

Case Study – Dover Jewelry

Dover Jewelry & Antiques eCommerce + Marketing Solution

Dover Jewelry is leader in the Jewelry Market.



Overview

“Dover Jewelry & Antiques, located conveniently in downtown Miami, Florida, since 2001, is a buyer and seller of fine jewelry, estate, and high grade pre-owned watches, antique platinum watches, vintage custom jewelry and diamonds. Our customer base has continued to expand on a continuous basis and we constantly add to our unique collection of fine antique and estate jewelry.. Dover Jewelry’s enriched collection of estate jewelry includes fine designer names such as Asprey Boucheron, Buccellati, Bulgari, Cartier, Chaumet, Barry Kieselstien-Cord, Henry Dunay, Fred, Graff, Hammerman, Oscar Heyman, Kwiat, Krypella, Jean Mahie, Mauboussin, Tiffany & Co., Van Cleef & Arpels, David Webb and Harry Winston. Our collection of jewelry ranges in style from Art Nouveau to Art Deco and Retro jewelry, classic and traditional through modern and contemporary, in order to satisfy every taste. The exquisite collection of Dover Jewelry consists of a large selection of earrings, studs, necklaces, bracelets (bangles, cuffs and tennis bracelets) pins, brooches, pendants and men’s jewelry such as rings, buckles, money clips, cufflinks and stud sets.”

www.doverjewelry.com

With only one physical location, Dover Jewelry sells on a global scale through its website, which needed a constantly expanding catalog and a strong customer base to fulfill their growing sales needs.

The main goal was to solve their core issue:

The platform was operating at full capacity and there was little room for growth.

Customer:



Sector:

Retail / Jewelry

URL:

www.doverjewelry.com

Services Implemented:

- Web Design
- eCommerce
- Marketing :
 - SEO
 - Lead Development
 - Adwords
 - Social Media

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Solution

After running a complete client analysis, we identified the main threats to their organization. The database was one. We applied intuitive framework to their existing data, generating scripts to gather as much usable information as possible from the existing databases. With that information we managed to create a new database without the technical limitations of the old one, meanwhile a team of coders developed a manageable back-end for their website.

After solving the database issues, our coders built the front-end interface around the new framework.

Our team of designers managed to create a new interface for the users, achieving a more natural navigation through the site. They conceived this transformation by:

Changing the website distribution by placing all the jewelry catalog shortcuts on the top. These way visitors are encouraged to browse and buy through the catalog.

Results

Increased:

- Massive surge in new traffic and sales because of our SEO and Conversion Rate Optimization changes.
- Higher natural search ranking across relevant keywords.
- Increased traffic from search engines and Referral sites.
- All results of submission were visible on Search Engines within 4-8 weeks.
- High Increase in Web traffic.
- Exponential increase for social media accounts.
- Website speed increase one 70%

Decreased:

- Bounced rate.
- Fake and dropped orders.
- Accidental falls from the server.
- Other countries visitors rather than US.

Quick Facts

- **Brand Services:** we created a simple, elegant corporate image.
- **SEO services:** we worked with our coders and designers to ensure proper optimization for search engines.
- **Content development:** we developed a product and category description formula that accentuated the overall SEO strategy while guaranteeing keyword rich content and Meta data would be present across the site as it was developed.
- **Social media development:** we managed to create a real social media audience for the brand in 5 of the most popular social media sites.

If you are interested in our **Ecommerce + Marketing solution** call us now on **+1-866-941-4131** or e-mail: marketing@multimindgroup.com and we will offer sensible advice on how we can assist you achieve your goals on time and budget.

For more information visit www.multimindgroup.com/prices/

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Investment

We utilize the best digital marketing channels and execute a strategy made exactly for Dover's needs. On the next table, you can see the investment percentage per eCommerce business segment:

Ecommerce Business Segment	Total Investment	3 months Investment (per month)
Corporate Image	10%	3%
(B2C) Business to Clients communications	10%	3%
Internal Communications	5%	2%
Advertising & Marketing	25%	8%
Online sales	20%	7%
Products presentation	10%	3%
Client service	10%	3%
Site infrastructure	5%	2.5%
Site maintenance (Support)	5%	2%

ROMI

We measured what really matters for a Jewelry ecommerce Investment, the **ROMI** or Return on Marketing Investment which means the Contribution attributable to marketing (net of marketing spending), divided by The marketing "invested" or risked.

Dover's performance in the 3th month surpassed all expectations with 43% Online Sales ROMI!

Ecommerce Business Segment	3th Month (Spent)	3th Month (revenue)	3th month ROMI
Corporate Image	3%	3%	0%
(B2C) Business to Clients communications	3%	3%	0%
Internal Communications	1.6%	2%	0%
Advertising & Marketing	8%	8.4%	5%
Online sales	7%	10%	43%
Products presentation	3%	3%	0%
Client service	3%	3%	0%
Site infrastructure	1.7%	0.7%	-71%
Site maintenance (Support)	1.7%	0.5%	-75%

About Multimind Group

Multimind Group is a leading digital marketing agency with more than 10 years of experience. We are experts in every aspect of the marketing process and will help turn your website into a sales powerhouse with a strong online presence and the best customer service.

We specialize in generating full digital marketing strategies with only one thing in mind: Help your brand connect to its customers.

Check the video below and transform your website into a sales powerhouse.

<https://www.youtube.com/watch?v=9TatCA87mGo>

Visit:

www.multimindgroup.com

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