

**CORE**  
OPTIMISATION  
THE RESULTS AGENCY

# THE DIGITAL LANDSCAPE

JEWELLERY RETAIL  
EDITION

INDUSTRY ANALYSIS  
AUGUST 2025

# The Digital Landscape

## Jewellery Retail Edition

Navigating the digital marketing landscape can be overwhelming, with constant changes making it a daunting space. With this in mind, we introduce the Digital Landscape, your bi-monthly guide crafted by Core Optimisation's digital experts.

Our goal is to simplify the complexities of digital marketing and provide you with the insights needed to enhance your online presence, engage prospective customers, and stay ahead of the competition.

This report covers actionable insights on current trends, challenges, and opportunities shaping the Jewellery Retail industry. Key topics include detailed analysis and trends around GA4, SEO, PPC and Paid Social.

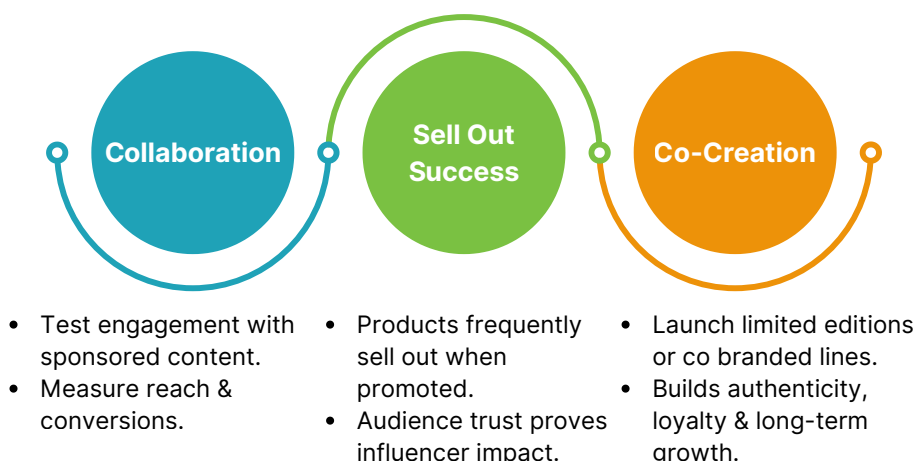
# Influencer Marketing

Influencer marketing has transformed jewellery retail, with authenticity and relatability **driving sales**. Irish brand **Lynott's** collaboration with **Lauren Whelan** shows the power of creators, her initial paid ads led to frequent sell outs, proving her **influence**. This success evolved into her **own jewellery collection**, highlighting how influencer partnerships can seamlessly grow from **promotion** to **co creation**.

**Here is a tip from our Digital Strategist Expert, Chelsea McGrane:** *"Identify influencers whose audiences **mirror** your **target market** and test collaborations with paid ads. If sales resonate **strongly**, deepen the relationship through **exclusive collections** or **product co creation**, maximising authenticity while fostering long term **brand advocacy** and stronger customer **loyalty**."*



## From Promo to Partnership



# Google Analytics

Since switching to GA4, many businesses are unknowingly **missing critical data** because their setup wasn't done correctly. If your GA4 isn't tracking purchases, ad performance, or website interactions accurately, you could be **wasting thousands on ads with no return** and making decisions based on faulty data.

Here is a tip from our GA4 Expert, Tony Newlands: *"Before investing in ads, ensure GA4 properly tracks every step of the customer journey from first click to checkout. If you're unsure whether GA4 setup is **correct**, get an **expert audit** before investing more in online ads. A **flawed** setup can lead to **misleading reports, lost sales, and wasted ad spend.**"*



## GA4 Health Check: Is Your Tracking Accurate?

- ✓ Tracks key actions (purchases, signups, clicks)
- ✓ Covers website, booking system & payment provider
- ✓ Accurately attributes revenue & ad performance
- ✓ Filters out internal traffic
- ✗ Flawed setup = Wasted Ad Spend
- ⚠ Missing data? Get an expert audit before running ads.



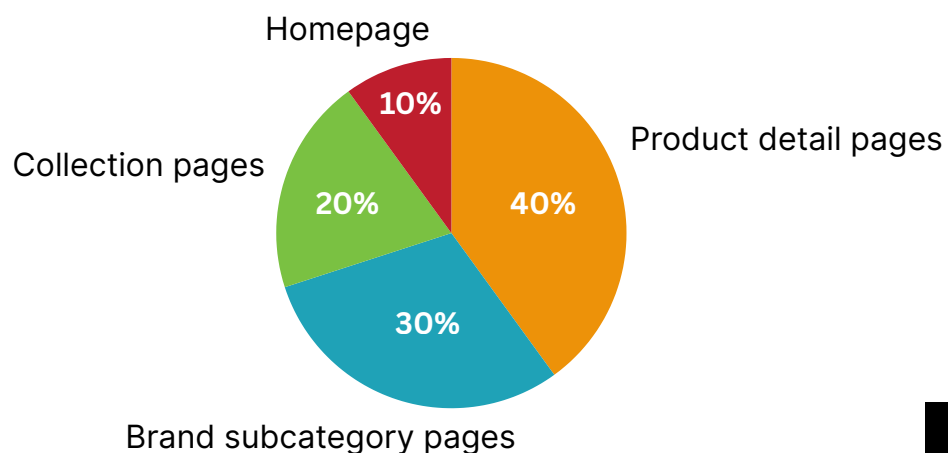
# Search Engine Optimisation

In jewellery retail, search intent is incredibly specific, think “18ct rose gold oval engagement ring Dublin” or “Cartier watch repair Ireland”. Yet too many retailers treat SEO as a broad brand play, over focusing on homepages and generic collection pages. The result? High intent shoppers never even see them. By deeply optimising product detail pages, brand subcategory pages, and local landing pages, retailers can dominate the “ready to buy” searches that actually drive revenue.

**Here's a tip from our SEO Expert, Colm Bonus:** *"Treat every high-value page as a sales tool. Include details like material, carat, certification, and designer in your copy. Use schema to pull this into rich snippets, and internally link to related products. That's how you get found by buyers, not browsers."*



## Where Jewellery Searches Happen



## Paid Search

Jewellery shoppers show clear **intent** around **personalised** pieces, **ethical** sourcing, and key gifting **moments** like **Valentine's**, **weddings**, and **Christmas**. Yet many retailers **burn** budget on **broad**, **high** CPC keywords. The **winners** are those who build **agile**, **seasonal** campaigns around long tail **intent**, then retarget **undecided** browsers with authentic creative that reinforces trust, style, and value.

**Here's a tip from our PPC Expert, Simon Geoghegan:** *"Use **Google Shopping ads** to showcase product **detail** and **credibility**, but **refine** campaigns around **niche**, **seasonal** keywords. Layer in **remarketing** to capture **returning** shoppers comparing **price** and **authenticity**, this is where decisions are made and ROI is **won**."*



### Where the Clicks Really Happen



*"personalised  
gold necklace for  
girlfriend"*



*"diamond  
engagement ring  
Dublin"*



*"luxury watch  
Black Friday  
deals"*

## Paid Social

For luxury and mid market jewellery brands, paid social isn't just about showing beautiful products, it's about creating perceived value before the click. The best performing campaigns pair high emotion creative (think proposal moments, gifting milestones, heritage craftsmanship) with hyper targeted segmentation based on life events, spending behaviour, and location. Retailers relying only on broad interest targeting waste budget on people who admire the piece but will never buy it.

**Here's a tip from our Paid Social Expert, Colm Daly:** *"Go beyond demographics. Build custom audiences around life milestones like engagements, anniversaries, and graduations. Use cinematic short form video to tell the 'why' behind the piece not just the price. That's how you turn passive scrollers into committed buyers."*



### From Scroll to Sale in Jewellery Paid Social



"Broad reach & lifestyle storytelling" → builds desire.

"Life event & behaviour targeting" → sharpens audience.

"Product retargeting with urgency offer" → closes sale.

# What is happening in the world of Digital Marketing?

## AI Trendspotting

Brands are using AI to detect micro trends before they hit mainstream, scanning search data, social chatter, and influencer posts. For jewellery, this means spotting styles, materials, or colours early and launching campaigns at the



exact moment demand spikes.

## Search with Pictures

Google's "Search by Image" and Pinterest Lens are changing discovery for jewellery. Consumers can upload a photo and find similar products instantly, meaning brands need optimised product imagery and alt tags to appear in these visual search results.



## Instagram in Search

Instagram now lets public business and creator content appear in Google search results. This means captions, bios, and alt text can directly impact discoverability giving brands a new way to reach audiences beyond the app.



## Key Takeaways

- ✓ **Fix GA4 First:** If your tracking isn't accurate, you're likely wasting ad budget. Get the setup right before spending.
- ✓ **Own Product Pages:** Treat product and brand pages as high intent landing pages, optimise metadata, copy, and schema to capture ready to buy shoppers.
- ✓ **Sell with Story:** Use lifestyle led social ads to inspire desire, then retarget with tailored offers to convert.
- ✓ **Win Seasonal Peaks:** Jewellery PPC works best when campaigns dial up for gifting moments like Valentine's or Christmas.

### Discover How We Can Help

Get in touch with our Business Development Manager, Mike Flynn, to discover how we can help you thrive in today's digital landscape.

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