



FACEBOOK ADS 101 FOR JEWELRY DESIGNERS WITH KATHLEEN CUTLER

THRIVE BY DESIGN WITH TRACY MATTHEWS

What really I am so passionate about Facebook ads, especially for small makers is that even with a small budget you can get in front of people who are just as passionate about your niche as you are.

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: Welcome to the Thrive-By-Design podcast Episode #83. This is Tracy Matthews, the Chief Visionary Officer over at Flourish and Thrive Academy and I'm excited to be here today. As usually, particularly because so many of you have lots of questions all the time about Facebook ads. So today I have a very special guest who I met a couple years ago. (0.50 unclear) Marie Forleo's B School sort of in a roundabout way, and my guest today Kathleen Cutler is a Digital Marketing expert and she focuses on helping product based businesses grow their brands online with paid and free marketing advice.

So she is a Facebook ads expert, especially for product based businesses, and so I'm really excited to have her come on the show today because she's already partnered with Flourish and Thrive Academy in so many ways. She's done trainings for our mastermind group and she's also come in and done some live office hours for our Diamond Insiders Club. I know this girl. She's a wealth of knowledge. So I'm very excited to bring her in to talk a little bit more about Facebook ads 101.

So I know a lot of you might be curious about different Facebook ad strategies because you're trying to maybe haphazardly run some ads and you're not getting the results that you want and you're not really looking at your Facebook strategy from a 360 perspective. You can't just put an ad up or promote a post and expect people to come. You need to think holistically about your plan and what you're actually doing with the ad. So Kathleen is going to talk a lot about that today. I'm really excited for you and I'm excited for this episode because it's really great plus we have curated a really amazing resource for you that you can grab on over at the show notes.

We have our Facebook Ads Blueprint that Kathleen curated which is really awesome. You can head on over to www.flourishthriveacademy.com/episode83 to download that. Alright let's dive right in to this awesome interview with Kathleen Cutler.





Today I have a very special guest on the Thrive-By-Design podcast and over the years people have been asking how do you use Facebooks ads, and there's a bunch of different strategies out there and I'm sure you're hearing a lot of different things about how to use Facebook ads for your business, but the problem is I feel in a lot of cases is a lot of the information about Facebook ads isn't necessarily directed to a product based business like a jewelry business. So today I have Kathleen Cutler on to talk us through Facebook ads 101 for jewelry designers. Kathleen, thank you so much for being here.

[3:00]

Kathleen: It's great to be here.

Tracy: It's awesome to have you. So Kathleen and I met a couple of years ago. I think she reached out to me because she was going to take Marie Forleo's B School, right?

Kathleen: Yeah.

Tracy: So you reached out. You wanted to ask me some questions about B School so we chatted a little bit. We ended up meeting for drinks in New York at a separate time, got to know each other. You were working for a jewelry brand called Market Square Jewelry at the time I think.

Kathleen: I was. I was actually looking to design my own brand. I was working for a different jeweler making handmade jewelry at the time and I thought I wanted to design my own brand, and then found this niche behind the scene that I love even more.

Tracy: I love that. Totally random, roundabout way we met online and we lost touch maybe for a year or two and then Kathleen reached out to me because I was looking for someone to help us with some Facebook ads and facebook ad trainings and she is now doing digital marketing specifically for product based businesses and she has a huge background in the jewelry industry. I'm so excited because Kathleen's been doing a lot of trainings for our Diamond Insiders Club and also for our mastermind program. So I'm really excited to have you here.

Kathleen: So fun to be here. I really am so passionate about designers and helping people figure out the puzzle of how to market online. I've been in the online industry for about ten years. I started doing podcasting about ten years ago when I lived out in Boulder, Colorado.

Tracy: Oh you did, no way?

Kathleen: Yeah.





Tracy: I didn't even know that about you.

Kathleen: Podcasts and various online media especially for small businesses. Any job I've ever had I've always looked at their social media strategy and figured out how we can make it better. If it wasn't existing, how we can start it. I just have such a strong passion for online marketing.

Tracy: I love it. I can't wait to hear a little bit more about your wisdom, but before we dive in and we learn more about your journey I'm just going to give a little quick professional bio of you so people can get a little taste of your background. So Kathleen Cutler has spent ten years supporting small business navigating the online world. Combining her natural skillset with serious knowhow.

She helps ecommerce owners build successful businesses, reach their goals and serve their dream clients one step at a time. So I'm so excited to have you here. Why don't you tell us a little bit more about your background and how you got to where you are today.

Kathleen: Sure, I would love to Tracy. As I mentioned I have been doing this for quite a while. So I've seen a lot of trends happen. I found myself in the jewelry industry as a designer or an aspiring designer and actually got an internship with a brand based out of North Hampton, Massachusetts called Rebecca Brooks Jewelry. I got an internship with them. They made all handmade jewelry so I was actually on the bench for about a year and a half, two years making jewelry on their handmade line. That included ordering, polishing and casting, soldering, wire wrapping, a lot of the things that you talk about on this podcast and certainly in all the groups. So I love hopping into those conversation.

What I really found I loved within her business was organizing engagement rings. We had a lot of antique engagement rings. I loved organizing from the diamond sales all the way down [6:00] to the castings, working with our bench jewelers to have the finished product and then presenting it to the client. So my next step was to be more on the sales floor so I found a job with an antique interstate jewelry company based here where we moved in Southern New Hampshire doing in person sales.

It was all antique interstate jewelry. We had 100,000 pieces in four brick and mortar stores and then as usual, as based on my prior career I always had my hand in the social media. So I was like what are we doing here, and they had recently started an ecommerce arm of their business. It had started on Etsy and did just fantastic. Really unique product. Had over 7,000 items online. So that's when I stepped into the ecommerce side of the business. The feeling that I





want for all of my clients is that feeling of waking up on a Saturday morning and having made sales overnight. It's so fantastic.

Tracy: So great.

Kathleen: There's nothing like it. We were on commission so I could wake up on a Saturday morning and have made money overnight so I loved it. It just really pulled together a lot of my experience in that ten years of working to support online businesses whether it's social media strategy, wither online presence. It pulled everything together. We built a beautiful website. It was gorgeous and huge, really a big project and we launched it and needed to get bodies into the store. We needed to find traffic, as I know a lot of people listening to this podcast might currently be experiencing or certainly have experienced in the past.

So I fell in love with combining my skillset that I had acquired through various positions, including time at the GIA. I am a graduate diamond grader. Just love the jewelry world, love the tech, digital advertising world and realized that for product based businesses there's nothing really out there that helps them bridge the gap between digital advertising for service based coaches, digital products to product based businesses. Because I've sold diamonds in person and also diamond online I know that the selling technique is just a little bit different for product based businesses.

So through my search of how to get more traffic to the website I realized there wasn't quite anything out there so I did decide to go out, teach myself everything I could and I got my hands dirty with some really big brands, kind of brands that spend \$5,000 in 15 minutes. So I've got to see behind the scenes some pretty big launches. See what works, see what doesn't and I love working with your designers in particular because they're so passionate. They're so ready to go and lots of times it can be close to the last piece of the puzzle for them to really feel like they can make it online.

Tracy: So digital marketing, I love everything that you said. I love your experience. The thing that I love about you and why I love having you come speak to our community as well is because you really do have a solid background in the jewelry industry. I mean you're a diamond grader. [9:00] You went to GIA. You worked on a bench. You know all this stuff. So it's cool. Digital Marketing is a pretty expansive world. There is a lot of facets to it, but you love Facebook ads. So tell us a little bit more why Facebook ads.

Kathleen: Sure. So Facebook ads are such an amazing opportunity in kind of the scope of advertising. We've entered such an awesome time. Actually today, the date of our recording is the 13th anniversary of





Facebook and Facebook has offered with their advertising platform the easiest barrier to entry for any business in the history of advertising. That's actually in my opinion revolutionizing how advertising happens and is effective. And what really I am so passionate about Facebook ads, especially for small makers, is that you can get, even with a small budget, in front of people who are just as passionate about your niche as you are.

For your brand for an example you do heirloom redesign. You could find a group of people who love heirloom jewelry and maybe have pieces laying around that they don't know what to do with. It's just such an awesome moment whereas prior to Facebook advertising or Pinterest advertising or this really heavy demographic based advertising you would put a billboard up which would potentially be cost prohibitive or you would buy a TV ad. There's such an amazing moment in ecommerce but certainly in advertising in general with Facebook ads.

Tracy: That's amazing. So thank you so much for sharing all of that because I think it's really crazy. I mean I can't believe Facebook has been around for 13 years. It's so nuts. I think I got on it maybe nine or ten years ago. I think right when I moved to New York which was about 10 years ago. So crazy. So I hear this all the time. A lot of people just throw up an ad and I'm not getting any results or no one's clicking it or they're spending money and they don't feel like anything is happening with it.

So it's not really a good idea to just throw something out because it's kind of a waste of money, especially if you don't have a strategy. So can you tell us a little bit more how to effectively use Facebook ads, especially for a jewelry business?

Kathleen: Sure and that's a great question and when I talk with my clients and in your groups about a lot is the idea that we have three... so to circle back. I believe that ecommerce stars are a lot like physical and retail stores and I would imagine a lot of your people who are listening to this podcast have either spent time shopping for jewelry in retail stores or working behind the counter in a jewelry store, and our clients online are the exact same way. We have clients who are walking by and window shopping. So that's the awareness.

They just know you're on the corner. We have people who have come into the shop, looked around, maybe asked to see a few things and then when people come back in for that second time maybe they spend a little bit more time in the store. I always come back to diamonds because that's where I did a lot of selling. I was selling diamonds behind the counter. [12:00] You pull out the tray. You start showing them diamonds first time. They walk back in with their





mom or their best friend. I know I'm more likely to make a sale at that point. They're a warmer audience. We're almost retargeting them, and then we have somebody come in who is... We had clients when I worked in brick and mortar who would come in once a month, twice a month to buy something fairly expensive which was really fun, and they have collections that they were looking for and we sold antique and estate so they were on the hunt for Victorian jewelry or they loved Edwardian jewelry.

So anything we had if I could recognize them, pull out what they liked before, they were sold. We basically rang the cash register. So Facebook advertising allows you to have those steps. It allows you to have the awareness step, get more people to see your brand, hear just a touch about you, watch a video. You're able to retarget so people who've been to your store and didn't purchase, people who have been twice in the past week you could send them a certain ad, and then loyalty. People who've come in often, purchased a bunch. You can serve them a different type of ad.

Tracy: That's so cool. I love all the different ways and it's really about having these multiple different ways to sort of hit them up. Hit them up, serve them up with some ads.

Kathleen: Serve them up and it really is serving them. I really believe in product based businesses and it's getting the right offer in front of the right person, and it's almost being bold enough to be niched enough to really speak to the right person, and I think that's a challenge a lot of people have with being one foot in wholesale, one foot online, in wholesale or brick and mortar, anyone who walked into the store I would serve. Please come in, we have things for everyone.

We had pieces at one jewelry store I worked at from \$30 to \$30,000 to \$70,000. We offered everything, but online having more of a stance. Having more of a niche, having more of what in my business I call brand personas and I think you guys call it something slightly different, but the same idea of having an ideal customer. Ideal customer makes a huge difference in the success of your ads. So lots of people kind of pop into the backend of Facebook and boost a post, but maybe they haven't really dove into the persona work. Maybe they don't have the targeting set up or they're not sure at what phase if they're at the retargeting or loyalty phase they're targeting people.

Tracy: You know what's really interesting and this is a little bit of a digression because this is important because a lot of people are boosting post and a lot of people in our community are trying to just get likes on their page. In all of our groups they're inevitably comes up a Facebook page thread where you post your Facebook page





below so we can all follow each other. [15:00] Post your Instagram page below and we'll all follow each other, but those aren't your ideal clients. Those are just other people and I think that people forget, even sometimes I forget when I'm doing stuff for Flourish and Thrive, that it needs to be really targeted towards the right people, and if you're boosting a post and your page is full of people who are just like your peers, they're not really your audience. So there needs to be like deeper thought put into that.

Kathleen: That's a really good point and I think Facebook for all of its brilliance does a fantastic job of potentially wasting your money. You're basically showing up to a gambling den. The house is going to win most of the time, but with education and a strategy you can walk in to the gambling den. I say that in full just. I do Facebook ads all day. I see amazing returns for my clients. There's some great things out there and they're a very smart business that makes it easier and easier to just spend \$20, not think about it, not see any results, but spend \$20 next week.

So it's really looking at some of those the likes being a vanity metric. Sometimes I think there's a lot of credibility and social proof of having a bigger Facebook page. If you have ten people who like your Facebook page maybe you would want to do some liking even if you know they aren't your ideal clients but you would not want to advertise to those people because as you mentioned they most likely won't buy from you because they're busy on their bench. They can get it all wholesale from Myron Tobac. They're not going to buy from you.

I always use this example and it's out of industry but it's such a poignant example. I have a client. He sells coffee and before we started working together he sold coffee to anybody online. You drink coffee, you're my client. He hadn't been able to gain traction. He has a brick and mortar store and obviously he serves everybody who comes in whatever kind of coffee they want. He's an Armenian fellow and online he had this niche Armenian coffee, super hard to find at this quality. He sold all of the accompany pots you needed and perfect little cups that are really hard to find as well. He's based in San Francisco. When we started advertising Armenian coffee we found about a half a million interests or people who showed interest in Armenian culture online in the United States.

I can't even tell you Tracy how popular these ads are. They have thousands of shares and so much traction behind them. The comments almost make me tear up because I learned so much about Armenian culture that I didn't know before, but refugees or displaced people came to the United States. So it's so nostalgic and on these threads people are saying, oh my grandmother used to





read the coffee for me or I haven't had this in 30 years and I can't find it anywhere. How do I order it? [18:00] You need to order this. Just sharing with friends. It's so exciting and it wasn't until he nixed out and he doesn't want to be known as the Armenian coffee.

Tracy: He just wants to sell coffee.

Kathleen: He wants to sell coffee. It's his heritage. He's second generation coffee roaster. He's super proud of it, but he felt on his edge of he didn't want his friends to think they couldn't come into his store. All these pieces align. It's almost what it takes is knowing your persona inside and out. Then in subsequent ads we can write things like, hey remember reading the coffee grounds from your Armenian coffee and then someone's like oh my gosh of course I do. You really start to speak to them.

Tracy: You dig deep into information. That was really great to understand a little bit more about brand persona and really diving deep into your dream client. Tell us a little bit more about your favorite strategy for Facebook ads.

Kathleen: Right now Facebook is doing a huge push for video and I think this will be relevant for a long time. They're trying to surpass YouTube, kind of the Snap Chats, just really have a heavy hand in video. I you take out your phone while you're listening to this podcast and start scrolling through your Facebook, especially on mobile, you'll see that every third post is video. It's really popular, it's really cheap. Video is one of my favorite ways to get more awareness or eyes on your brand.

So you know your persona, first step. You have a video. Lots of times people have makers videos. I know that's something you guys talk a lot about. A makers video can be really powerful. Lots of times if my clients don't have that we offer a service where we shoot an unboxing video for them.

Tracy: Super cool.

Kathleen: It's so cool and really popular on Facebook. So yeah basically your packaging, so beautiful, unwrapping may bows and then actually opening the piece, maybe putting it on. Holding it up to the light. Basically for video content what we're looking for is someone enjoying whatever it is you're selling. I always come back to on Facebook you're there to do three things. You're there to see what your friends are up to, read interesting articles. Link away from Facebook, and then get recommendations from friends.

So anything that feels like another human recommending something to you is where you start to get that social proof, where you get





people sharing your content. So video at the very top of the funnel for your awareness traffic I've found to be the most powerful right now.

Tracy: Let's dumb down the term funnel. Can you explain what that means to people who don't speak in digital marketing language? I mean I know what it means.

Kathleen: Thank you Tracy. I'm always at risk for going into my own head so I really appreciate you reminding me. So basically what we're looking at is the funnel [21:00] we talked about. So many jewelry designers I speak with are so visual so I love to come back to the store. So the funnel is basically say you launch your ecommerce store and you're so excited. You spent so much time on it, maybe a year plus. Maybe you spent \$30,000. You just are so proud of your website. You launched instead of downtown New York City, you launch the middle of nowhere. There's no signs, there's no bridges, no one knows you're there.

So the very top of the funnel or getting people to just even to walk by your store is the awareness kind of campaign that we're talking about. Then we do the other parts of the funnel. So top of funnel is acquire awareness. Second thing is retargeting and then the third piece of traffic is loyalty. So that's how I often think of a funnel. Does that answer the question?

Tracy: Yeah and I think just the term funnel is just a marketing term so a funnel is just a way to get people into your pipeline or on to your email or in your marketing web, and then have that be an opportunity to sell them something.

Kathleen: Fantastic, yes. Facebook is so much soft selling so I think this where people get stumped with Facebook ads. If there is one thing I see, product based businesses get stumped with the most it's asking for the sale right away. To bring it back to another analogy, selling online is a lot like dating. You walk into a bar. You see someone super cute. You're not like let's get married, can I have your credit card. You're not asking for their credit card, you're not asking for the sale right away, but you would sit next to them, ask how their day was, see if you could learn anything about them and then as you get further into that relationship, you can start asking more questions.

Maybe go out for a second drink, that kind of thing and digital advertising is fairly similar. At the beginning you're soft selling. You're just doing awareness. You're getting your video in front of the right people, and then if they engage, then you start maybe with some even educational articles. You're still not even talking about the sale. Then if they ask, they go a level deeper, they sign up for your email





list as you mentioned. They might put something in their cart. At that point you're like hey this is in your cart and maybe you do a discount or lots of times what I do is read through live chat information for my clients or customer emails and start to answer questions they almost don't even know they have yet, but it's not until they've touched you or hit your website or interacted with you, maybe once or three times that you sell anything to them.

Tracy: Yeah exactly. So it's not just like buy my necklace right away. It's bringing the brand awareness around so that they know who you are in the first place. From there, getting them to the next step.

Kathleen: Exactly. That's the funnel. We look at acquire awareness [24:00] retargeting and then loyalty which is where lots of my brands make the most money is by once somebody's made one purchase, if they can make a second purchase they are your people. I'm sure you see that in your business Tracy.

Tracy: Well my business is like 50% referral based. I know the power of the repeat customer because the people who are customers of mine buy and buy again, the good ones. They buy, they buy again and then they refer people and that's the place you want to be is people sharing what you do and that's really the foundation of the sharing economy. So this is a great strategy and a great way to get people to actually buy once and then also buy for a second time.

Kathleen: It's amazing and this is when, so we talk a lot about another term we talk a lot about is CPA or cost per acquisition is what we call it in my business. It's called a lot of different things, but cost per acquisition so how much does it cost to get someone new through the door, and we talk a lot about lifetime value which you just mentioned. I'm sure if you were able to calculate both the hard lifetime value of a client who repeat purchases but them also the soft value of the referrals that they bring in, I mean you would probably pay, I don't know, \$500 to get a new person in the door if they were going to buy from you again and again and refer more clients to you that would also then refer.

Tracy: Yes this has happened to me. I had this client, Kelly and Tyler who they bought from me four or five years ago then they literally referred at least seven people to me and they all bought and then they referred this one guy Kyle to me. Kyle has already sent me six people in one year. It's crazy. I'm just finishing up a ring for his friend right now. It's nuts. It's just the referral thing is crazy and those are the kinds of customers you want. A lot of these customers in particular, they're young, they're getting engaged, they don't have a ton of money so they're first sale is an important purchase to them. They'll probably come back for a second sale at some point but for





this particular demographic where these people keep referring and referring.

The referrals are even more valuable than the repeat business, but I have other clients like my client Liam who I talk about all the time who buys three or four pieces a year and he drops a ton of cash, \$30,000-\$40,000 a year for his wife because I make it really easy for him to buy gifts for her. He's not a huge person who refers me to a ton of other people but he is a great repeat client so there's different ways to look at it.

Kathleen: When a client comes on I'll often run their lifetime values. So we'll look at here are the top 10% of your people. Here's where 80% of your revenue comes from is often from the top 50 percent. So they could almost lose the bottom 50% lots of times in their business and still maintain the top 80% of their revenue.

Tracy: Eighty/twenty rule.

Kathleen: Eighty/twenty rule, exactly. So the loyalty piece is so critical. To just remind people there's so many options online. [27:00] It's mind boggling, but if somebody has a good easy experience with you especially buying jewelry, there's just such a level of trust to purchase jewelry online. You have to trust that it's priced well. Am I going to like it? What's the return policy? So if you've already been through that barrier of entry with somebody where they've actually purchased from you, do whatever you can to get them back in the door for that second time. If it's discounting, if it's sending personalized emails where you pick out something that would go with whatever they purchased, whatever it is that you can do to build that relationship because what I see in most of my clients' businesses is the top bottom 50 percent don't purchase again but then once they purchase again they start to represent so much more revenue because they just purchase again. It's so easy at that point for them and then you're their go to jeweler.

Tracy: I love it, totally it's the best experience. I wish everyone would have a cycle of repeat business and Facebook ads are a great way to start it. We have a special thing for the audience.

Kathleen: We do. We're excited.

Tracy: Yeah we're excited. So Kathleen put together your first Facebook Ads Blueprint. You can grab that download by going over to Episode #83 over at www.flourishthriveacademy.com/episode83. We'll have a link in the show notes or you can grab it directly over at www.flourishthriveacademy.com/fbadsblueprint. Alright Kathleen where can everyone find you?





Kathleen: My team and I are over at www.kathleencutler.com and we specialize in three areas of ecommerce businesses. We do Facebook advertising, content marketing and email marketing and email marketing or Shopify partners. We work extensively with (28.59 unclear) which is an ecommerce specific email marketing tool. So we work with clients from \$0 a month online, \$0-\$5,000 a month online price point to people who are doing a quarter of a million dollars a month online. So I pride myself that our team can grow with people and it's really just getting the right foundations in place, the right strategy and building on it at whatever pace your business is ready for.

Tracy: I love it. Well Kathleen thank you so much for being here today. Make sure you go check out Kathleen because she's amazing. If you're in our Diamond Insiders Club or you're in our mastermind, you already know Kathleen. So stay close by and make sure you download the blueprint. Kathleen thank you so much for being here today.

Kathleen: So fun Tracy. I love your audience and it's always a pleasure to help the good product people out there understand digital marketing.

Tracy: Awesome. Thanks so much for listening to the episode today. Wasn't Kathleen awesome. She's amazing. Anyway make sure you (29.59 unclear) our Facebook Ads Blueprint. It's really awesome. Head on over to www.flourishthriveacademy.com/episode83. Alright thank you so much for listening. It's great to be here today as usual. I'm looking forward to supporting you more in your jewelry business in the near future. So can't wait for next week. Until next time

