

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	3

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 “Should I buy certified diamonds only?” — What Diamond Certification Actually Means
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.
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 “What is a GIA certificate?” — What Does a GIA Certificate Actually Mean?
Wednesday	9am–2pm	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.
Thursday	9am–12pm	Still image	Behind the counter The bench, the people, the town. Local specifics are what separate your page from a brand's.

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 “What’s the difference between SI1 and VS2 clarity?” — Can Customers See the Difference Between SI1 and VS2?
Wednesday	9am–2pm	Still image	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.

Week 4		WHAT TO POST	
Monday	9am–1pm	Still image	Behind the counter The bench, the people, the town. Local specifics are what separate your page from a brand's.
Tuesday	9am–2pm	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.
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	Product spotlight One piece, shot close. Lead with the item itself rather than a graphic about it.

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

Window opens 1 November. Start making content 6 September — 8 weeks ahead.

Self-purchase

Present every week of the year, including the slow season.

Pre-season authority build

Running now, to 31 October.

COMING UP

The December run

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

January appraisals and repair intake

Window opens 1 January. Start making content 27 November — 5 weeks ahead.

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.

Small Business Saturday hunt

Ornaments hidden around the store, each holding a prize, found by whoever walks in.

For November. Start work the week of 27 September — 5 weeks of notice, low effort.

Customer appreciation open house

Sip and shop — an open door, a glass, no appointment and no pressure.

For November. Start work the week of 27 September — 5 weeks of notice, medium effort.

Styling session with a photographer

Customers bring what they own, you style it with what you sell, and a photographer shoots it.

For November. Start work the week of 27 September — 5 weeks of notice, medium effort. Suits you: 33% of households are over \$100k.

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**ONLINE BUYING, GEMSTONES & CERTIFICATION**

Should I buy certified diamonds only?

Certified diamonds provide independent grading information regarding cut, color, clarity, and carat weight. Certification helps customers compare diamonds more confidently and understand what they are purchasing.

READY TO POST

A diamond certificate doesn't make a diamond beautiful - but it does provide transparency.

Video idea What Diamond Certification Actually Means

Blog idea Should You Only Buy Certified Diamonds?

Typical pricing GIA-certified diamonds may cost more, but many customers value the additional transparency and confidence.

2 DIAMOND REPORTS, GOLD & METAL BASICS

What is a GIA certificate?

A GIA certificate is an independent grading report issued by the Gemological Institute of America. It evaluates: · cut · color · clarity · carat weight Many customers prefer GIA-certified diamonds because the grading standards are widely trusted throughout the jewelry industry.

READY TO POST

A diamond certificate doesn't create beauty - but it does create transparency.

Video idea	What Does a GIA Certificate Actually Mean?
Blog idea	Understanding GIA Diamond Reports
Typical pricing	GIA-certified diamonds often cost more because customers value the added transparency and consistency in grading.

3 DIAMOND REPORTS, GOLD & METAL BASICS

What's the difference between SI1 and VS2 clarity?

The difference between SI1 and VS2 clarity comes down to how visible the inclusions are inside the diamond. VS2 diamonds typically have smaller and less noticeable inclusions than SI1 diamonds. In many cases, customers cannot visually tell the difference without magnification.

READY TO POST

Many customers pay for clarity differences they may never visually notice.

Video idea	Can Customers See the Difference Between SI1 and VS2?
Blog idea	Diamond Clarity Explained
Typical pricing	VS2 diamonds often cost noticeably more than SI1 diamonds of similar size and quality.

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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