



MARKETING PLAN

GABRIELA MADRIGAL



EXECUTIVE SUMMARY

Gypsy Gem is an emerging artisanal jewelry brand specializing in elegant, handcrafted pieces designed to highlight femininity and personal expression. This marketing plan outlines a three-month strategy to establish brand awareness, build an engaged online community, and position Gypsy Gem as a boutique alternative to mass-produced fashion jewelry.

The plan focuses on visual storytelling, social media growth, and seasonal campaigns that showcase the craftsmanship and unique design of each piece. With a growing demand for handmade accessories, Gypsy Gem is well-positioned to attract customers seeking distinctive, meaningful jewelry. Through targeted content, giveaways, and a cohesive brand identity, the campaign aims to strengthen visibility, encourage customer interaction, and lay the foundation for future online sales.

ABOUT GYPSY GEM

Gypsy Gem is an artisanal jewelry brand focused on creating elegant, feminine, and unique pieces made with high-quality crystals, pearls, stones, and metal finishes. Each design is inspired by the essence of the modern woman, strong, creative, free-spirited, and detail oriented. The brand offers handcrafted accessories that elevate any outfit, from casual to formal, bringing sophistication and personal style to everyday fashion.



WHO IS IT FOR?

Gypsy Gem is designed for women who seek distinctive, meaningful jewelry, especially those who value handcrafted work over mass-produced items.

Ideal Audience

- *Women ages 20 to 55 who enjoy dressing with elegance and style.
- *Fashion lovers who want unique accessories to complete their look.
- *Women who express their identity through carefully chosen details.
- *Shoppers who appreciate quality, craftsmanship, and exclusivity.

It is also appealing to people looking for a special, meaningful, and beautifully presented gift.



**Key motivations:**

Desire for uniqueness, elegance, and accessories that reflect personality and refined taste.

Key issues:

Fast fashion jewelry lacks durability and individuality. Gypsy Gem offers distinctive, artisanal alternatives that elevate style.

Characteristics:

Heavy Instagram users, often following fashion and lifestyle accounts.

Demographics:

Women ages 25–50, primarily urban, located in the U.S. and Mexico.



WHAT PROBLEM DOES IT SOLVE?

Gypsy Gem solves the need for jewelry that is not only beautiful, but also unique, exclusive, and crafted with an artisanal touch, not something mass-produced.

Our brand addresses:

The lack of elegant, handcrafted jewelry that remains accessible.

The difficulty of finding accessories that truly reflect an individual's personality and style.

The need for pieces that elevate an outfit without requiring luxury brand budgets.

The search for meaningful, memorable gifts with thoughtful presentation.

In essence, Gypsy Gem offers each customer a piece that tells a story, made with intention, beauty, and mindful craftsmanship.



INDUSTRY DESCRIPTION

Gypsy Gem competes within the artisanal jewelry and fashion accessories industry, a dynamic market that has grown significantly due to the rising demand for personalized, unique, and boutique style products. This sector combines creativity, fashion, and entrepreneurship, attracting consumers who seek distinctive pieces with both aesthetic and emotional value

The global jewelry industry including fine jewelry, fashion jewelry, and handcrafted pieces, exceeds \$300 billion USD annually, according to international market reports. Within this sector, fashion jewelry and artisanal jewelry represent a significant portion of the growth because:



It is more accessible than fine jewelry.

It allows for greater personalization.

It sells successfully on digital platforms such as Instagram, Etsy, TikTok, and local boutiques.

In the United States and Mexico, the demand for handcrafted jewelry has increased between 8% and 12% per year, driven by young and adult women who prefer handmade products with unique designs and attractive presentation.



COMPETITION TO CONSIDER:

LeahJessica Jewelry

An independent boutique offering handmade jewelry, with collections of personalized accessories and artisanal design.

<https://leahjessicajewelry.com/>

Bazaar Del Mundo

Their selection includes artisanal jewelry, unique pieces, and a Latin/boho style, which can be similar to the feminine, handcrafted aesthetic you offer.

<https://bazaardelmundo.com/>



SWOT ANALYSIS

Strengths

Handmade
Unique
Elegant designs
Personalized attention
Strong aesthetic.

Weaknesses

Limited production
Low marketing budget
Low brand recognition.

Opportunities

Growing demand for handmade jewelry; social media reach; gift-season sales.

Threats

Low-cost mass-market competitors; design imitation; material costs and algorithm changes.

OBJECTIVES

Build brand awareness on Instagram and grow a small but loyal community.

Show Gypsy Gem as a brand that values elegance and quality.

Increase engagement through storytelling posts, events, and giveaways.

Prepare the foundation for an online shop launch in the near future.





SCHEDULE AND BUDGET

Launch: December 2025

Duration: Three-month campaign
(December–February).

Budget: Start with organic reach
through Instagram and Facebook;
test low-budget ads as engagement
grows.

December. Holiday launch and
first major push.

Campaign launch with festive product
photography and introductory posts.

Promote gift-ready jewelry, packaging,
and limited holiday pieces.

First giveaway to maximize seasonal
engagement.

January: New Year storytelling and brand-building

“New Year, New Style” content focused on elegance, self-expression, and handcrafted quality.

Behind-the-scenes posts showing the creation process.

Highlight bestsellers and introduce new designs for the year.



February: Valentine’s campaign and final boost.

Focus on romantic gifting: crystals, pearls, and personalized pieces.

Valentine’s Day mini-collection or themed posts.

Second giveaway or promotional offer to drive conversions before the end of the campaign.

KEY MESSAGES



Value proposition: Gypsy Gem revives timeless elegance through handcrafted jewelry inspired by vintage femininity.

Benefits and features: Unique handmade designs, durable materials, and limited-edition collections.

Proof points: Designed and handcrafted by the founder, ensuring authenticity and exclusivity.

Additional message: Gypsy Gem is not just jewelry, it is a reminder of how elegance can be part of everyday life.

CALL TO ACTION

Follow Gypsy Gem on Instagram to discover elegant handmade jewelry.

Participate in giveaways and storytelling posts.

For now, DM orders will be available directly until the official online shop is ready.

CREATIVE CONSIDERATIONS

Format: Instagram posts, Reels, Stories, and livestream events.

Layout: Consistent brand visuals with logo and clean typography.

Tone: Elegant, artistic, feminine, and sophisticated.

Visuals: Black, gold, gray, and red palette inspired by vintage glamour.

Localization: Content in English and Spanish to connect with U.S. and Mexican audiences.



ANALYTICS / MEASUREMENT TECHNIQUES

To evaluate the effectiveness of Gypsy Gem's three-month marketing campaign, a set of key performance indicators (KPIs) and measurement tools will be used. These metrics will help track audience growth, engagement, content performance, and conversion behavior on social media

1. Social Media Growth Metrics

Follower growth: Tracks how the brand's visibility increases over time.

Reach and impressions: Measures how many users are exposed to Gypsy Gem's content.

2. Engagement Metrics

Likes, comments, shares, and saves: Indicators of how strongly the audience interacts with the brand.

Engagement rate: Helps determine which content styles or messages resonate most with the audience.

3. Content Performance

Top-performing posts and Reels: Identifies visuals and themes that attract higher interaction.

Story view retention: Measures how well storytelling content maintains audience attention.



4. Conversion and Interest Indicators

DM inquiries: Measures customer interest and purchase intent. Click-throughs to website or profile links: Tracks how many users explore the brand further.

Promotion responses: Engagement during giveaways or special campaigns.

5. Tools Used

Instagram Insights and Facebook Analytics for engagement, reach, and follower growth. Manual tracking of DM inquiries, custom orders, and repeated customer interactions. Google Analytics will be implemented once the official online shop launches.

6. Reporting Frequency

Metrics will be reviewed weekly to observe trends and adjust content, and monthly to evaluate overall campaign performance and make data-driven decisions.





FINAL RECOMMENDATIONS

Gypsy Gem should continue strengthening its digital presence through consistent visual storytelling, limited-edition launches, and gradual investment in targeted Instagram ads. Collaborating with micro-influencers and encouraging customer-generated content will help build trust and expand reach. As the brand grows, developing an online shop and using analytics to guide decisions will support long-term, sustainable growth.



Website: www.gypsygem.com

Phone: (619) 667-0893

Instagram: @gypsy_gem

