Marketing strategy

Harbour & Vine Jewellers

7 postal codes · 96,532 households · 246,825 people

1 Who lives in your area

Published Census figures for the people living in those postal codes — not your customers, whom nobody publishes.

Population	**246,825**
Households	**96,532**
Median household income	**$70,368**
Median age	**33.5**
Married couples	**47% of households**
Households with children	**32%**
Aged 25–34	**14.4%**
Earning $100k or more	**33% of households**

YOUR SERVICE AREA
Norman, OK 73069 73071 73072; Moore, OK 73160 73170; Noble, OK 73068; Purcell, OK 73080

2 What your customers already say

Your Google reviews, once they are on file.

This is the one section a sample cannot show, and it is the strongest one. For a store with an account, it reads that store's own Google reviews and gives them back three things: the complete reviews worth building a testimonial ad around, the recent complaints worth answering, and the themes running through both — including the subjects customers both praise and criticise, which is where a business is quietly inconsistent. The research behind this plan weights a store's review profile at nearly two-thirds of everything it measures, against all of social media put together, because reviews are the half with real evidence behind them. Nothing in it is written for you: every word quoted is a word one of your customers typed.

3 What to make each month

A workload you can keep up, sized to your catchment.



10 still images

6 videos

10 stills to 6 videos, about 38% video. That balance comes from the content mix below — short-form video is the reach engine, and the rest of the month is carousels, product stills, social proof and a small promotional share. Which audience group each post speaks to is a separate decision, made further down, where the still-versus-video split does rest on measured format performance. The overall balance is our own: no published social-media study measures jewelry, so treat it as a considered starting point rather than a finding about your trade.

One thing that would sharpen this

One more thing would sharpen this, and we do not have it: how many followers your Facebook page has. The balance between photo posts and Reels reverses across page size — under about ten thousand followers an album post reaches roughly eight times what a Reel does, and somewhere above a hundred thousand that flips. We will not guess at which side of it you sit, because a wrong guess here does not blunt the advice, it turns it upside down. Until then: lead with albums and single images to reach the people who already follow you, keep making Reels for the people who do not, and judge each on its own job rather than against the other. Connect your Facebook page and this section becomes specific to your page.

10 STILL IMAGES

Repair, custom and service	**4**
Behind the counter	**2**
Product spotlight	**2**
Vendor or designer	**2**

6 VIDEOS

Education	**3**
Product spotlight	**2**
Vendor or designer	**1**

THE CONTENT MIX

Short-form video 35% · 6 posts

Your reach engine — Reels and TikTok. Jewelry on the body, behind-the-scenes, quick styling clips, new-arrival reveals.

Carousels 25% · 4 posts

Highest-engagement format, and where most education lives. Gemstone guides, metal differences, ring-care tips, buying guides — all swipeable.

Product spotlight stills 20% · 3 posts

Classic hero shots of individual pieces. Clean, well-lit, one star per post.

Social proof 15% · 2 posts

Jewelry is emotional — this is the part that converts. Customer photos, “she said yes” moments, testimonials and user-generated content.

Promotional 5% · 1 post

The ask, kept deliberately small. Sales, financing offers, and appointment or “visit us” calls to action.

4 Who to speak to

Share of the month's posts, and the figure behind each. The still-and-video split under every group comes from measured format performance — Buffer's 2026 dataset and Gao et al. 2026 on luxury audiences.

Bridal and engagement 10%

About 35,543 people aged 25–34 live in your service area (14.4% of the population).

45% stills to 55% video. Carousels for ring detail and saves (9x saves); Reels for reach into non-followers. Luxury audiences reward clean product focus (Gao et al. 2026).

Anniversary and gifting 19%

47% of households here are married couples, so anniversaries recur across the year.

50% stills to 50% video. Gifting skews Facebook for Profile A, where stills beat video (5.20% vs 4.84%, Buffer 2026).

Family occasions 10%

32% of households include children — graduations, birthdays and first pieces.

No measurement exists for this group. 55% stills to 45% video. Facebook-weighted; face-present stills.

Higher-value pieces 10%

33% of households earn $100k or more, and 7% earn $200k or more.

55% stills to 45% video. Gao et al. 2026: luxury audiences prefer product-focused, distraction-free posts; multi-angle carousel is the evidenced form.

Repair, custom and service 24%

Every household in your catchment is a candidate for repair and custom work, independent of any occasion.

25% stills to 75% video. Transformation is inherently temporal. Reels >4x interactions of single images; single-image engagement -45.98% YoY.

Education 15%

40% of consumers rank educational posts #1 wanted from brands (Sprout Q1 2026, n=2,250); carousels 9x saves; text-overlay penalty quantified

60% stills to 40% video. Carousels 9x saves, and saves are the right KPI here - but honour the text-overlay constraint (Dang et al. 2026).

Vendor and designer 12%

The designer and supplier lines you carry, at 2 a month. Their photography is free and better lit than anything you can shoot on a Tuesday — and every other stockist for a hundred miles is posting the identical file this week. Use them, but put yourself in the frame: why you chose to carry the line, the piece sitting in your case, a customer who came back for the matching band. That is the part nobody else can post.

Stills or video both work. No source favours either for this group.

Two qualifications on the above. The share each group gets is our own reading of this trade — the still-and-video split under each name comes from measured performance, but no published study sets a month’s balance for a jewelry store, so treat the percentages as a considered starting point rather than a finding. And vendor content is a house rule of ours: the research has no category for it at all, because supplier assets are not something anybody has measured. Instagram drops accounts that mostly post unoriginal imagery out of its recommendations on a rolling 30 days, and originality is one of the three things Facebook names as driving reach — which is the whole reason for putting something of your own on them.

5 What to concentrate on

Show the piece, not the poster

Product spotlights are what this platform produces and what a jewelry audience stops for. Lead with the item itself rather than a graphic about the item.

Post on a rhythm you can keep

16 posts a month, about 4 a week. That starts from the minimum viable workload — owner has ~20 minutes a day — and is held inside the 12–20 a month the research suggests for a suburban or small-metro trade area. Posting more often does correlate with more reach per post, but the study measuring it is observational: accounts posting ten times a week are plausibly better resourced and better at content to begin with, so it is not proof that volume causes reach. The catchment banding is a convention with no study behind it, and is the first thing to change if it does not match what you can keep up. The frequency measurement is Buffer, How Often Should You Post on Instagram in 2026?, 2025, n = 2.1M posts from 102,000+ IG accounts.

Post it natively, and post something only you have

These are the two things the research actually lists as driving reach on Facebook, and neither is about timing. Upload photos and video to Facebook directly instead of posting a link out to them. And put up something nobody else can: your bench, your town, your customer. Accounts that mostly post imagery other people also have are dropped from recommendations, assessed over a rolling 30 days.

Lead time is the whole game

Posting in the week of an occasion is posting after the decision has been made. How far ahead varies enormously — engagement research starts about six months before a proposal, while a tax-refund push needs a week — so the seasonal section below gives each one its own date rather than a single rule of thumb.

Name the towns you serve

Your catchment spans 7 postal codes. Local specifics — a town name, a landmark — are what separates a local jeweller's post from a brand's.

6 Your posting rhythm

Tuesday and Wednesday, 9am–2pm in your own time zone, is where the calendar starts. Three independent publishers agree on the days. The hours are weaker — they are a union of two retail studies rather than something all four sources found, and the one hour every source agrees on is 12pm–1pm.

Treat this as the least important thing in the plan. No vendor publishes how much posting time is actually worth, so nobody can tell you what you gain by getting it right. YouTube and Pinterest both state in their own documentation that publish time does not affect distribution, and roughly half of Instagram views now come from recommendations that have no relationship to when you posted. What does drive reach on Facebook is narrower and duller: post natively rather than linking out, and post something nobody else has.

These times expire. After four to six weeks of posting you will have something better than any published average — your own Page Insights, which show when the people who actually follow you are online. Open Insights, find your audience's active hours, and replace the times in this calendar with them. Add your Facebook page to your profile and this application can make that swap for you later, once it has permission from Facebook to read the page.

Week 1		WHAT TO POST
Monday	9am–1pm	Still image **Repair, custom and service** A repair, resize or custom job, before and after. Every household in your area is a candidate for this, whatever the occasion.
Tuesday	9am–2pm	Video **Education** “What · s the difference between 10K, 14K, and 18K gold?” — 10K vs 14K vs 18K Gold Comparison
Wednesday	9am–2pm	Video **Vendor or designer** Use the stills or video your vendor supplies for a line you stock — but do not post them as they arrive. Add something only you have: why you carry the line, the piece in your own case, a customer wearing it. Instagram drops accounts that mostly post unoriginal imagery out of its recommendations, judged over a rolling 30 days, and every other stockist has been sent these same files.
Thursday	9am–12pm	Still image **Product spotlight** One piece, shot close. Lead with the item itself rather than a graphic about it.

Week 2		WHAT TO POST
Monday	9am–1pm	Video **Product spotlight** One piece, shot close. Lead with the item itself rather than a graphic about it.
Tuesday	9am–2pm	Video **Education** “Is white gold better than platinum?” — White Gold vs Platinum Side-by-Side
Wednesday	9am–2pm	Still image **Behind the counter** The bench, the people, the town. Local specifics are what separate your page from a brand’s.
Thursday	9am–12pm	Still image **Repair, custom and service** A repair, resize or custom job, before and after. Every household in your area is a candidate for this, whatever the occasion.

Week 3		WHAT TO POST
Monday	9am–1pm	Still image **Repair, custom and service** A repair, resize or custom job, before and after. Every household in your area is a candidate for this, whatever the occasion.
Tuesday	9am–2pm	Video **Education** “Why does white gold need rhodium plating?” — Watch White Gold Before and After Rhodium
Wednesday	9am–2pm	Still image **Vendor or designer** Use the stills or video your vendor supplies for a line you stock — but do not post them as they arrive. Add something only you have: why you carry the line, the piece in your own case, a customer wearing it. Instagram drops accounts that mostly post unoriginal imagery out of its recommendations, judged over a rolling 30 days, and every other stockist has been sent these same files.
Thursday	9am–12pm	Still image **Product spotlight** One piece, shot close. Lead with the item itself rather than a graphic about it.

Week 4		WHAT TO POST
Monday	9am–1pm	Still image **Repair, custom and service** A repair, resize or custom job, before and after. Every household in your area is a candidate for this, whatever the occasion.
Tuesday	9am–2pm	Still image **Behind the counter** The bench, the people, the town. Local specifics are what separate your page from a brand’s.
Wednesday	9am–2pm	Video **Product spotlight** One piece, shot close. Lead with the item itself rather than a graphic about it.
Thursday	9am–12pm	Still image **Vendor or designer** Use the stills or video your vendor supplies for a line you stock — but do not post them as they arrive. Add something only you have: why you carry the line, the piece in your own case, a customer wearing it. Instagram drops accounts that mostly post unoriginal imagery out of its recommendations, judged over a rolling 30 days, and every other stockist has been sent these same files.

7 What the season is asking for

Where the year is now, and what needs making before it arrives. Lead times differ by months, so each moment carries its own.

IN HAND NOW

Engagement season
Present every week of the year, and stepped up from 1 June.

Black Friday / Small Business Saturday / Cyber Monday
Running now, to 30 November.

The December run
Window opens 1 December. Start making content 6 October — 8 weeks ahead.

Self-purchase
Present every week of the year, including the slow season.

COMING UP

Valentine's Day
Window opens 20 January. Start making content 9 December — 6 weeks ahead.

Wedding band attach wave
Window opens 1 January. No lead time is published for this one, so work back from the window yourself.

January appraisals and repair intake
Window opens 1 January. Start making content 27 November — 5 weeks ahead.

Q5 - the week between Christmas and New Year
Window opens 26 December. No lead time is published for this one, so work back from the window yourself.

EVENT IDEAS

Three of fifty-two, picked because the notice they need means this is the month to start, and because they suit your trade area. Three different ones next month. The run sheets, the post drafts and the invitations for all fifty-two are in "52 event ideas", which you can download from your marketing strategy.

Birthstone of the month table
One table, one stone, every month of the year — the cheapest recurring event there is.
For December. Start work the week of 24 November — 1 week of notice, low effort.

Gold and estate buying event
Two or three days of buying scrap gold, old jewelry and coins over the counter.
For January 2027. Start work the week of 6 November — 8 weeks of notice, medium effort.

Auction piece donation
You donate the piece that headlines somebody else's gala.
For February 2027. Start work the week of 9 November — 12 weeks of notice, low effort. Suits you: 7% of households are over $200k.

8 Education posts for this month

Questions customers ask, each with a post already written. No question repeats until all 100 have been used.

1 DIAMOND REPORTS, GOLD & METAL BASICS

What · s the difference between 10K, 14K, and 18K gold?

The difference comes down to how much pure gold is mixed into the metal. · 10K gold = 41.7% pure gold · 14K gold = 58.3% pure gold · 18K gold = 75% pure gold 14K gold is the most popular choice because it balances durability, color, and long-term wearability.

READY TO POST
More expensive gold isn’t always the best choice for every lifestyle.

Video idea	10K vs 14K vs 18K Gold Comparison
Blog idea	Which Gold Is Best for Jewelry?
Typical pricing	10K rings may range from $250-$1,000, while 18K rings may range from $1,000-$10,000+.

2 DIAMOND REPORTS, GOLD & METAL BASICS

Is white gold better than platinum?

Neither is universally better - they simply offer different advantages. White gold: · lower cost · lighter weight · requires rhodium plating Platinum: · naturally white · heavier feel · more expensive · develops patina over time

READY TO POST
The best metal often depends more on lifestyle and budget than luxury.

Video idea	White Gold vs Platinum Side-by-Side
Blog idea	White Gold vs Platinum Explained
Typical pricing	White gold engagement rings often range from $2,000-$15,000+, while platinum versions may cost more.

3 DIAMOND REPORTS, GOLD & METAL BASICS

Why does white gold need rhodium plating?

White gold is naturally slightly yellow because it contains gold. Rhodium plating gives white gold its bright white appearance and helps protect the surface finish.

> **READY TO POST**
> Many customers don’t realize white gold naturally isn’t bright white.

Video idea	Watch White Gold Before and After Rhodium
Blog idea	Why White Gold Needs Maintenance
Typical pricing	Rhodium replating typically costs between $50-$150 depending on the ring.

9 What this plan is based on, and what it is not

- Built from public Census figures for the people living in your service area — not from your customer list, which nobody publishes.
- No Facebook page is on file yet. Add one to your profile so the plan can point at the right page.
- Post counts are a sustainable workload, not a promise about results. Any number claiming a specific outcome would be made up.
- Two questions on your business profile shape this plan more than anything else, and neither is answered yet: what kind of store you are — this plan assumes a local retail jeweller; and how much you can take on — this plan assumes about twenty minutes a day. Answering them changes the post count, the audience split and the content mix.
- Where this plan cites engagement figures, posting times or seasonal spend, those are published industry averages across many businesses — not measurements of your store. They are dated and reviewed yearly.

US Census Bureau, American Community Survey 2022 5-year estimates
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