Rebecca

SOCIAL MEDIA MARKETING

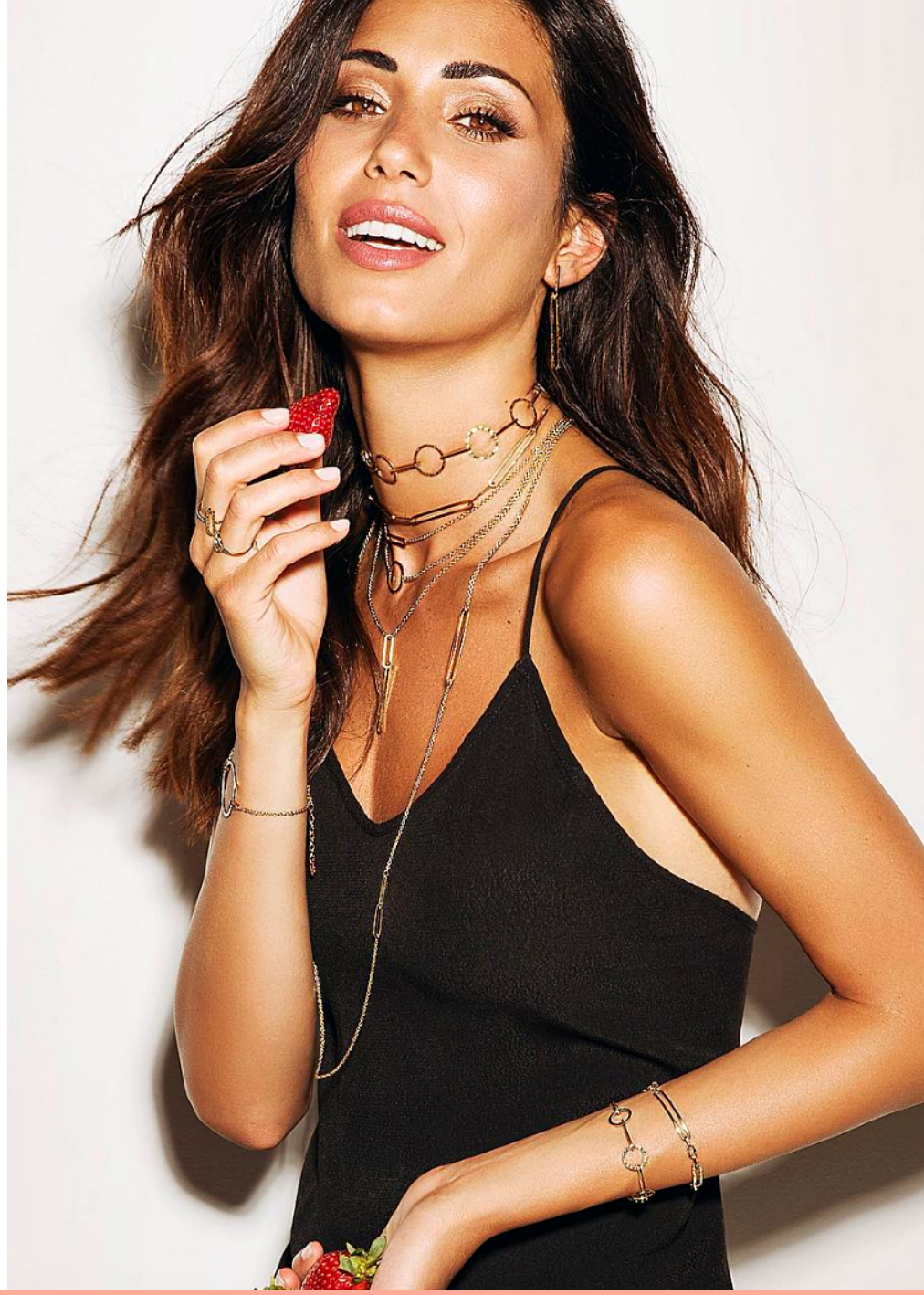
"SMM refers to techniques that target social networks and applications to spread brand awareness or promote particular products."

our Brand

Rebecca is a ready-to-wear
fashion jewelry brand
for the modern,
independent woman.

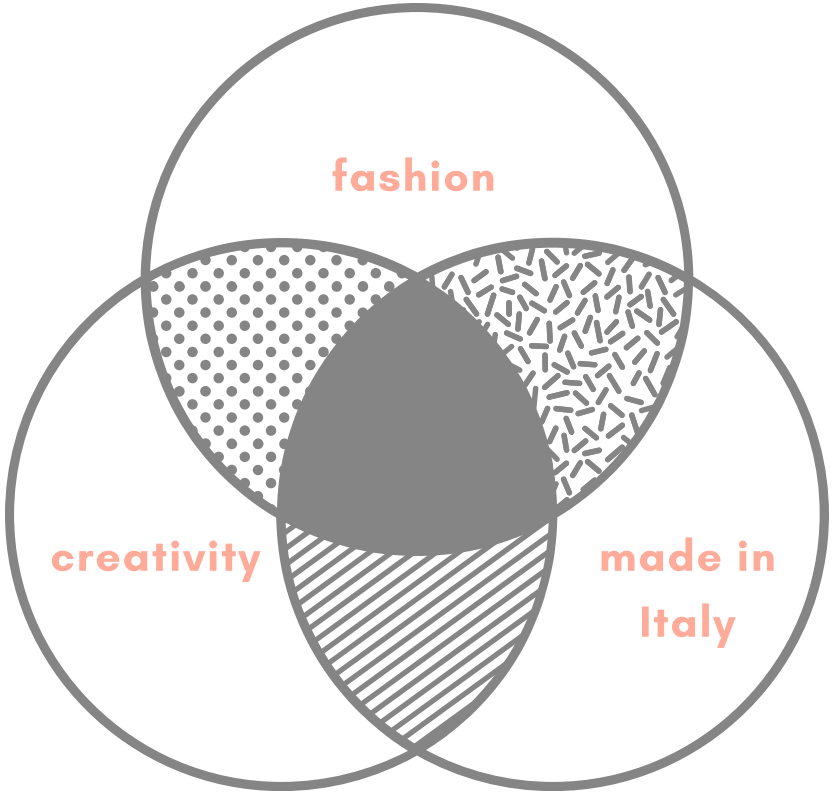
our artisanal techniques and unique design are combined with the most innovative technologies and latest worldwide trends.

the brand is known for its iconic pieces, always creating new styles for women who are not afraid to take the next step.





Brand DNA





what to wear today *turns into* what to post today?

ONE OF THE MOST FAQS
OF THIS CENTURY

guidelines

contents

- POST HIGH **QUALITY** CONTENTS, IN TERM OF STYLE AND RESOLUTION
- **VARY** TYPE OF CONTENT:
STILL LIFE, WORN PICTURES, LIFESTYLE PICTURES
- **STORYTELLING**: GIVE A MOOD/FRAMEWORK TO YOUR PICTURES, WHERE CONSUMER CAN RECOGNIZE INTO

customers

- SHARE **PROMOTIONS** AND INCENTIVES, MAKE CONSUMERS AWARE OF WHAT YOU ARE ACTIVATING
- STIMULATE CONSUMERS WITH SMALL **CONTESTS**: THIS IS USEFUL TO GRATIFY AND MAKE THEM LOYAL
- PROVIDE A FIRST LEVEL OF CUSTOMER CARE **ASSISTANCE** WITH YOUR SOCIAL MEDIA ACCOUNTS

guidelines

innovation

- IMPLEMENTS **NEW STRATEGIES** IN ORDER TO DIFFERENTIATE ONESELF FROM COMPETITORS
- ACTIVATE PRODUCT PLACEMENT CAMPAIGNS WITH **INFLUENCERS** AND CELEBRITIES

strong relationship

- TRAIN AND EXPOSE YOUR **TEAM** TO NEW PRODUCTS, TECHNOLOGIES AND TRENDS TO ENHANCE THEIR SKILLS
- BUILD **LOYALTY** WITH YOUR CUSTOMERS



remember to use our official tag and hashtags!

Hashtags are important to give a certain framework to your pictures and to reach a wider audience, moreover, hashtags can be followed by people as they were real accounts!

- always **tag** and **mention** the official account **@REBECCAGIOIELLI**

- always use the following **hashtag:**
#REBECCAGIOIELLI, **#REBECCAJEWELRY** and **#MADEINITALY**

- then, according to the collection in the picture shared:
#rebeccamyworld / **#goonhaveaswing** / **#rebeccamyname**

- add other hashtags like #RebeccaYourCountry, #silver, etc. if you wish to.



THANK YOU.

we hope jewelry makes you happy.

