



JEWELRY PUBLICITY TRENDS THAT ARE WORKING RIGHT NOW WITH OLGA GONZALEZ THRIVE BY DESIGN WITH TRACY MATTHEWS

“You have different types of audiences on different platforms and I think it’s really important to figure out who your audience is and where they are.” – Olga Gonzalez

You’re listening to Thrive-By-Design business marketing and lifestyle strategies for your jewelry brand to flourish and thrive. Let’s get started.

Tracy: Hey there it’s Tracy Matthews of the Thrive-By-Design podcast and Flourish and Thrive Academy and thank you so much for joining me today for Episode number 31. Today I’m super excited. Welcome, welcome thanks for showing up and the reason why I’m excited is because I love talking about changes in the jewelry industry and today I have a very special guest who’s here to talk about jewelry publicity trends that are working right now.

So I’m thrilled to be introducing Olga Gonzalez. So a little background Olga and I met about a year ago at the Women’s Jewelry Association when I joined and I’ve gotten to know Olga a little bit more over the last year or so and she’s really involved particularly in the jewelry and gemstone world. So Olga thank you so much for joining us today. I am just thrilled to have you here.

Olga: Thank you Tracy. It’s my pleasure. I’m excited.

Tracy: Yay. So I’m going to just introduce the audience to you with a bio so they get to know you a little bit better and they can go check out your website and stuff.

Olga: Okay.

Tracy: The CEO and Founder of Pietra PR, Olga Gonzalez has over ten years of experience working within the field of jewelry communications. A certified gemologist, FDA, DGA, and appraiser she specializes in growing mid-sized companies within the jewelry trade from designer jewelry brands and manufacturers to trade non profits and diamond grading laboratories. She currently serves as the Director of PR for the Women’s Jewelry Association New York Metro Chapter Board, the USA Ambassador for the Gemological Association of Great Britain, and is a regular contributor to trade and consumer publications on gem and jewelry related topics. Wow you have a crazy impressive resume.

Olga: It sounds good on paper.

Tracy: Super cool.

Olga: I just do what I like to do. I just like gemstones.





Tracy: So do I. I love jewelry and gemstones. Perfect. So before we dive in to some of the questions I have for you I would love for you to tell us a little bit more about your background and your business?

Olga: Sure. Yeah so I've been doing this for about ten year's jewelry marketing, PR, communications events. I didn't really come into the business by your usual realm. I didn't have a family member that was in the trade which is very common in the jewelry trade nor did I go to business school for marketing and PR. As you can kind of hear from my background I actually came via the [3:00] art connoisseurship route. So my first real job in the trade I would say was that of an exhibition assistant at Christie's, the auction house in New York and then I was inspired to do my Master's Degree at Christie's in London and when I was there I worked at the Goldsmith's Company which is where they assay gold and silver and they have an incredible contemporary jewelry collection which I fell in love with and I also got an offer to run the membership for the Gemological Association while I was doing my masters degree.

So I did that and then that sort of turned into becoming their Marketing and Events Manager for the Association and that was really where I was able to meet a lot of people in the trade. Do a lot of events; large scale branding, working full-time for a trade association and absolutely loved it. I did my degree there. I was excited to actually get my gemology degree in the evenings. So it was; that was really my entrance into that side of the business.

My company I started three and a half years ago. So that really happened because I came to New York and I was working full-time for different companies in the jewelry trade and I had people who knew me from when I was working at Gem A and from other work that I had done who wanted me to do; you know like jewelry designers who wanted to grow their businesses do a press release here on the side and get some promotion. So I started working with a bunch of other smaller businesses who wanted to grow their business outside of work and building their businesses and to be honest with you I just didn't have a social life because it's kind of a lot of work to just have a full-time gig and lots of other part-time stuff.

So the designers that I worked with they actually encouraged me to start my own business. So I have to actually thank them for being the impetus to get me started and into starting my own thing. But yeah so I started my own company, Pietra PR three and a half years ago and I haven't looked back and absolutely love it.

Tracy: That's so awesome. Well I just love hearing about your background because we were talking the other night and it's cool that you actually went to school for gemology and you know so much about gemstones and you're working and not just working in PR but you have your own business in PR really representing jewelry companies. It's just an interesting way to come at it which I love.





So there's so much competition in the jewelry industry as you know from being in PR and working, starting with smaller brands and then sort of now working with medium sized companies. Why is publicity and PR in your opinion so important to standing out as a brand?

Olga: Honestly I mean when people ask me whether or not PR is important it's a must have. It's like they don't understand why and I wouldn't understand why someone wouldn't want PR.

Tracy: I know right.

Olga: It's really about telling your story. I really see PR as being about story-telling. I mean that's really the job of a [6:00] PR professional is to take your client's story and make sure that everybody knows it and make it relevant and find the audience for them and if you don't have someone doing that for you it's tough. Especially if you're an emerging designer you have so much going on. You're making your jewelry, you're coming up with designs and figuring out how to sell it, and sometimes you may need guidance on perfecting that story and to get it out there because no one can be everything to everyone.

So it's really, really important to stand out in that way. People just relate to people's stories especially if you're a millennial or the generation coming up before them. It's not about the mass market it's about feeling a personal connection to a brand.

Tracy: It's all about personal connection. I'm so glad that you said that because it's such an important thing and a key thing for designers to remember and the other thing that really stood out for me about what you said is that you can't be everything to everyone and you really can it's just finding your people and you could do that by communicating your story awesome.

Olga: Exactly see you got it. You got the PR thing down.

Tracy: Yay. So when I had my wholesale business we did our PR in house for most of the time and we found that we had the best success with that having a dedicated team doing PR in house.

Olga: Mm-hmm (affirmative).

Tracy: But I know over the last five years PR has changed and publicity has changed and sort of the landscape of the industry has changed so much. So it used to be that we would focus only on print magazines for exposure but now there's so many options. So what are some of the most current trends in the jewelry industry that you've seen that are working really well because I know the jewelry industry sort of adopts things in a different time line then other industries?

Olga: They do, they do. I mean I would never downplay print because print is very important and it certainly has its place and I do think it will always have its place but to be honest I think there's; I mean obviously online is a huge thing. I mean it's where people spend their time, it's where people read their news, and it's where people watch





their entertainment. I see little kids they don't watch TV, they're watching YouTube.

Tracy: Mm-hmm (affirmative). Exactly.

Olga: So yeah. It's super important and I think that that's really where; one main area where PR is really reaching out too. Twenty years ago it didn't; you didn't do PR online that wasn't even a thing obviously and now it's; there are so many different kinds of social media. I mean there's Linked In, there's Facebook, Instagram, Twitter, SnapChat I mean you have different types of audiences on different platforms and I think it's really important to figure out who your audience is and where they are. You don't need to be on everything but you should at least be on one or two things and really be active. It's better being active on a couple of sites then being inactive across lots of different sites.

But it's important to have your story. I think it's [9:00] great to keep a blog on your website. Keep the content fresh that's also great for search engine optimization as well as having a Google Plus page. I mean we really focus on editorial at our agency. Trying to get natural editorials across the web and print for our audiences. I mean that's really what we do best. But yeah I think that's and I mean the other thing is really just focusing on leveraging publicity at home.

Tracy: Mm-hmm (affirmative).

Olga: Like actually being known locally; being known and participating in lots of activities in your area maybe with local stores, your local school. I think that's also really important for PR is to have sort of that word of mouth going on where people are talking about you that know you personally because that's sort of a really great way to get an organic reach as well.

Tracy: I love that. Yeah start local. I feel like everything should start local. It's like we're all buying local produce now. We should all buy local designers.

Olga: Exactly yes.

Tracy: Start local, network in your community. I was at a networking event last night; actually it was a book opening for an entrepreneur and I hadn't been to one in a while because I've been like doing sort of my own thing and I was re-reminded I mean I went to the WJ event this week to of how important it is to get yourself in front of people even though you're not sure exactly what; it might not seem like oh they're going to be directly your customers but you just never know what could come out of it.

I was talking with a guy last night who is thinking about proposing to his girlfriend and it's like we're going to talk later but there was an opportunity right there for me to potentially design an engagement ring so you just never know. You might go to a WJ event in your local chapter or you might go to some sort of event where you meet





someone who can connect you to someone else who can give you exposure for your brand. So I loved what you said about starting local.

I wanted to come back to something you said about editorial. Can you give some examples of what you've done for your clients to sort of and I'm going to get; I can't remember exactly how you phrased it editorial content out there? What did you say do you remember?

Olga: Oh well we do; our focus is really on editorials.

Tracy: Yes.

Olga: So it's basically having editor's write about your brand in a natural way and not an advertising sort of placement.

Tracy: Yes.

Olga: But actually getting them excited about the brands and your clients and having them naturally want to write about them. So I mean that has a lot to do with relationships both trade and consumer.

Tracy: Mm-hmm (affirmative).

Olga: But making sure you're on top of the trends and the topics and you always have something to contribute. That they know who your designers are, that they're seeing their work regularly, and then we'll come up with ideas for articles all the time like things that are relevant to a certain website and just say what about this pitch? Do you like this article? We can write it for you if you want. If you're editors want to write it, if you want a quote for it, like here are some things that you would love to; [12:00] your audience would love to hear about.

So that way it makes the editors lives easier too because they may not have thought of certain angles like I was talking to one magazine locally about what about an article about ways to teach your kids about gemology in New York.

Tracy: That's a great article.

Olga: You know things like that; just sort of things that are a little outside the box that you may not think about but it could be interesting for these sorts of sites that people are trying to find new ideas for things to do with their kids. That's something that they might want to read about. Stuff like that.

Tracy: And it's a different way to get exposure because I think when a lot of people think about PR and press they don't necessarily think of it from an editorial standpoint they think about it from a pictorial standpoint. Like oh is Lucky Magazine going to cover my piece of jewelry or am I going to get featured in a JCK print article about upcoming trends or something like that. I love this idea of pitching stories because that gets people to actually really connect with who





you are and it ties it all back to what we were talking about in the beginning about really leveraging your story right?

Olga: Exactly, exactly.

Tracy: I love that. What are the most effective ways for a jewelry brand to leverage publicity in your opinion? Once they get it how can they share it and really make the most of it?

Olga: Yeah it's definitely important to keep track of it and like you said you have to share it everywhere put it on your website, your blog, on your social media. Keep a portfolio. Make sure that you are showing it to clients, that you're showing it to prospective clients. But I think the most important thing is really to make sure that you have as broad a reach as possible. So if you're working with someone let's say you're partnering with a blogger or you're doing a contest or something like that ask people to promote you. Ask them to re-tweet it, ask them to share it with their friends, to share it on their social media, to talk about it in their next upcoming editorials because to have successful PR I mean you really want to just make that reach as large as you can and if you can reach outside of your own personal network and have other people reach out to their networks that's really the way that you're going to get it to grow so I think that's what you should do.

Tracy: Yeah leveraging people upon people in every single way that you possibly can. So how long would you share it for? Let's say you got some press in I don't know December would you continue to share it ongoing or would you only share it for a little while or?

Olga: No, no it would be short. I mean technically for example if you're doing a press release. The news cycle is traditionally twenty-eight days so that would be the max that you would ever share or track anything let's say like a press release for example.

Tracy: Mm-hmm (affirmative).

Olga: That's the most that you would track your analytics for but in order to be relevant I mean I personally feel that I don't usually do beyond more than a week of sharing of the same sort of content. I feel like if it's hot you've got to just promote it as quickly as [15:00] possible. It's super time sensitive and I really will try to do as much work as I possibly can within the first twenty-four hours. I think if you can do as much sharing as possible the same day that's exciting to people because people want something that's new news.

Tracy: Mm-hmm (affirmative).

Olga: They don't want to be talking about something really that's happened months ago where this design is outdated; not outdated but it's already been done, it's already been written about somewhere else.





Tracy: Awesome yeah. So I want to come back to one thing you said too about press releases. We have different experts who come in and talk about PR and there's always this controversy about the press release like how and when to use it. So in your opinion or how are you leveraging and using and writing press releases to the best benefit and when should it be used as proposed to just a pitch to an editor?

Olga: Press releases are really; I think that they're super important. I'm on the; but I don't think you should use it as a crutch. I don't think you should only count on sending out a press release or putting something out on news wire and letting it just kind of run on its own. I think it's important to put things out on news wire to be honest more for the visibility of the brand.

Tracy: Mm-hmm (affirmative).

Olga: Because it will automatically be picked up by lots of different news sites. In addition to sending out a press release any release that we send out in addition to putting it on the wire we individually send out to all of the editors that we would want to target and if we have specific angles we follow up. We make sure we make those calls. We want it to be as personal as possible especially with the people that we work with regularly. So I do think it's important. I do think it's good for making your client's site more searchable. It's good for making; it's good for getting as broad a reach as possible but it's really just one of many, many tools that you should be utilizing. It shouldn't be the only thing.

Tracy: That's awesome. Yeah thanks for clarifying that because I think that's an important thing how to use the press release because I know sometimes people use it incorrectly and I'm appreciative that you shared that with us. So what's one thing that you would love for emerging designers to know about building a name brand for themselves especially in relation to PR if there was just one thing or if there's more things you can share that too?

Olga: You know what the one thing I would say that; it actually seems like the easiest thing but it's the hardest thing when I sit down with a designer to talk about PR, branding, or any of that. I think the most important thing before you even think about doing social media or PR marketing, logos, anything is to really just know your vision and be 100% clear about it before you do anything else and that's very difficult for a lot of people to do. A lot of designers that I've known throughout the years they have all of this incredible talent and they just want to explore it and they want to make jewelry that looks very different. [18:00] It's not necessarily super cohesive with one esthetic with one; I ask them what is your angle?

What are you about? How is it going to be different from everyone else? You can't just do for example nature inspired jewelry. Are you going to be the Opal lady? Is everything you're going to do have lightning ridge black opals in it? Are you a mason? Do you love making Masonic jewelry? I think you kind of have to pick; you have to pick your angle





because otherwise you're going to be too broad for people to relate to or to be excited about your story and also you've got to think about things like your; people don't think about necessarily about their colors. What are your favorite colors? What are your favorite fonts?

Because at the end of the day your branding has to be totally consistent across your advertising, your website, your business cards, all your promotional material so it's important to look at those little things too and you have to sort of set all of that aside and know what the plan is before you do anything because once you start promoting yourself everything has to be consistent. It's got to go with the vision and go with the look so yeah I would say that knowing your vision and really understanding it and being clear about it would be the most important thing when you're starting to build a brand because everything is really going to come from that.

Tracy: Over at Flourish and Thrive Academy we like to call all of the leaders of their companies Chief Visionary Officers so I love that you brought that up because understanding your vision is so important to running a successful jewelry brand. I mean you just really have to know where you're going and if you don't it's really wishy washy and it's hard to really stand out in the sea of millions because there are so many talented designers out there. You have to do something to make yourself stand out so I love that.

Olga: It's very true.

Tracy: Well Olga this has been such a fun conversation and thank you so much for being here today. This was awesome.

Olga: Thank you for having me. I love Flourish and Thrive Academy and it's totally my pleasure to be online with you talking about this. I thank you for inviting me.

Tracy: You're so welcome. So before we wrap up I would love for you to tell us where we can find you?

Olga: So our website you can check it out online at www.pietrapr.com. p-i-e-t-r-a-p-r.com and there you'll find links to our Facebook, our Twitter, our Google Plus page as well and if you want to get to know me personally [olgagonzalezny](#) is my Instagram and my Twitter so you can come follow me and talk to me there as well.

Tracy: Awesome I love that. Thank you so much for listening to the Thrive-By-Design podcast today. If you enjoyed the show we'd love for you to do us a huge favor. Make sure you subscribe to our show, rate the show, and write us a little review especially if you liked it. This really helps us improve the show and let us know what you love about the show. [21:00] We'd love to hear from you and to get the full show notes you can join us over at www.flourishthriveacademy.com/episode31. Check out. We'll have links to Olga's website and more information to help you with your





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