

IN YOUR STORE

DO YOU OR DON'T YOU?

Do You — or Don't You — Belong to Any Social-Networking Sites?

YES, I DO

MySpace, Facebook, Twitter: *This is the advertising of the future.* — Gary Gordon; Samuel Gordon Jewelers, Oklahoma City, OK

I loved it at first, but so many people use it to obviously network it's taken some of the fun out of reconnecting. Social networking is being used by self-promoters more and more — Steven B. Goldfarb; Alvin Goldfarb Jeweler, Bellevue, WA

It is much more personal and *really* more cost-efficient than direct mail and not as intrusive as cold calls. — Francis Lynch; The Jeweler Studio, Mount Dora, FL

Give us a break — can't we do anything for fun? People are fed up with commercials. I would be upset if someone tried to sell me something on Facebook, or tried to contact me from a business. I certainly would not buy from them. It's social and fun, and that's how it should be. — Sandy Severt; Gloria's Jewelry, St. Paul, MN

It's a great and easy way to keep close contact with your customer base, including baby boomers and older! They use this service too — maybe more than the younger generation. — William Draeb; Draeb Jewelers, Sturgeon Bay, WI

We do very few status updates about our actual store because that seemed too much like spam. Instead, we link to interesting jewelry news articles or to our MySpace blog with more interesting information. In addition, we upload a

few inventory photos once a week or so, so our friends get a glimpse of what we have in stock. — Rose Welch; Graham Jewelry, Lawton, OK

Facebook is a great way to promote upcoming events. — Jon Bumann; Chalmer Jewelers, Middleton, WI

I'm on Facebook — and, no, it doesn't do a thing for the business. — David Swanson; Swanson Jewelers, Arlington, MA

We belong to Facebook, LinkedIn and Twitter. We have gotten so many engagement ring sales through Facebook (and my kids directing them to my page) that now the sales are kind of naturally growing. I'm a big believer! — Patty Gallun Hansen; Dorothy Gallun Fine Jewelry, Cedarburg, WI

I've sold several items to friends and former customers over my personal page on Facebook. They ask, I post a pic on their page. Then their friends and family are exposed to my jewelry too. At Mother's Day this worked especially well for family members deciding on an item for Mom together. — Kristy Goodrich; JK Jewelers, St. George, UT

The challenging thing is posting things of interest without trying to sound like I'm selling. The way I think about it is informing, not selling and keeping my business part of their daily experience. — Peter Manka Jr.; Ben Garelick Jewelers, Williamsville, NY

Facebook, Twitter, LinkedIn, Plaxo — they give us a chance to reach

THE BRAIN SQUAD SPEAKS

CURRENT SURVEY RESULTS

57%
YES, I DO

43%
NO, I DON'T

TOTAL RESPONSES:
307



YOU'RE INVITED!
Own a jewelry store in the U.S. or Canada? Join the "Brain Squad" and get a free T-shirt.

E-MAIL:
brainsquad@instoremag.com

a market that has dropped out of the traditional media. — John Joseph; S. Joseph and Sons, Des Moines, IA

Facebook is very good, but you have to work it without looking like you are a person who won't shut up. — William Minster; Minster's Jewelers, Wilmington, DE

It's all about time, but I am making it a priority because I think it is important. We need to stay on top of advances in technology. Burying your head in the sand will kill you! — Susan Eisen; Susan Eisen Fine Jewelry & Watches, El Paso, TX

NO, I DON'T

I have to ask my teenage employee to set it up. — Erik Mauter; Hudson Jewelers, St. Marys, OH

I've got so many other things I'd rather be doing than using a computer. — Pat Gilmore; Dunbar Jewelers, Yakima, WA

I'm not sure how this would be implemented with our store. — Tom McLaughlin; Lennon's Jewelers, Clay, NY

Don't want to commit to that kind of time vacuum! — Jeff Vierk; Vierk's Fine Jewelry, Lafayette, IN

I prefer face to face, sending cards via snail mail, but I hear I am missing the boat. — Mary Harding; Mary L. Harding, G.G., Bellingham, WA

Don't have the time to waste on those websites. — Craig C. Curtis; Downtown Jewelry & Engraving Shop, Belfast, ME