



The Channel Quietly Outselling Everything Else

SMS Marketing for Jewelry Retailers

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AGS Conclave



Nothing gets me to pick up my phone faster than this.

We can't help it. It's instinct.

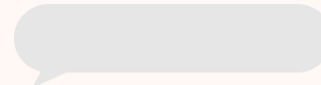
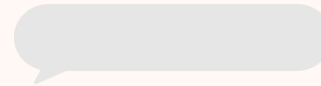
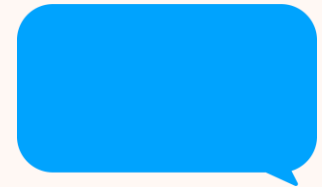
That's not an accident – and it's not just you.

90-98% of text messages get opened.

No other marketing channel comes close.

"That's the whole game. If you can get into that notification, you've won half the battle."¹

1. <https://emarsys.com/learn/blog/sms-marketing-statistics/>



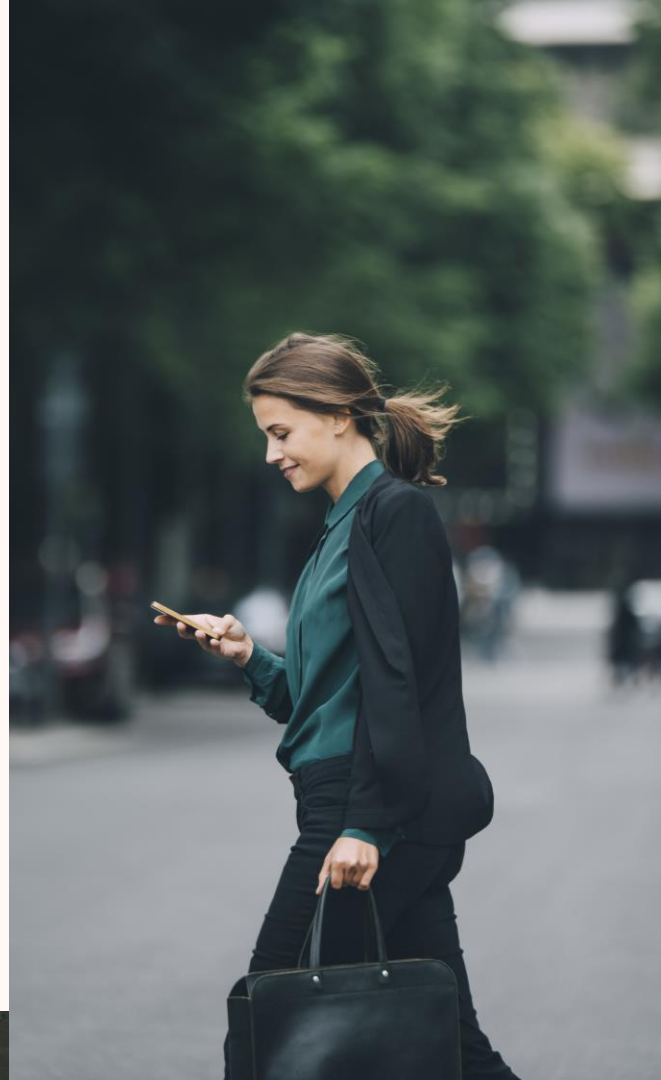
Your customers are tuning out everywhere else.

The average retail email open rate is **20%**.

Social media organic reach keeps shrinking.

Ad costs keep climbing.

Meanwhile, your customers' phones are always in their hands.



And the numbers back it up.

Research shows that 30% of people read texts within 60 seconds, and 80% check them within five minutes.

Average CTR for consumer services

EMAIL
2-5%

SMS
21-35%

63% of shoppers who subscribe to a brand's text program complete a purchase via SMS within any given 3-month period.

Your customers already expect to hear from businesses via text.

<https://www.textila.com/post/text-message-open-rates-ultimate-guide-sms-marketing-success>
<https://simpletexting.com/sms-marketing/benchmarks/clickthrough-rates-ctr/>
<https://www.campaignmonitor.com/resources/knowledge-base/what-are-good-email-metrics/>
<https://www.falkonsms.com/post/sms-marketing-statistics>



Jewelry isn't impulse. It's intention.

Engagement ring shoppers research for weeks – sometimes months.

Gift-givers start thinking well ahead of the occasion.

A \$2,000 purchase requires trust before it requires payment.

The relationship has to exist ***before*** the sale.

*It's on you to build this relationship, and
SMS marketing helps you get there.*



SMS shows up at every stage.

Awareness

"Our new spring collection just arrived. Come see it."

Consideration

"Still thinking about that ring? We're holding it for 48 hours."

Purchase

"Your order is ready! Stop in any time this week."

Post-purchase

"It's been a year since you bought her ring – anniversary coming up? We can help."

Most sales happen after the first visit.

Studies show **80% of sales require 5+ follow-ups.**

SMS follow-ups get replied to.
Mailers, emails, and voicemails don't.

A text feels personal — which is exactly what you need to build a relationship with your customers.

Two-way SMS lets customers respond on their own terms.

<http://geckoboard.com/resources/kpi-examples/average-follow-up-attempts/>



Not every text should be a sale.

Healthy Ratio:

~60% value-add
40% promotional

Value-add:

care tips, event invites,
anniversary reminders,
education

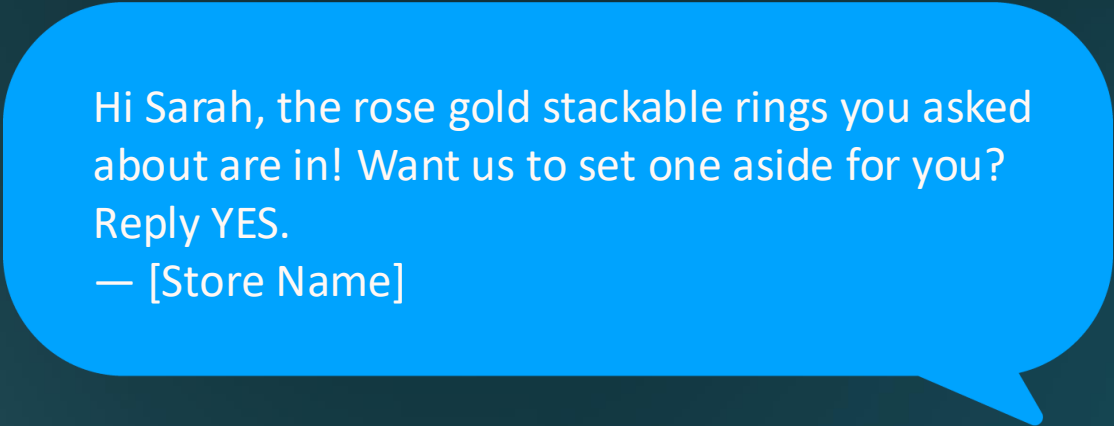
Promotional:

new arrivals,
limited-time offers,
VIP early access

Customers who only get promos unsubscribe.

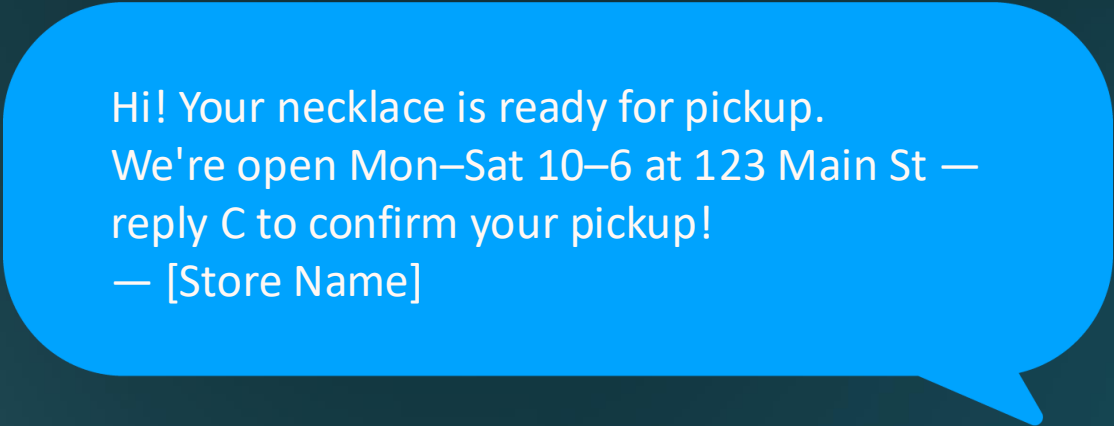
Customers who get value stay.

What strong SMS marketing looks like.



Hi Sarah, the rose gold stackable rings you asked about are in! Want us to set one aside for you?
Reply YES.
— [Store Name]

What strong SMS marketing looks like.



Hi! Your necklace is ready for pickup.
We're open Mon–Sat 10–6 at 123 Main St —
reply C to confirm your pickup!
— [Store Name]

What strong SMS marketing looks like.

Mother's Day is just 5 days away! ❤️ We have beautiful gifts under \$200 if you still need something. Take a look: [link]
— [Store Name]

What strong SMS marketing looks like.

Happy birthday, [Name]!

Stop by any time this month and we'll have something special waiting for you. 🎁 Use code "BIRTHDAY" and come pick up your gift {link}!

— [Store Name]

The habits that make SMS work.

Keep messages **under 160 characters** when possible.

Stick to **1–2 promotional texts per week** MAX.

Always include your store name — texts come from a number, not a contact.

Always include **a clear call to action**: "Reply YES," "Click here," "Call us," an address to pick up their jewelry, or a link for the next steps.

Send only between **8 a.m.–9 p.m.** in the recipient's time zone (this is the law).

Enable two-way messaging — customers want to respond, not just receive, especially if it's for custom work or repairs.

How to get unsubscribed (and fined).

Texting without consent

Sending promotions every single day

Sending at 7 a.m. or 10 p.m.

Generic blasts with zero personalization
(*"Hey valued customer..."*)

Making it hard to opt out

*These aren't just bad practices —
some are illegal.*

The money is in the list.

Point of Sale

"Can I grab your number for order updates and exclusive offers?"

Website opt-in form

with an incentive (10% off, early access)

In-store signage

"Text JEWELRY to [number] for a welcome offer"

Trunk shows & events

sign-up sheet or QR code on the table

Social media

"DM us to join our VIP text list"

Making a good, segmented list helps you get your customers the right information. The more they connect with what you're saying, the more likely they are to make a purchase.

Know the rules. The fines are real.

You must have **prior consent** before texting anyone for marketing.

Consent **cannot** be a condition of purchase.

Opt-outs must be honored within **10 business days**.

Sending hours:
8 a.m. – 9 p.m.
recipient's local time
(federal law).

Your opt-in must disclose:

- Your business name
- Expected message frequency
- "Msg & data rates may apply"
- How to opt out ("Reply STOP to unsubscribe")

\$500 - \$1,500 per unauthorized text.

TCPA violations: \$500/text (negligent),
\$1,500/text (willful)

Class action lawsuits are common and expensive.

The good news: Compliance is easy if you
build it in from day one.

Always get consent. Always honor opt-outs.



One message doesn't fit every customer.

A bridal customer and a fashion jewelry buyer want different things.

A \$300 buyer and a \$5,000 buyer respond to different messaging.

Personalized texts convert significantly better than mass blasts.

Segmentation doesn't have to be complicated — even 2–3 groups is a major upgrade.



SMS shows up at every stage.

Segment	Approach
Bridal/Engagement	Long nurture, education-heavy, high-touch
Anniversary/Gift	Seasonal, date-triggered, urgency-based
Self-purchase/Fashion	New arrivals, trends, exclusivity

Each gets different content, different frequency, different tone.

Treat your VIPs like VIPs.

Entry	Mid	High
\$0 - \$500 Promotions Accessible collections Gifting guides	\$500 - \$2,000 New arrivals Personalized follow-ups Appointments	\$2,000+ Private events First access White-glove service

Rule of thumb: Don't send your \$5,000 customer a "20% off clearance" text.

The best text is the one they didn't expect.

Purchase anniversary

We haven't seen you in a year! 🤖 Need anything cleaned, resized, or refreshed? Reply YES and we'll take care of you.
— [Store Name]

The best text is the one they didn't expect.

Birthday on file

Happy Birthday, [Name]! 🎂
We have something special waiting for
you this month. Take a look: [link]
— [Store Name]

The best text is the one they didn't expect.

Holiday Lead-up

Santa's coming! 🧑🏻‍🎅 Let's make sure the right present ends up under the tree. Use code JINGLEBELLS for a little help from us: [link]
— [Store Name]

The best text is the one they didn't expect.

Post-purchase care:

Cleaning reminders

Care tips

Warranty check-ins

Time for a cleaning! ✨ Bring your piece by and we'll get it sparkling — Reply with "YES" and we'll get your scheduled right away!
— [Store Name]

What success looks like.

Metric	SMS	Email
Open Rate	90-98%	~20%
Click-Through Rate	19-36%	2-3%
Response Rate	45%	6%
Response Rate	<2%	---

Up to \$71 back for every \$1 spent.

Average SMS marketing ROI: **7,100%**

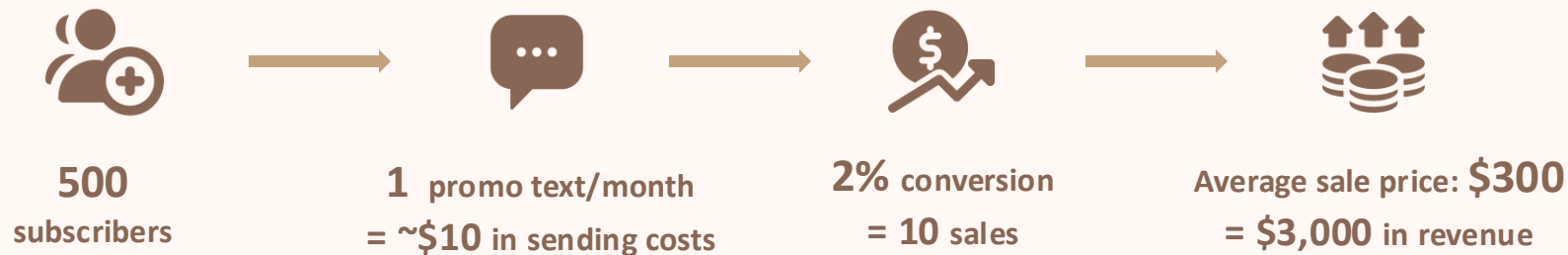
78% of consumers have made a purchase directly from a text.

Compare that to paid social, direct mail, or print.

The channel is underused in jewelry — which means the opportunity is wide open.

<https://upsella.com/blog/statistics/sms-marketing-roi-statistics>

A simple example.



ROI: 29,900%

The channel is underused in jewelry — which means the opportunity is wide open.

**Let's see it
in action.**

Q&A

What questions do you have?

Thank You

Want to see how Jewel360 powers all of this for jewelry retailers?

Talk to us after— we'd love to show you.

