I show I have a jewelry stand that has all of my jewelry on it.

I noticed that those videos are more likely to go viral than other videos. So I take small bits and pieces of different videos and incorporate them in new ones to help boost the post. Or if someone is liking a certain piece more, like my beaded bras have been very, they've been very big recently. So I've been posting more of those than all of my other stuff.

Interviewer:

How would you recommend leveraging partnerships and collaborations with other brands or influencers to expand your reach and drive sales for the jewelry brand? And if like, and if you haven't, have you considered it?

Interviewee:

Yeah, I have done it before. I think that in certain instances, it can be really helpful.

I've reached out to a couple of influencers and have worked with a couple of influencers. But from my perspective, they haven't really done what they said they were going to do. You know, like they said, oh, like I'll post this and then I'll tag you in it or I will, you know, take photos for your branding.

I've noticed that once they get the jewelry, they'll take one photo and then they'll never reach out to you again. So I feel if there's a written agreement, which I haven't done, it's probably on me. I feel like if there's an agreement for what they needed to do, it would be different.

4. Interview with @kiyo.studios

Interviewer:

We just have a few general questions at first and then it gets more specific to the thesis itself. So, how long ago did you start with your brand?

Interviewee:

Four years ago, July 2020.

Interviewer:

Okay, and what made you want to start your company and especially like why jewelry? It's like, what was your motivation?

So, I didn't really have any experience in designing jewelry or making jewelry, but I loved to wear jewelry. And as I got older, I've got more in touch with my culture. And so I started trying to find pieces that represented my background and my heritage.

And the only places that I could find that were pretty much Etsy or they were severely overpriced and like not the designs I wanted. So, I did end up buying a couple of pieces from Etsy, but one was, it was like Goldilocks and the Three Bears. One was too big, one was too small, like nothing was the right fit.

So, because it was also COVID and I was just about to, I finished, I had just finished my undergrad. It was June and I was going to start my masters in September. So, I had a few months between the undergrad and the master.

So, because I had time, I was like, let me just try designing something for myself. I started with designing the Egypt map necklace, which was the very first piece I made. And I started with Egypt because it seemed the easiest to do.

Egypt's pretty much a square and it was just going to be a flat pendant. So, when I made that, my friends asked me, can you make one for me? Can you make one for me? And so that's why I tell

people like when I started my business, I didn't start with a business plan. I kind of was just very lucky with social media because the first five necklaces I picked were based on where my friends are from.

So like I had Somalia, Turkey, Palestine and Pakistan. And then when I posted it all on social media, that's when it all started to blow up. And then I started thinking, hey, this could actually be a good business. And so I continued it from there.

Interviewer:

Okay. How many people would you say work with you?

Interviewee:

At the moment, four other people.

Interviewer:

Okay. And like I know you also use TikTok, but since our thesis is more focused on Instagram. So my question is, why are you using Instagram and not other platforms? Like, why and what does Instagram give you kind of that other stuff?

Interviewee:

To be honest, I prefer TikTok more than Instagram. Like it would take me a lot to post on Instagram because TikTok, I'm a video content person. Like if you probably know, what I do is just make posts on TikTok. So, I wasn't really a huge fan of still content, but something that I realized I get on Instagram that I don't go on TikTok is the customer interaction. I get so much more of that. It's really hard for people to message you on TikTok.

And it's also really hard to filter through messages because you'll get a lot of spam. So, I typically get my TikTok messages. Whereas Instagram, you get people replying to stories, people asking questions in DMs, people commenting on photos, people making suggestions, and there's a lot more avenues to speak to customers and find out what people want or what they want, or to communicate like future events through Instagram. So, I really like that feature of it.

Interviewer:

Okay. And would you say that Instagram has helped you grow your business? I mean, if it's not the case, then it's not the case

Interviewee:

I think it's really helped with brand awareness.

Interviewer:

And would you say that TikTok has helped you grow your business rather than?

Interviewee:

Yeah, I think TikTok has been, TikTok's been a lot more helpful with, I've seen conversions more directly with TikTok than Instagram.

Like I'd post a video, I'd see the traffic going to my website, whereas I wouldn't necessarily see the same thing posting a post on Instagram.

Interviewer:

Okay. Now we're getting more into the targeted questions. So, what strategies do you recommend for building an engaging online presence and community around a new jewelry brand, like particularly Instagram?

Interviewee:

That's something that I'm currently really trying to work on, because I used to be a lot more consistent than I currently am. And I see the impact it has when you're not as consistent as you could be. So I would say consistency, using reels as well, a lot more than just the still content.

I feel like reels have blown up since TikTok. And I never used to post on reels, because I was convinced that my audience on Instagram was the same as my audience on TikTok. And I don't want to keep posting the same thing.

But through talking to other brands and other Instagram accounts who had the same kind of journey as me, and they literally just post the same thing on TikTok and Instagram, and it works. So that is a really good way to grow, but also making sure that you're applying to customers quickly. Because if you take too long, then they won't continue the conversation.

But replying to them like very promptly means that that's a potential customer and sale.

Interviewer:

Okay. How would you suggest optimizing ecommerce platforms and websites to enhance the customer shopping experience?

Interviewee:

I use Shopify as my platform.

And I found it very easy to use because I had no tech experience and no like experience in software development or anything like that. So starting a website was very foreign to me. But the back end of Shopify is very user friendly.

And it also has so many apps you can use to enhance your website. And it also has those social media channels that you can use. So like you can link your, they used to have a feature where your inbox, you had this thing called Shopify inbox, and it would have all your Instagram DMS and all your web chat DMS going to the same kind of app.

And you would use that to get through all your customer service. And that was really, really useful. And the only other thing now that's kind of good is I know things about Instagram, but they've just integrated TikTok into Shopify, which makes it easier to manage both the TikTok shop and your website at the same time.

Use WooCommerce and like Wix. But I found Shopify very easy to use for the past four years.

Interviewer:

Okay. So jewelry is a very crowded market. So how would you say that your brand kind of differentiates and you stand out to attract customers?

Interviewee:

Something I'm very proud of is the fact that everything that is on the Cairo website is only on the Cairo website.

So all our designs are unique. Also it's the one thing that I would say that I started with, which was map necklaces did exist before Cairo. But what I could find, which is why I made my own, was plain ones that didn't have any sort of engravings or anything on them.

And I like my things to have on my jewelry, to have a little bit of detail on it. Or like, even the Palestine necklace I'm wearing now has a print on it. Like I like to have things with some sort of character to it.

So that's how I went into it looking to differentiate myself from other necklace brands. So that was my focus for the first year. And then when I kind of expanded into Egyptian pieces, I think the thing that makes me stand out is one, it's an actual Egyptian owned brand, which you don't get.

And I take a lot of customer feedback and make pieces based on that. Like my Nile ring was based on a customer suggestion. It never occurred to me until somebody actually suggested you should make a ring with the Nile and have it like blue around it.

And yeah, I guess the uniqueness of the products. And actually something else is because I started my brand when I was a student, I kind of made it a point to make my prices accessible. Because I didn't want to, because there was no point in me starting a jewelry brand, because I was like, I can't buy jewelry myself.

And then making it super expensive that people like me couldn't buy it. So I wanted it to be good quality jewelry that is affordable.

Interviewer:

So you were saying for the Nile ring.

Interviewee:

Yes. I wanted to make my jewelry accessible for people.

Our target market is 18 to 35 year olds. So people from that background, mainly like, especially the younger side of it don't have that much disposable income. So I think that something else I also noticed was the jewelry that I was finding before I started Cairo was very expensive.

It was very difficult to get the pieces that looked nice. Whereas now we have things that start, I think our lowest price thing is eight pounds. We go up to steep prices, but we start at eight pounds.

So I mean, I think having because I talked to other brands for the thesis and like, you know, having kind of a wide price range is always really good. I've noticed so I mean, I mean, you're clearly doing a great job. So don't beat yourself up.

Interviewer:

Can you discuss the role of visual storytelling like reels, branding and marketing efforts and jewelry brands, and how would you approach creating a compelling brand narrative? Like I know you've touched upon it a bit with the reels, but if you could expand a bit more with our video content.

Interviewee:

Well, I enjoy making video content very much. It's probably my favorite part of running a business entirely, because it is how I started it. And I think if I didn't enjoy making TikTok, I wouldn't be sitting here right now.

And it's because I enjoyed making the video content because I would make it just TikTok now isn't what TikTok was when it started. TikTok in 2020 was very much like dance trends, really silly sounds that people do voice overs to, whereas now they're pushing original content and things like that. But I think the way I like to use it for storytelling, I think my favorite, my highlight in terms of video content we've done was the British Museum video we did last year, launched the Cairo bracelet, because that told a story.

And it told a very good story. And it basically told the story of the brand. And the whole concept was us kind of reclaiming our history.

I say us, it's just me and my model. And it's sort of the story of how the brand came about, because I would only find Egyptian jewelry being sold by random companies. And I was like, I kind of want to do this and do it better than what's currently being done.

And so we really enjoyed it. I feel like for me, that video felt more like a proper campaign than like our regular videos. Our regular videos are more just like short promo videos, whereas that one was a proper like story. And what we're planning for this year is almost a continuation of that.

So we finish where we left off with the British Museum and then go to Egypt. So this year the video will be in Egypt in the museum with our next video this year. But it is like, I find it very beneficial storytelling for brand awareness more than anything.

We did actually very well with conversions last year after that video, because it did very well on, it did better, it's across both platforms, it got about a million views. And it did, like our followers went up by about 6k overnight. And we also did very well with the Egyptian collection for sales.

But my main focus with that campaign was brand awareness. And it did very well for that. And I do feel like storytelling tells people more about your brand than like promo stuff does. And so it works very well for that goal.

Interviewer:

Okay. Then what metrics do you prioritize when measuring the success, the success of marketing campaigns for jewelry brands? And how do you adjust strategies based on performance data? And do you have any examples?

Interviewee:

So it depends on the video. I go in with different people. If there's a new launch, then usually my priority is conversions.

And I try to focus more on the piece itself. Like we just had, I think our most recent launch was the made In rings. And so every time I posted a video on that, I was seeing the engagement and the conversion rates.

And so that's how we measure it. We literally just go on our Shopify analytics and look at conversion rates. And the same with TikTok analytics and look at how many people go into our profile at least.

Because TikTok won't tell you really who's clicking on your website, but if they're going to our profile, at least that's a good positive sign. But then if I'm doing campaigns that are more focused on the story of the brand, then my priority is brand awareness.

Interviewer:

Okay. We have two more questions and then you're free to ask any questions or leave whatever you want. How would you recommend leveraging partnerships and collaborations with other brands and influencers to expand the reach and drive for sales for your jewelry brand? This is specifically for Instagram.

Interviewee:

Okay. So I haven't worked with other brands, but influencers, when I first started using influencers, obviously I was very new. I didn't have any training or experience in this.

Like I didn't have anyone to guide me. So I was very much just winging it. So the first time I worked with an influencer. So how I would measure that is I would give them a discount code so that I can track how many people are coming directly from that post. But I did find that using influencers, it is an investment because you're not always necessarily getting back your money that you spend on orders. But there's something that I found even within my personal friendship group, even with my personal experience with Instagram, having influencers wear your jewelry, especially early in 2020, 2021, gives you some sort of legitimacy that you're not just a random small business that like you have, you're real basically.

And I felt it took me a while to kind of understand that brand awareness is as important as sales because people won't buy from me if they're scared that it might be a scam. And that's something that's like a big thought that people have when it comes to small businesses. It's also why I do like quite a few pop-ups too.

So people can see the jewelry in person, see the brand in person and get reassurance from that. But, I would, the way that I leverage influencers, I don't think I've worked with influencers for a while just because, um, some feedback I've gotten from customers and like just general tip for doing like my TikTok lives and chatting to my followers and stuff is that people feel like everybody's trying to sell them something now. And the influencer sphere is very saturated.

And so it feels less genuine than it did in the past. But I think the last time I used an influencer was September last year. And I just, we did a gifted collaboration and I sent her some nose rings.

Actually, I think I sent her all our different nose rings and she till this day just wears it in all her videos and tags whenever she's wearing it, she tags and she has a huge following. So that works really well for me in terms of conversions because people are specifically asking, where did you get your nose ring? So those types of posts work really well compared to just a sponsored post for Cairo. It's more of if they're wearing it and even if it's like not even specifically an influencer or it's a random person wearing a necklace and somebody comments, where did you get your

necklace that always works a lot better than a paid sponsored post. Yeah. Because it's more genuine.

Interviewer:

Um, I know you said it, but I'm just making sure. Would you feel comfortable telling me like a rough estimate of your follower demographics that you have on Instagram? Let me bring it up. And that's the last question.

Interviewee:

So, you know, as well. So I'm pretty sure, um, the majority is the UK and our top locations, which actually makes sense. The United Kingdom, like 30%, is the United Kingdom.

20% is the United States. 15% is Egypt. Then, and that is significantly after the Egyptian museum video.

And then Canada and then Australia. And I think that's actually a pretty accurate representation of our customers, except as Egypt is very difficult to ship to. But even our customer base is like 60% and 40% Australia, Europe.

And then our age range is 42% of our followers, like the vast majority of actual even 70, 74% are 18 to 35 with a heavy majority. And then, um, it's 85% women, 15% men.

Interviewer:

Okay. Well, thank you very much.

5. Interview with @lola_tapioca_pearls

Interviewer:

Yeah, okay. Yeah, I think the first thing I need to do is to introduce our project briefly to you. Like our research topic is about how like jewelry brands on Instagram, how they apply their marketing strategies to help their business. So this is our basic idea. Yeah, for me personally, I like your brand very much. I think that's amazing.

Interviewee:

Amazing, yeah. So sweet. Thank you.

Interviewer:

So, shall we start with some general questions first? The first question is how long ago did you start with your brand?

Interviewee:

I started in July 2021. So it's about three years now. And at first it was just... After I graduated art school, I just didn't know what to do with myself for the holidays.

So I was like, I should make something with my hands. And I was a bit tired of painting. So I just started making jewelry. And I started to take it seriously in September, October. So maybe it's four months later. And then I just started making more and more and more.

So, yeah, I was selling to my classmates, basically from art school firstly. And then I started an internship in Paris. And so, I think it developed quite quickly because here we have everything.

We have so many sellers of beads and pearls and everything. So, it's quite easy to kind of get materials. So, I kind of started to make more and more. And then it expanded to the U.S., which is now my main market, basically. I sell mostly to America, Canada, and London a little bit. And then Asia with Japan and Korea. They're my main markets. So, I sell very little to actual firms. I don't sell anything here.

I know it's more international. That's why I always use English in my posts because for me, it's way more useful. And people usually reach me in English, usually. So, that's how it started.

Interviewer:

So, the next question is how many people work with you in this brand?

Interviewee:

It's just me.

Interviewer:

Oh, that's impressive.

Interviewer:

I'm also an art teacher, too. That's why I'm wearing this.

So, it's my school. So, I teach art half the time and then I teach the other half. It's just me, but I use the services of designers to kind of make my logo and packaging and stuff like that.

So, the big stuff is mine, but I use people to kind of help me build the aesthetic of the brand.

That's very nice. It's very interesting.

Interviewer:

Next, I'm just curious why you chose Instagram as your main platform to sell your products and your brand.

Interviewee:

I think I'm 28, so I'm not that young anymore. But I guess for me, instinctively, I'm too young to Facebook, I think. And I'm too old for TikTok. So, Instagram was like the main place where I felt like I belonged. And I used it before for my art creations when I was in art school. So, I just continued it with a jewelry account. And my main target is 25 to 35. And most of them are on

Instagram. So, I think TikTok for me is too young and my prices will be high. So, it's not for them that much.

And I think Facebook is for the older generation who don't wear my designs. So, I think Instagram was perfect for me because it's mainly used by my age group.

Interviewer:

I see. So, do you think Instagram helps you to grow your business in general?

Interviewee:

Oh yeah, definitely. Because there are so many people who sell on Etsy.

And there are so many sellers now. It's overcrowded. So, I think Instagram helps me reach people from different areas and backgrounds. And then they come to my shop. Because there are so many people on Etsy that it's difficult to find a creator. It's too much.

So, it's difficult to narrow it down. So, I think for me, basically, people find me on Instagram and then they come and buy my stuff on Etsy. So, it kind of helps me reach out to a niche, basically, of people who like my design. And then it's easier for them to find me on Instagram. I see, I see that.

Interviewer:

Next question is, can you describe your overall or general marketing strategies on Instagram?

Interviewee:

I'm not that good at social media. So, for me, it's about showing the pieces first. So, I usually take good pictures of them. I try to incorporate my face sometimes to show that I'm a natural person. And I'm not just a big brand with a bunch of people behind. And I try to post regularly, too. Like three or four times a week. Because if I don't, the algorithm just pushes me away. So, consistency is very important to me. And I use it mainly to show what I do. A bit of my life, too, in Paris.

Because for foreigners, it's kind of a window into Paris lifestyle and stuff. And I think I use it to announce jobs. So, when I'm going to release a product, I just post it on Instagram. And people are aware of it and what it is. And I don't have a very specific strategy. I'm not that good at it. But I try to be informative and be honest. I don't really touch myself or my designs. I try to make it as realistic as possible.

Interviewer:

So can you describe your marketing strategy on Instagram generally?

Interviewee:

That's a question for me. That's weird enough. Yeah, that's a good question.

It's becoming more and more difficult, actually. Because at the moment, when I started about three years ago, it was a little market. It was really small. And it was just the two of us. And we actually chatted together in groups. But now, it's so many people.

And younger and younger, too. Sometimes there are high schoolers having a business now. But I think, coming from France, and especially Paris, I have a distinctive style because I'm very inspired by paintings.

And classical paintings. I think it's a big one for me. And I think the French and Paris aspect helped me be attractive to the US market and the Asian market. Because, well, they love France. Well, the idea of France, anyway. So, I think it helped me create an aesthetic, a French kind of aesthetic, with a lot of pearls and baroque chokers and stuff.

Now, everybody does it. So, it's quite difficult to kind of... And the prices are very kind of...

Mine are pretty high because I use actual materials, like expensive ones. But I have competition with 20 euros, 30 euros, which is too cheap for me. I can't do that. So, it's becoming a bit more

difficult now to kind of stand out. But I'm keeping my stuff as it always was. And I hope for the best.

Interviewer:

Next question is, do you have any experience on using Instagram ads? Because as far as I know, it's maybe also a good way for a marketing campaign or to expand your brand's influence on the general level. So, can you share that?

Interviewee:

I tried to collaborate with stylists before. So, the first time, the pieces were broken in transit. It was quite a bad experience. And from what I learned, you don't get any compensation for it. You don't get the shipping paid.

So, for me, collaboration is usually a bit tedious. I don't want to do it, mainly. I like my brands more at the moment. So, I tried with influences. It kind of worked for a bit at the beginning. But mainly, I can't. For me, because it's so much work, I don't feel comfortable just giving it to people in exchange for maybe something real or something. So, I try to collaborate with people that I like and that I think are interesting for me. Some photographers, usually.

Other artists. I try to avoid the...

It's not bad, but I try to avoid the influencer route and the stylists because they just don't care about the pieces. And sometimes, they don't even give it back to you. You just like to receive items from business. But at the moment, what I was offered is not that good for me. And it's not enough in terms of compensation and money. So, for now, I don't do it as much as I could.

Interviewer:

I can understand that. I think it should be one more last question.? How can you differentiate yourself compared with your competitors?

Interviewee:

Yeah. I don't really know. I think I have a pretty steady base. So, I have a lot of returning customers. That's good. I don't think it's linked that much to followers because recently, my followers have been younger and younger, which hasn't happened before. They were older before. So, I think they don't necessarily buy it, but they love the content.

So, I would say that it depends on the season. For instance, right now in the US, it's tax season. So, everybody is giving their money to the IRS. So, they don't have as much money for me. So, I can tell when there are events like this in the year. It's a bunch of factors I get because taxes are very high right now on products coming from France.

So, I tend to sell a bit less far away. But for instance, in Japan, there are no taxes. So, I sell a lot right now there.

So, it really depends on politics and how the economy is going. If it's winter, summer, it's different shades. I don't think it's based on followers because I haven't gained that much recently, but I haven't lost that much either.

So, it's pretty steady. So, I think it's more about external causes independent from me. I can't really say about it, but I can feel the changes. When I started, I sold a lot, way too much for me. And it started at the end of COVID. I think it started to kind of slow down a little bit.

And then now it's just steady. It's okay for me because I'm alone and I have another job. So, it's good to be half and half. But I don't think it's linked to Instagram that much. I always see how I have views on my wheel and stuff. It's not bad, but it's not as much as it used to be.

6. Interview with @lapetiteimperatriceie

Interviewer:

So, how long ago did you start, how long has it been since you started this brand, approximately?

Interviewee:

I believe it was early 2022. I think I had already created a written platform in 2021, but there was nothing more, I hadn't launched it. Then I opened my Instagram account in January 2022, so I'd say it's been a year.

Interviewer:

What motivated you to start this business, and especially, why the jewelry field? What are your motivations, why this vision?

Interviewee:

Okay, I had been making jewelry for a while. We'll get into why and how later. I wanted to share my world, because really, this princess jewelry side appealed to me. I thought if it pleased me, that was enough. And I mean, after that, I realized it was a good strategy, in a way, because I had nothing to lose. I was between two years of studies, I had my internship for my second year, so I had to take a break. And I thought, better to do something than to be unemployed anyway.

Interviewer:

How many people work with you?

Interviewee:

Just me. I've done collaborations with photographers... Often amateurs, they're more friends who happen to have those skills. I've done a photo shoot with a friend who's a photographer. I have a friend who does digital marketing and helps me from time to time. She's more often a model for me than anything else, but there it is.

Interviewer:

My question is, why Instagram and not other platforms? Do you prefer Instagram over Facebook? What does Instagram offer compared to other platforms?

Interviewee:

Well, I'm not saying anything new here, but Facebook has a different demographic. It's for our parents. Snapchat is very young, not my target audience. Instagram, I relate to it more, it's more artistic. There's interaction, you create a community. It's not comparable. TikTok was good too. It helped me gain my first followers. It was very difficult to create visibility from scratch on Instagram. TikTok works differently; whether you have zero or 100,000 followers, your videos get shown. It depends on the videos, the trends. Instagram, if you have zero followers, you get zero views. The more you grow, the more views you get. On TikTok, everyone gets a push. Instagram only pushes those who have achieved a minimum level of success, from what I've noticed.

Interviewer:

I suppose Instagram also offers something valuable, right?

Interviewee:

Ah, on TikTok, it's hard to communicate. The description is limited, while on Instagram, you can create polls, countdowns, which I use a lot. It helps to update followers in real time, even though story views depend a lot on the time and day. It's very practical for interaction and building a community, in a way. Jewelry doesn't create a community, but you need interaction to be close to your customers, for them to feel connected. I talk with many of my clients on Instagram.

Interviewer:

Has Instagram helped grow your brand and business?

Interviewee:

I wouldn't say necessarily. Sometimes I get a lot of views. I'm at almost 9,500 followers now, but I don't have 9,500 clients. So, I'd say yes and no. I do get clients from it, but it's not guaranteed.

Interviewer:

What strategy do you recommend for building an online presence and engaging a community around a new jewelry brand, particularly on Instagram?

Interviewee:

It depends on the theme. It varies a lot if you're doing stainless steel jewelry with just a chain and pendant, which is common, or semi-precious stones. Generally, I'd say try to find a niche. It's important because if you sell the same thing as everyone else, it's pointless. Also, put yourself forward, create a niche. Social media loves faces. Initially, I didn't want to film myself, wasn't comfortable with it. But eventually, I had to. Don't be afraid to focus on yourself as the creator. Show that these are your pieces, that you make them. It's about more than just jewelry. It's about creating a unique universe and posting regularly. That's the hard reality of the algorithm.

Interviewer:

How do you suggest optimizing electronic platforms and websites to improve the shopping experience for customers?

Interviewee:

The goal is to make the purchase process easy, always keep your electronic platform updated. Streamline your website, remove unnecessary steps. Make sure your website is clear, accessible in multiple languages, and accessible to people with disabilities, which is something I need to work on.

Interviewer:

In a saturated market, because there are many people selling jewelry, how do you differentiate your brand and attract more customers?

Interviewee:

I'd say my style is unique. It's not minimalistic or bohemian chic. It's more fairy-like, a bit coquette, but too maximalist for those styles. I thought maybe someone else would be interested in jewelry inspired by lesser-known historical figures. I dreamed of wearing jewelry inspired by some French queens, for instance. We always talk about the same historical figures over and over. Maybe someone else would appreciate that.

Interviewer:

Can you talk about the role of visual storytelling, like Reels and branding, in your jewelry marketing efforts and its impact on your clients and followers?

Interviewee:

Reels are what help you gain followers and visibility. There are different types of Reels for jewelry creation: ones that tell a story, ones that present a universe, and ones that showcase a piece. For example, to launch my Marie-Antoinette collection, I used dramatic music and visuals. For presenting a universe, I use wider shots with props like mirrors, gloves, pastries. For showcasing a piece, I use close-ups. Each type serves a different purpose. The last type leads to sales, while the others build visibility and context.

Interviewer:

Which has the most impact on your clients or followers?

Interviewee:

The last type because it leads to purchases. The second type increases visibility. The first type is more about teasing and creating coherence.

Interviewer:

What indicators do you prioritize to measure the success of your marketing campaigns? How do you adjust your strategies based on the data?

Interviewee:

I don't really analyze my KPIs. I look at the number of followers and likes. If I get likes, it's working; if not, it's not. I also check the ratio of likes. I don't have time for detailed analysis, although I should. I do look at Shopify for abandoned carts. When people can't complete their purchase, they often contact me.

Interviewer:

How do you recommend leveraging partnerships and collaborations with other brands or influencers to expand reach and boost sales for your jewelry brand?

Interviewee:

I'm a bit disappointed because a good collab didn't bring much. I worked with a well-known historian on TikTok and somewhat on Instagram. I gained almost 6,000 followers quickly. But for smaller accounts, I can't offer jewelry if there's no return. It's transactional. Maybe in the future, if things improve, but not right now

7. Interview with @ ghostplanter

Interviewer:

How long ago did you start with these brands?

Interviewee:

I began in January 2022, so it's been approximately two years now.

Interviewer:

What makes you want to start this company and especially jewelry (motivations/visions)?

Interviewee:

Initially, I delved into jewelry crafting as a personal hobby.

Interviewer:

So how many people work with you?

Interviewee:

Currently, there are two individuals working alongside me.

Interviewer:

Why did you choose to use Instagram as a marketing place compared with other social media platforms?

Interviewee:

Instagram appealed to me initially due to its familiarity. At the time of starting, my video production skills were not as refined, and TikTok was a newer platform to me. So it's easier for me to deal with?

Interviewer:

I see, so do you think Instagram has helped you grow your business overall?

Interviewee:

I would say generally it is. Instagram has been instrumental in expanding my reach, particularly since I started regularly uploading reels. Consistency has been pivotal. And also I began with posting every few days, but over time, I transitioned to daily uploads. So keeping consistency also is important.

Interviewer:

So the next question is what strategies do you recommend or you think is useful for building an engaging online presence and community around a new jewelry brand, particularly on Instagram?

Interviewee:

Yeah, like I said before, maintaining a consistent style or aesthetic across posts is paramount. This uniformity aids in brand recognition and fosters engagement among followers. Because for my understanding, most of people want to feel our brand and products are real. So it's a only way to show that by visual staff.

Interviewer:

How do you suggest optimizing e-commerce platforms and websites to enhance the customer shopping experience and encourage conversions for jewelry products?

Interviewee:

Prioritizing user-friendly website design and showcasing high-quality product photography are fundamental aspects for enhancing the customer's shopping experience and encouraging direct sales.

Interviewer:

Personally I really like what you are doing , but in a crowded market, how would you differentiate a jewelry brand to stand out and attract customers?

Interviewee:

I would say having unique pendant designs and incorporating various elements and gemstones can set a brand apart. Because products are the most important factors. So I think it's important to be different with others, that we have different design styles. Additionally, drawing inspiration from diverse sources such as nail art, soldering, resin, and clay can yield distinctive and visually appealing creations.

Interviewee:

Can you discuss the role of visual storytelling like reels and branding in the marketing efforts of a jewelry brand, and how you would approach creating compelling brand narratives?

Interviewer:

Telling our story by visual content is a very key part of using Instagram. As I said before, to show our difference that's need to have attractive and unique staff. Although it's an area I personally find challenging due to language barriers. However, I acknowledge its significance in community-building and fostering a connection with the audience. If creating such content, I would draw inspiration from existing content creators while being mindful of maintaining authenticity.

Interviewer:

That really makes sense though. And what metrics do you prioritize when measuring the success of marketing campaigns for startup jewelry brands, and how do you adjust strategies based on performance data?

Interviewee:

I primarily focus on Instagram engagement metrics. Adjustments to strategies based on performance data are currently minimal, as I'm primarily focused on consistent content creation.

Interviewer:

How do you recommend leveraging partnerships and collaborations with other brands or influencers to expand reach and drive sales for a jewelry brand?

Interviewee:

Well , based on my limited experience, I found influencer collaborations to be less impactful than anticipated. Hence, I would advise caution and thorough evaluation before pursuing such partnerships.

Interviewer:

Thank you so much for sharing your experience and understanding with us, and have a good day!

8. Interview with @kiro.uk

Interviewer:

We just have a few general questions at first and then it gets more specific to the thesis itself. So, how long ago did you start with your brand?

Interviewee:

Four years ago, July 2020.

Interviewer:

Okay, and what made you want to start your company and especially like why jewelry? It's like, what was your motivation?

So, I didn't really have any experience in designing jewelry or making jewelry, but I loved to wear jewelry. And as I got older, I've got more in touch with my culture. And so I started trying to find pieces that represented my background and my heritage.

And the only places that I could find that were pretty much Etsy or they were severely overpriced and like not the designs I wanted. So, I did end up buying a couple of pieces from Etsy, but one was, it was like Goldilocks and the Three Bears. One was too big, one was too small, like nothing was the right fit.

So, because it was also COVID and I was just about to, I finished, I had just finished my undergrad. It was June and I was going to start my masters in September. So, I had a few months between the undergrad and the master.

So, because I had time, I was like, let me just try designing something for myself. I started with designing the Egypt map necklace, which was the very first piece I made. And I started with Egypt because it seemed the easiest to do.

Egypt's pretty much a square and it was just going to be a flat pendant. So, when I made that, my friends asked me, can you make one for me? Can you make one for me? And so that's why I tell

people like when I started my business, I didn't start with a business plan. I kind of was just very lucky with social media because the first five necklaces I picked were based on where my friends are from.

So like I had Somalia, Turkey, Palestine and Pakistan. And then when I posted it all on social media, that's when it all started to blow up. And then I started thinking, hey, this could actually be a good business. And so I continued it from there.

Interviewer:

Okay. How many people would you say work with you?

Interviewee:

At the moment, four other people.

Interviewer:

Okay. And like I know you also use TikTok, but since our thesis is more focused on Instagram. So my question is, why are you using Instagram and not other platforms? Like, why and what does Instagram give you kind of that other stuff?

Interviewee:

To be honest, I prefer TikTok more than Instagram. Like it would take me a lot to post on Instagram because TikTok, I'm a video content person. Like if you probably know, what I do is just make posts on TikTok. So, I wasn't really a huge fan of still content, but something that I realized I get on Instagram that I don't go on TikTok is the customer interaction. I get so much more of that. It's really hard for people to message you on TikTok.

And it's also really hard to filter through messages because you'll get a lot of spam. So, I typically get my TikTok messages. Whereas Instagram, you get people replying to stories, people asking questions in DMs, people commenting on photos, people making suggestions, and there's a lot more avenues to speak to customers and find out what people want or what they want, or to communicate like future events through Instagram. So, I really like that feature of it.

Interviewer:

Okay. And would you say that Instagram has helped you grow your business? I mean, if it's not the case, then it's not the case

Interviewee:

I think it's really helped with brand awareness.

Interviewer:

And would you say that TikTok has helped you grow your business rather than?

Interviewee:

Yeah, I think TikTok has been, TikTok's been a lot more helpful with, I've seen conversions more directly with TikTok than Instagram.

Like I'd post a video, I'd see the traffic going to my website, whereas I wouldn't necessarily see the same thing posting a post on Instagram.

Interviewer:

Okay. Now we're getting more into the targeted questions. So, what strategies do you recommend for building an engaging online presence and community around a new jewelry brand, like particularly Instagram?

Interviewee:

That's something that I'm currently really trying to work on, because I used to be a lot more consistent than I currently am. And I see the impact it has when you're not as consistent as you could be. So I would say consistency, using reels as well, a lot more than just the still content.

I feel like reels have blown up since TikTok. And I never used to post on reels, because I was convinced that my audience on Instagram was the same as my audience on TikTok. And I don't want to keep posting the same thing.

But through talking to other brands and other Instagram accounts who had the same kind of journey as me, and they literally just post the same thing on TikTok and Instagram, and it works. So that is a really good way to grow, but also making sure that you're applying to customers quickly. Because if you take too long, then they won't continue the conversation.

But replying to them like very promptly means that that's a potential customer and sale.

Interviewer:

Okay. How would you suggest optimizing ecommerce platforms and websites to enhance the customer shopping experience?

Interviewee:

I use Shopify as my platform.

And I found it very easy to use because I had no tech experience and no like experience in software development or anything like that. So starting a website was very foreign to me. But the back end of Shopify is very user friendly.

And it also has so many apps you can use to enhance your website. And it also has those social media channels that you can use. So like you can link your, they used to have a feature where your inbox, you had this thing called Shopify inbox, and it would have all your Instagram DMS and all your web chat DMS going to the same kind of app.

And you would use that to get through all your customer service. And that was really, really useful. And the only other thing now that's kind of good is I know things about Instagram, but they've just integrated TikTok into Shopify, which makes it easier to manage both the TikTok shop and your website at the same time.

Use WooCommerce and like Wix. But I found Shopify very easy to use for the past four years.

Interviewer:

Okay. So jewelry is a very crowded market. So how would you say that your brand kind of differentiates and you stand out to attract customers?

Interviewee:

Something I'm very proud of is the fact that everything that is on the Cairo website is only on the Cairo website.

So all our designs are unique. Also it's the one thing that I would say that I started with, which was map necklaces did exist before Cairo. But what I could find, which is why I made my own, was plain ones that didn't have any sort of engravings or anything on them.

And I like my things to have on my jewelry, to have a little bit of detail on it. Or like, even the Palestine necklace I'm wearing now has a print on it. Like I like to have things with some sort of character to it.

So that's how I went into it looking to differentiate myself from other necklace brands. So that was my focus for the first year. And then when I kind of expanded into Egyptian pieces, I think the thing that makes me stand out is one, it's an actual Egyptian owned brand, which you don't get.

And I take a lot of customer feedback and make pieces based on that. Like my Nile ring was based on a customer suggestion. It never occurred to me until somebody actually suggested you should make a ring with the Nile and have it like blue around it.

And yeah, I guess the uniqueness of the products. And actually something else is because I started my brand when I was a student, I kind of made it a point to make my prices accessible. Because I didn't want to, because there was no point in me starting a jewelry brand, because I was like, I can't buy jewelry myself.

And then making it super expensive that people like me couldn't buy it. So I wanted it to be good quality jewelry that is affordable.

Interviewer:

So you were saying for the Nile ring.

Interviewee:

Yes. I wanted to make my jewelry accessible for people.

Our target market is 18 to 35 year olds. So people from that background, mainly like, especially the younger side of it don't have that much disposable income. So I think that something else I also noticed was the jewelry that I was finding before I started Cairo was very expensive.

It was very difficult to get the pieces that looked nice. Whereas now we have things that start, I think our lowest price thing is eight pounds. We go up to steep prices, but we start at eight pounds.

So I mean, I think having because I talked to other brands for the thesis and like, you know, having kind of a wide price range is always really good. I've noticed so I mean, I mean, you're clearly doing a great job. So don't beat yourself up.

Interviewer:

Can you discuss the role of visual storytelling like reels, branding and marketing efforts and jewelry brands, and how would you approach creating a compelling brand narrative? Like I know you've touched upon it a bit with the reels, but if you could expand a bit more with our video content.

Interviewee:

Well, I enjoy making video content very much. It's probably my favorite part of running a business entirely, because it is how I started it. And I think if I didn't enjoy making TikTok, I wouldn't be sitting here right now.

And it's because I enjoyed making the video content because I would make it just TikTok now isn't what TikTok was when it started. TikTok in 2020 was very much like dance trends, really silly sounds that people do voice overs to, whereas now they're pushing original content and things like that. But I think the way I like to use it for storytelling, I think my favorite, my highlight in terms of video content we've done was the British Museum video we did last year, launched the Cairo bracelet, because that told a story.

And it told a very good story. And it basically told the story of the brand. And the whole concept was us kind of reclaiming our history.

I say us, it's just me and my model. And it's sort of the story of how the brand came about, because I would only find Egyptian jewelry being sold by random companies. And I was like, I kind of want to do this and do it better than what's currently being done.

And so we really enjoyed it. I feel like for me, that video felt more like a proper campaign than like our regular videos. Our regular videos are more just like short promo videos, whereas that one was a proper like story. And what we're planning for this year is almost a continuation of that.

So we finish where we left off with the British Museum and then go to Egypt. So this year the video will be in Egypt in the museum with our next video this year. But it is like, I find it very beneficial storytelling for brand awareness more than anything.

We did actually very well with conversions last year after that video, because it did very well on, it did better, it's across both platforms, it got about a million views. And it did, like our followers went up by about 6k overnight. And we also did very well with the Egyptian collection for sales.

But my main focus with that campaign was brand awareness. And it did very well for that. And I do feel like storytelling tells people more about your brand than like promo stuff does. And so it works very well for that goal.

Interviewer:

Okay. Then what metrics do you prioritize when measuring the success, the success of marketing campaigns for jewelry brands? And how do you adjust strategies based on performance data? And do you have any examples?

Interviewee:

So it depends on the video. I go in with different people. If there's a new launch, then usually my priority is conversions.

And I try to focus more on the piece itself. Like we just had, I think our most recent launch was the made In rings. And so every time I posted a video on that, I was seeing the engagement and the conversion rates.

And so that's how we measure it. We literally just go on our Shopify analytics and look at conversion rates. And the same with TikTok analytics and look at how many people go into our profile at least.

Because TikTok won't tell you really who's clicking on your website, but if they're going to our profile, at least that's a good positive sign. But then if I'm doing campaigns that are more focused on the story of the brand, then my priority is brand awareness.

Interviewer:

Okay. We have two more questions and then you're free to ask any questions or leave whatever you want. How would you recommend leveraging partnerships and collaborations with other brands and influencers to expand the reach and drive for sales for your jewelry brand? This is specifically for Instagram.

Interviewee:

Okay. So I haven't worked with other brands, but influencers, when I first started using influencers, obviously I was very new. I didn't have any training or experience in this.

Like I didn't have anyone to guide me. So I was very much just winging it. So the first time I worked with an influencer. So how I would measure that is I would give them a discount code so that I can track how many people are coming directly from that post. But I did find that using influencers, it is an investment because you're not always necessarily getting back your money that you spend on orders. But there's something that I found even within my personal friendship group, even with my personal experience with Instagram, having influencers wear your jewelry, especially early in 2020, 2021, gives you some sort of legitimacy that you're not just a random small business that like you have, you're real basically.

And I felt it took me a while to kind of understand that brand awareness is as important as sales because people won't buy from me if they're scared that it might be a scam. And that's something that's like a big thought that people have when it comes to small businesses. It's also why I do like quite a few pop-ups too.

So people can see the jewelry in person, see the brand in person and get reassurance from that. But, I would, the way that I leverage influencers, I don't think I've worked with influencers for a while just because, um, some feedback I've gotten from customers and like just general tip for doing like my TikTok lives and chatting to my followers and stuff is that people feel like everybody's trying to sell them something now. And the influencer sphere is very saturated.

And so it feels less genuine than it did in the past. But I think the last time I used an influencer was September last year. And I just, we did a gifted collaboration and I sent her some nose rings.

Actually, I think I sent her all our different nose rings and she till this day just wears it in all her videos and tags whenever she's wearing it, she tags and she has a huge following. So that works really well for me in terms of conversions because people are specifically asking, where did you get your nose ring? So those types of posts work really well compared to just a sponsored post for Cairo. It's more of if they're wearing it and even if it's like not even specifically an influencer or it's a random person wearing a necklace and somebody comments, where did you get your

necklace that always works a lot better than a paid sponsored post. Yeah. Because it's more genuine.

Interviewer:

Um, I know you said it, but I'm just making sure. Would you feel comfortable telling me like a rough estimate of your follower demographics that you have on Instagram? Let me bring it up. And that's the last question.

Interviewee:

So, you know, as well. So I'm pretty sure, um, the majority is the UK and our top locations, which actually makes sense. The United Kingdom, like 30%, is the United Kingdom.

20% is the United States. 15% is Egypt. Then, and that is significantly after the Egyptian museum video.

And then Canada and then Australia. And I think that's actually a pretty accurate representation of our customers, except as Egypt is very difficult to ship to. But even our customer base is like 60% and 40% Australia, Europe.

And then our age range is 42% of our followers, like the vast majority of actual even 70, 74% are 18 to 35 with a heavy majority. And then, um, it's 85% women, 15% men.

Interviewer:

Okay. Well, thank you very much.

9. Interview with @blue.blue.driver

Interviewer:

Let's start with some general questions of your business firstly. So when did you start this brand?

Interviewee:

I started making jewelry about 10 years ago. It evolved into a brand kind of on its own, but officially i've been in business as my only source of income for a little over a year. Then I was here- on Instagram.

Interviewer:

Glad to know, and what inspired you to get into jewelry specifically?

Interviewee:

Actually I didn't intend to start a real company exactly. I was just interested in making jewelry and sharing it. It grew naturally to the point that I could make a living from it, but that took many years.

Interviewer:

Then I'm curious how big your team or company is? Or how many people work with you?

Interviewee:

I don't have any employees, it's just me that does everything. Because I think for now I don't need too much people's help.

Interviewer:

I see your points. So why do you want to focus on Instagram as a marketing place especially compared with other social media platforms?

Interviewee:

Well, my following grew naturally on Instagram as I used it. I wasn't using Facebook at all at that time, and Tik Tok wasn't around yet. And of course also because Instagram helped me grow my business, so I just always use it for advertising.

Interviewer:

That's also a question I want to ask actually, then can you describe your marketing strategies? Like from aspects of content posts, interactions or paid ads?

Interviewee:

It's changed a lot since I first started using it, but it's been an invaluable tool for me as an artist, to have my work visible on the platform where people can intentionally go looking for it, or can stumble upon it through hashtags or the explore page. I probably started posting my jewelry on Instagram about 10 years ago, and it was a fun way to share it and grow followers which turned itself into a business. So for posting things, I think showing the authenticity of my products and showing engagement with my followers would be the most important aspects. Nowadays Tik Tok might be a better option for people trying to start a brand. And I heard of some brands also use paid ads a lot, but for me I don't use it at all. Because, I don't think it's my thing, because my account is personal one.

There's also a correlation between generations and platforms. If my target market was people over 60 or so, I'd be posting my work on Facebook, I'm about to turn 40 and so my demographic, my peers, and my target audience is mostly on Instagram. So for some people around 40 they may use Instagram more. Tik Tok is amazing and geared towards Gen Z. If that were my target audience I'd be posting more on Tik Tok.

Interviewer:

Your answers help a lot actually, thank you so much for your time and have a good one.

10. Interview with @victorianervermoreshop

Interviewer:

We can start with general information: how long ago did you start?

Interviewee:

It actually just started over 3 years ago, so I'm still quite the fresher here.

Interviewer:

That's impressive, in such a short time, you made huge progress! Then what made you start the company?

Interviewee:

My absolute love for all things jewelry, for as long as I can remember I've made jewelry and been wearing it, my earliest memory is trying on all my nans jewels, so I thought why not try and make a career out of my passion. My vision is to create jewelry that is accessible for everyone, to be as affordable as possible whilst looking expensive, so that everyone can enjoy it

Interviewer:

That's a really interesting story, and how many people work with you?

Interviewee:

I only work by myself, because I think that's quite enough for my current workload.

Interviewer:

And why did you choose instagram as your marketing channel?

Interviewee:

It's the app I grew up with and know it well. I feel more comfortable with it and what better way to showcase your portfolio although I do think I prefer TikTok now haha. And also I'm not so familiar with it. And I'm still exploring it.

Interviewee:

I see, so generally has Instagram helped your business grow?

Interviewee:

Definitely, without a question of a doubt, especially in the early days when Instagram was all our used, however most of my followers now come from TikTok these days.

Interviewer:

That's a really interesting finding for us, then can you describe your marketing strategies generally on Instagram?

Interviewee:

I won't say they are like very professional strategies, because I would say experiment until you find a style that works for you, and gets the most engagement. Most importantly stay true to yourself and don't try to copy others people or just follow along with all the trends, find a unique part of your brand.

Interviewer:

I see, the next question is how do you think you differentiate with other brands, maybe they also sell jewelry in such a crowded market?

Interviewee:

This sounds cheesy but you have to design and make products that you truly love, it must be authentic and original, or people will be able to tell straight away; there's no point doing something unless your whole heart is in it, passion sells just as much as a design. So basically it is more about showing your unique styles by your contents.

Interviewer:

I'm actually very interested in what you said about content, because on Instagram, content may be the only way to show your brand 'story' to others. So my question is which steps you think may be more useful according to your experience?

Interviewee:

I would say it can be concluded as finding your style and sticking to it, you need people to instantly recognise it's you, every story I do is different but within the same theme whether it's props I use or colour stories, you know it's mine style.

Interviewer:

I can see you have achieved success, so I'm wondering whether you can measure the success of your marketing activities on instagram

Interviewee:

This sounds awful but I don't measure success or not, I guess I'm not the most business minded person, but I just put my stuff out there the best I can and gauge success through what's sold well or not. I don't want to be too business like if that makes sense, and spend my day worrying about reach and engagement. I've done it before and it's stressful, it puts a lot of weight on your shoulders.

Interviewer:

No haha that still makes sense, different people have different ways. The last question is have you had experience of collaborations with other accounts or anything else.

Interviewee:

Actually I don't find make much of an impact for me, I've done a few and didn't really notice any considerable growth from them, so for me personally with a little handmade jewelry shop it's not worth it; perhaps for large scale shops it is.

Interviewer:

I see. Isee. Thank you so much for your time, these values a lot for our research and have a good one!

Appendix 4- Interview Consent Forms

1. @corvuxcornyx



SCHOOL OF
ECONOMICS AND
MANAGEMENT

Interview Consent Form.

I have been given information about *Instagram Case-Study:*

Small-to-Medium-Size (SMEs) Jewellery Enterprises Marketing Strategies on

Instagram _ and discussed the research project with ___*Laura Gutierrez-Sol &*

Juanchen Guo __ who is/are conducting this research as a part of a Bachelor's/Master's
in *Management* __ supervised by *Christine Blomquist* _.

I understand that, if I consent to participate in this project, I will be asked to give the researcher a duration of approximately 30 minutes of my time to participate in the process.

I understand that my participation in this research is voluntary, I am free to refuse to participate and I am free to withdraw from the research at any time.

By signing below I am indicating my consent to participate in the research as it has been described to me. I understand that the data collected from my participation will be used for my thesis only and will be deleted after completion, and I consent for it to be used in that manner.

Name: ...*Julia_Crisan*.....

Email:*corvuscornyx@gmail.com*.....

Telephone: ...+0749392403.....

Signed:.....



SCHOOL OF
ECONOMICS AND
MANAGEMENT

I, the undersigned, confirm that (please tick the appropriate box):

1.	I understand the information about the project.	<input checked="" type="checkbox"/>
2.	I have been given the opportunity to ask questions about the project and my participation.	<input checked="" type="checkbox"/>
3.	I voluntarily agree to participate in the project.	<input checked="" type="checkbox"/>
4.	I understand I can withdraw at any time without giving reasons and that I will not be penalised for withdrawing nor will I be questioned on why I have withdrawn.	<input checked="" type="checkbox"/>
5.	The procedures regarding confidentiality have been clearly explained (e.g. use of names, pseudonyms, anonymisation of data, etc.) to me.	<input checked="" type="checkbox"/>
6.	If applicable, separate terms of consent for interviews, audio, video or other forms of data collection have been explained and provided to me.	<input checked="" type="checkbox"/>
7.	The use of the data in research, publications, sharing and archiving has been explained to me.	<input checked="" type="checkbox"/>
8.	I understand that other researchers will have access to this data only if they agree to preserve the confidentiality of the data and if they agree to the terms I have specified in this form.	<input checked="" type="checkbox"/>
9.	Select only one of the following: <ul style="list-style-type: none"> • I would like my name used and understand what I have said or written as part of this study will be used in reports, publications and other research outputs so that anything I have contributed to this project can be recognised. • I do not want my name used in this project. 	<input checked="" type="checkbox"/>
		<input type="checkbox"/>
10.	I, along with the Researcher, agree to sign and date this informed consent form.	<input checked="" type="checkbox"/>

Participant:

Iulia Crisan

Name of participant

Signature

09/04/2024

Date

Researcher:

Juanchen Guo

Laura Gutierrez-Sol & Juanchen Guo
Name of Researchers Signature

09/04/2024

Date

2. @partsof4



SCHOOL OF
ECONOMICS AND
MANAGEMENT

Interview Consent Form.

I have been given information about *Instagram Case-Study: Small-to-Medium-Size (SMEs) Jewellery Enterprises Marketing Strategies on Instagram* and discussed the research project with Laura Gutierrez-Sol & Juanchen Guo who is/are conducting this research as a part of a Bachelor's/Master's in *Management* supervised by *Christine Blomquist*.

I understand that, if I consent to participate in this project, I will be asked to give the researcher a duration of approximately 30 minutes of my time to participate in the process.

I understand that my participation in this research is voluntary, I am free to refuse to participate and I am free to withdraw from the research at any time.

By signing below I am indicating my consent to participate in the research as it has been described to me. I understand that the data collected from my participation will be used for my thesis only and will be deleted after completion, and I consent for it to be used in that manner.

Name: Damian Yurkievich

Email: damian@partsof4.com

Telephone: N/A

Signed: 



SCHOOL OF
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MANAGEMENT

I, the undersigned, confirm that (please tick the appropriate box):

1.	I understand the information about the project.	<input checked="" type="checkbox"/>
2.	I have been given the opportunity to ask questions about the project and my participation.	<input checked="" type="checkbox"/>
3.	I voluntarily agree to participate in the project.	<input checked="" type="checkbox"/>
4.	I understand I can withdraw at any time without giving reasons and that I will not be penalised for withdrawing nor will I be questioned on why I have withdrawn.	<input checked="" type="checkbox"/>
5.	The procedures regarding confidentiality have been clearly explained (e.g. use of names, pseudonyms, anonymisation of data, etc.) to me.	<input checked="" type="checkbox"/>
6.	If applicable, separate terms of consent for interviews, audio, video or other forms of data collection have been explained and provided to me.	<input checked="" type="checkbox"/>
7.	The use of the data in research, publications, sharing and archiving has been explained to me.	<input checked="" type="checkbox"/>
8.	I understand that other researchers will have access to this data only if they agree to preserve the confidentiality of the data and if they agree to the terms I have specified in this form.	<input checked="" type="checkbox"/>
9.	Select only one of the following: <ul style="list-style-type: none">• I would like my name used and understand what I have said or written as part of this study will be used in reports, publications and other research outputs so that anything I have contributed to this project can be recognised.• I do not want my name used in this project.	<input checked="" type="checkbox"/>
		<input type="checkbox"/>
10.	I, along with the Researcher, agree to sign and date this informed consent form.	<input checked="" type="checkbox"/>

Participant:

Damian Yurkievich

Name of Participant

Signature

10/04/2024

Date

Researcher:

Laura Gutierrez-Sol
& Juanchen Guo

Name of Researchers

09/04/2024

Date

3. @Hippiehairbeads



SCHOOL OF
ECONOMICS AND
MANAGEMENT

Interview Consent Form.

I have been given information about *Instagram Case-Study: Small-to-Medium-Size (SMEs) Jewellery Enterprises Marketing Strategies on Instagram* and discussed the research project with Laura Gutierrez-Sol & Juanchen Guo who is/are conducting this research as a part of a Bachelor's/Master's in *Management* supervised by *Christine Blomquist*.

I understand that, if I consent to participate in this project, I will be asked to give the researcher a duration of approximately 30 minutes of my time to participate in the process.

I understand that my participation in this research is voluntary, I am free to refuse to participate and I am free to withdraw from the research at any time.

By signing below I am indicating my consent to participate in the research as it has been described to me. I understand that the data collected from my participation will be used for my thesis only and will be deleted after completion, and I consent for it to be used in that manner.

Name:Isabella Cox.....

Email:hippiehairbeeds@gmail.com.....

Telephone:

Signed: . *Isabella Cox*



SCHOOL OF
ECONOMICS AND
MANAGEMENT

I, the undersigned, confirm that (please tick the appropriate box):

1.	I understand the information about the project.	<input checked="" type="checkbox"/>
2.	I have been given the opportunity to ask questions about the project and my participation.	<input checked="" type="checkbox"/>
3.	I voluntarily agree to participate in the project.	<input checked="" type="checkbox"/>
4.	I understand I can withdraw at any time without giving reasons and that I will not be penalised for withdrawing nor will I be questioned on why I have withdrawn.	<input checked="" type="checkbox"/>
5.	The procedures regarding confidentiality have been clearly explained (e.g. use of names, pseudonyms, anonymisation of data, etc.) to me.	<input checked="" type="checkbox"/>
6.	If applicable, separate terms of consent for interviews, audio, video or other forms of data collection have been explained and provided to me.	<input checked="" type="checkbox"/>
7.	The use of the data in research, publications, sharing and archiving has been explained to me.	<input checked="" type="checkbox"/>
8.	I understand that other researchers will have access to this data only if they agree to preserve the confidentiality of the data and if they agree to the terms I have specified in this form.	<input checked="" type="checkbox"/>
9.	Select only one of the following: <ul style="list-style-type: none"> • I would like my name used and understand what I have said or written as part of this study will be used in reports, publications and other research outputs so that anything I have contributed to this project can be recognised. • I do not want my name used in this project. 	<input checked="" type="checkbox"/>
		<input type="checkbox"/>
10.	I, along with the Researcher, agree to sign and date this informed consent form.	<input checked="" type="checkbox"/>

Name:Isabella Cox.....

Email:hippiehairbeeds@gmail.com.....

Telephone:

Signed: . *Isabella Cox*

4. @kiyo.studios



SCHOOL OF
ECONOMICS AND
MANAGEMENT

Interview Consent Form.

I have been given information about *Instagram Case-Study: Small-to-Medium-Size (SMEs) Jewellery Enterprises Marketing Strategies on Instagram* and discussed the research project with Laura Gutierrez-Sol & Juanchen Guo who is/are conducting this research as a part of a Bachelor's/Master's in *Management* supervised by *Christine Blomquist*.

I understand that, if I consent to participate in this project, I will be asked to give the researcher a duration of approximately 30 minutes of my time to participate in the process.

I understand that my participation in this research is voluntary, I am free to refuse to participate and I am free to withdraw from the research at any time.

By signing below I am indicating my consent to participate in the research as it has been described to me. I understand that the data collected from my participation will be used for my thesis only and will be deleted after completion, and I consent for it to be used in that manner.

Name: ...Cole Iba.....

Email: ...cole@kiyostudios.com.....

Telephone: (949)632-9211.....

Signed:



SCHOOL OF
ECONOMICS AND
MANAGEMENT

I, the undersigned, confirm that (please tick the appropriate box):

1.	I understand the information about the project.	<input checked="" type="checkbox"/>
2.	I have been given the opportunity to ask questions about the project and my participation.	<input checked="" type="checkbox"/>
3.	I voluntarily agree to participate in the project.	<input checked="" type="checkbox"/>
4.	I understand I can withdraw at any time without giving reasons and that I will not be penalised for withdrawing nor will I be questioned on why I have withdrawn.	<input checked="" type="checkbox"/>
5.	The procedures regarding confidentiality have been clearly explained (e.g. use of names, pseudonyms, anonymisation of data, etc.) to me.	<input checked="" type="checkbox"/>
6.	If applicable, separate terms of consent for interviews, audio, video or other forms of data collection have been explained and provided to me.	<input checked="" type="checkbox"/>
7.	The use of the data in research, publications, sharing and archiving has been explained to me.	<input checked="" type="checkbox"/>
8.	I understand that other researchers will have access to this data only if they agree to preserve the confidentiality of the data and if they agree to the terms I have specified in this form.	<input checked="" type="checkbox"/>
9.	Select only one of the following: <ul style="list-style-type: none"> ● I would like my name used and understand what I have said or written as part of this study will be used in reports, publications and other research outputs so that anything I have contributed to this project can be recognised. ● I do not want my name used in this project. 	<input checked="" type="checkbox"/>
		<input type="checkbox"/>
10.	I, along with the Researcher, agree to sign and date this informed consent form.	<input checked="" type="checkbox"/>

Participant:

Cole Iba
Name of Participant


Signature

11/04/2024
Date

Researcher:

Laura Gutierrez-Sol
& Juanchen Guo
Name of Researchers Signature



Juanchen Guo

09/04/2024
Date

5. @lola_tapioca_pearls



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ECONOMICS AND
MANAGEMENT

Interview Consent Form.

I have been given information about *Instagram Case-Study: Small-to-Medium-Size (SMEs) Jewellery Enterprises Marketing Strategies on Instagram* _ and discussed the research project with ___ *Laura Gutierrez-Sol & Juanchen Guo* __ who is/are conducting this research as a part of a Bachelor's/Master's in *Management*__ supervised by *Christine Blomquist* _.

I understand that, if I consent to participate in this project, I will be asked to give the researcher a duration of approximately *30 minutes* ___ of my time to participate in the process.

I understand that my participation in this research is voluntary, I am free to refuse to participate and I am free to withdraw from the research at any time.

By signing below I am indicating my consent to participate in the research as it has been described to me. I understand that the data collected from my participation will be used for my thesis only and will be deleted after completion, and I consent for it to be used in that manner.

Name: Lola Sarrabère

Email: l.sarrabere@orange.fr

Telephone: 06 46 64 02 17

Signed: *Lola Sarrabère*

I, the undersigned, confirm that (please tick the appropriate box):

1.	I understand the information about the project.	<input checked="" type="checkbox"/>
2.	I have been given the opportunity to ask questions about the project and my participation.	<input checked="" type="checkbox"/>
3.	I voluntarily agree to participate in the project.	<input checked="" type="checkbox"/>
4.	I understand I can withdraw at any time without giving reasons and that I will not be penalised for withdrawing nor will I be questioned on why I have withdrawn.	<input checked="" type="checkbox"/>
5.	The procedures regarding confidentiality have been clearly explained (e.g. use of names, pseudonyms, anonymisation of data, etc.) to me.	<input checked="" type="checkbox"/>
6.	If applicable, separate terms of consent for interviews, audio, video or other forms of data collection have been explained and provided to me.	<input checked="" type="checkbox"/>
7.	The use of the data in research, publications, sharing and archiving has been explained to me.	<input checked="" type="checkbox"/>
8.	I understand that other researchers will have access to this data only if they agree to preserve the confidentiality of the data and if they agree to the terms I have specified in this form.	<input checked="" type="checkbox"/>
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		<input type="checkbox"/>
10.	I, along with the Researcher, agree to sign and date this informed consent form.	<input checked="" type="checkbox"/>

Participant:

Lola Sarrabère
Name of Participant


Signature

16/04/2024
Date

Researcher:

Laura Gutierrez-Sol
& Juanchen Guo
Name of Researchers Signature





15/04/2024
Date

6. @lapetiteimperatrice



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ECONOMICS AND
MANAGEMENT

Interview Consent Form.

I have been given information about *Instagram Case-Study: Small-to-Medium-Size (SMEs) Jewellery Enterprises Marketing Strategies on Instagram* and discussed the research project with Laura Gutierrez-Sol & Juanchen Guo who is/are conducting this research as a part of a Bachelor's/Master's in *Management* supervised by *Christine Blomquist*.

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By signing below I am indicating my consent to participate in the research as it has been described to me. I understand that the data collected from my participation will be used for my thesis only and will be deleted after completion, and I consent for it to be used in that manner.

Name: Julien

Email: lapetiteimperatrice@hotmail.com

Telephone: .0609786481

Signed:

A handwritten signature in black ink, appearing to be 'Julien', written over a horizontal dotted line.



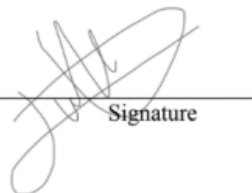
**SCHOOL OF
ECONOMICS AND
MANAGEMENT**

I, the undersigned, confirm that (please tick the appropriate box):

1.	I understand the information about the project.	<input checked="" type="checkbox"/>
2.	I have been given the opportunity to ask questions about the project and my participation.	<input checked="" type="checkbox"/>
3.	I voluntarily agree to participate in the project.	<input checked="" type="checkbox"/>
4.	I understand I can withdraw at any time without giving reasons and that I will not be penalised for withdrawing nor will I be questioned on why I have withdrawn.	<input checked="" type="checkbox"/>
5.	The procedures regarding confidentiality have been clearly explained (e.g. use of names, pseudonyms, anonymisation of data, etc.) to me.	<input checked="" type="checkbox"/>
6.	If applicable, separate terms of consent for interviews, audio, video or other forms of data collection have been explained and provided to me.	<input checked="" type="checkbox"/>
7.	The use of the data in research, publications, sharing and archiving has been explained to me.	<input checked="" type="checkbox"/>
8.	I understand that other researchers will have access to this data only if they agree to preserve the confidentiality of the data and if they agree to the terms I have specified in this form.	<input checked="" type="checkbox"/>
9.	Select only one of the following: <ul style="list-style-type: none"> • I would like my name used and understand what I have said or written as part of this study will be used in reports, publications and other research outputs so that anything I have contributed to this project can be recognised. • I do not want my name used in this project. 	<input checked="" type="checkbox"/>
		<input type="checkbox"/>
10.	I, along with the Researcher, agree to sign and date this informed consent form.	<input checked="" type="checkbox"/>

Participant:

Name of Participant


Signature

18/04/2024

Date 07/04/2024

Researcher:

Name of Researchers Signature



Juanchen Guo

09/04/2024

Date

7. @ghostplanter



SCHOOL OF
ECONOMICS AND
MANAGEMENT

Interview Consent Form.

I have been given information about *Instagram Case-Study: Small-to-Medium-Size (SMEs) Jewellery Enterprises Marketing Strategies on Instagram* _ and discussed the research project with ___*Laura Gutierrez-Sol & Juanchen Guo* __ who is/are conducting this research as a part of a Bachelor's/Master's in *Management*__ supervised by *Christine Blomquist* _.

I understand that, if I consent to participate in this project, I will be asked to give the researcher a duration of approximately 30 minutes of my time to participate in the process.

I understand that my participation in this research is voluntary, I am free to refuse to participate and I am free to withdraw from the research at any time.

By signing below I am indicating my consent to participate in the research as it has been described to me. I understand that the data collected from my participation will be used for my thesis only and will be deleted after completion, and I consent for it to be used in that manner.

Name: **Celina Berge**

Email: **ghostplanter@t-online.de**

Telephone: **01736511485**

Signed: 

I, the undersigned, confirm that (please tick the appropriate box):

1.	I understand the information about the project.	<input checked="" type="checkbox"/>
2.	I have been given the opportunity to ask questions about the project and my participation.	<input checked="" type="checkbox"/>
3.	I voluntarily agree to participate in the project.	<input checked="" type="checkbox"/>
4.	I understand I can withdraw at any time without giving reasons and that I will not be penalised for withdrawing nor will I be questioned on why I have withdrawn.	<input checked="" type="checkbox"/>
5.	The procedures regarding confidentiality have been clearly explained (e.g. use of names, pseudonyms, anonymisation of data, etc.) to me.	<input checked="" type="checkbox"/>
6.	If applicable, separate terms of consent for interviews, audio, video or other forms of data collection have been explained and provided to me.	<input checked="" type="checkbox"/>
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		<input type="checkbox"/>
10.	I, along with the Researcher, agree to sign and date this informed consent form.	<input checked="" type="checkbox"/>

Participant:

Celina Berge

Name of Participant



Signature

17/04/2024

Date

Researcher:



Laura Gutierrez-Sol
& Juanchen Guo

Name of Researchers Signature



09/04/2024

Date

8. @kiro.uk



SCHOOL OF
ECONOMICS AND
MANAGEMENT

Interview Consent Form.

I have been given information about *Instagram Case-Study: Small-to-Medium-Size (SMEs) Jewellery Enterprises Marketing Strategies on Instagram* and discussed the research project with *Laura Gutierrez-Sol & Juanchen Guo* who is/are conducting this research as a part of a Bachelor's/Master's in *Management* supervised by *Christine Blomquist*.

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I understand that my participation in this research is voluntary, I am free to refuse to participate and I am free to withdraw from the research at any time.

By signing below I am indicating my consent to participate in the research as it has been described to me. I understand that the data collected from my participation will be used for my thesis only and will be deleted after completion, and I consent for it to be used in that manner.

Name:Ranim Taha.....

Email:info@kiro.uk.....

Telephone: ...+447412812015.....


A handwritten signature in black ink, appearing to be 'Ranim Taha', written over a set of horizontal dotted lines.

Signed:

I, the undersigned, confirm that (please tick the appropriate box):

1.	I understand the information about the project.	<input checked="" type="checkbox"/>
2.	I have been given the opportunity to ask questions about the project and my participation.	<input checked="" type="checkbox"/>
3.	I voluntarily agree to participate in the project.	<input checked="" type="checkbox"/>
4.	I understand I can withdraw at any time without giving reasons and that I will not be penalised for withdrawing nor will I be questioned on why I have withdrawn.	<input checked="" type="checkbox"/>
5.	The procedures regarding confidentiality have been clearly explained (e.g. use of names, pseudonyms, anonymisation of data, etc.) to me.	<input checked="" type="checkbox"/>
6.	If applicable, separate terms of consent for interviews, audio, video or other forms of data collection have been explained and provided to me.	<input checked="" type="checkbox"/>
7.	The use of the data in research, publications, sharing and archiving has been explained to me.	<input checked="" type="checkbox"/>
8.	I understand that other researchers will have access to this data only if they agree to preserve the confidentiality of the data and if they agree to the terms I have specified in this form.	<input checked="" type="checkbox"/>
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		<input type="checkbox"/>
10.	I, along with the Researcher, agree to sign and date this informed consent form.	<input checked="" type="checkbox"/>

Participant:

Ranim Taha_  _____ 18/04/2024
 Name of Participant Signature Date

Researcher:

 
 Laura Gutierrez-Sol & Juanchen Guo 18/04/2024
 Name of Researchers Signature Date

9. @Blue.blue.driver



SCHOOL OF
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MANAGEMENT

Interview Consent Form.

I have been given information about *Instagram Case-Study: Small-to-Medium-Size (SMEs) Jewellery Enterprises Marketing Strategies on Instagram* and discussed the research project with Laura Gutierrez-Sol & Juanchen Guo who is/are conducting this research as a part of a Bachelor's/Master's in *Management* supervised by *Christine Blomquist*.

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I understand that my participation in this research is voluntary, I am free to refuse to participate and I am free to withdraw from the research at any time.

By signing below I am indicating my consent to participate in the research as it has been described to me. I understand that the data collected from my participation will be used for my thesis only and will be deleted after completion, and I consent for it to be used in that manner.

Name: June Ceam

Email: N/A

Telephone: N/A

Signed:

A handwritten signature in cursive script that reads 'June Ceam'.



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ECONOMICS AND
MANAGEMENT



I, the undersigned, confirm that (please tick the appropriate box):

1.	I understand the information about the project.	<input checked="" type="checkbox"/>
2.	I have been given the opportunity to ask questions about the project and my participation.	<input checked="" type="checkbox"/>
3.	I voluntarily agree to participate in the project.	<input checked="" type="checkbox"/>
4.	I understand I can withdraw at any time without giving reasons and that I will not be penalised for withdrawing nor will I be questioned on why I have withdrawn.	<input checked="" type="checkbox"/>
5.	The procedures regarding confidentiality have been clearly explained (e.g. use of names, pseudonyms, anonymisation of data, etc.) to me.	<input checked="" type="checkbox"/>
6.	If applicable, separate terms of consent for interviews, audio, video or other forms of data collection have been explained and provided to me.	<input checked="" type="checkbox"/>
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		<input type="checkbox"/>
10.	I, along with the Researcher, agree to sign and date this informed consent form.	<input checked="" type="checkbox"/>

Participant:

June Cream  19/04/2024
Name of Participant Signature Date

Researcher:

 
Laura Gutierrez-Sol & Juanchen Guo 09/04/2024
Name of Researchers Signature Date

10. @Victorianevermoreship



SCHOOL OF
ECONOMICS AND
MANAGEMENT

Interview Consent Form.

I have been given information about *Instagram Case-Study: Small-to-Medium-Size (SMEs) Jewellery Enterprises Marketing Strategies on Instagram* and discussed the research project with Laura Gutierrez-Sol & Juanchen Guo who is/are conducting this research as a part of a Bachelor's/Master's in *Management* supervised by *Christine Blomquist*.

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I understand that my participation in this research is voluntary, I am free to refuse to participate and I am free to withdraw from the research at any time.

By signing below I am indicating my consent to participate in the research as it has been described to me. I understand that the data collected from my participation will be used for my thesis only and will be deleted after completion, and I consent for it to be used in that manner.

Name: Victoria.Allen

Email: victorianevermoreofficial@gmail.com

Telephone: .07923019635

Signed:

A handwritten signature in black ink, appearing to be "Victoria Allen".



Interview Consent Form.

I have been given information about Instagram Case-Study: Small-to-Medium-Size (SMEs) Jewellery Enterprises Marketing Strategies on Instagram _ and discussed the research project with ___Laura Gutierrez-Sol & Juanchen Guo ___ who is/are conducting this research as a part of a Bachelor's/Master's in Management__ supervised by Christine Blomquist_.

I understand that, if I consent to participate in this project, I will be asked to give the researcher a duration of approximately _30 minutes___ of my time to participate in the process.

I understand that my participation in this research is voluntary, I am free to refuse to participate and I am free to withdraw from the research at any time.

By signing below I am indicating my consent to participate in the research as it has been described to me. I understand that the data collected from my participation will be used for my thesis only and will be deleted after completion, and I consent for it to be used in that manner.

Name: .Victoria.Allen.....

Email: victorianevermoreofficial@gmail.com.....

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Signed: