



MASTER JEWELER

BRILLIANCE YOU DESERVE®

Are You Taking Advantage Of All That IJO Has To Offer?

Be sure to visit Debbie Klar at the IJO Marketing Booth in the Buying Room to learn more about exclusive IJO programs created specifically to enhance your store image, create new business, and expand upon existing business. Learn how to take full advantage of all IJO has to offer including professionally created, personalized consumer newsletters, informative and educational brochures, and colorful Master IJO Jeweler advertising materials.

How often do you use the Indy Channel? Are you utilizing this daily, ongoing team clinic? Are you using the Jewelry Image Library for top quality vendor product images?

If you have any questions about any of the IJO Marketing, Advertising or Exclusive programs available, don't hesitate to call or email Debbie@ijo.com, she'll be happy to help you.



One Program, Multiple Uses ... the Versatile Consumer Newsletter!

IJO's Consumer Newsletter is one essential program created to provide a consistent message for numerous advertising channels. Mail it, email it, and then snip the articles for daily, weekly or monthly posts on social media.

Filled with vivid images and beneficial jewelry facts, the Consumer Newsletter is so versatile it will keep you front and center while producing year round sales. Contact Debbie or Kate@ijo.com for upcoming deadlines.

4C's Guide to Buying Diamonds

This personalized diamond brochure is imprinted with your store logo, photo, and pertinent store information and we offer you an entire panel to add a write-up on your store history, your staff, services you provide, and to boast about your Antwerp Diamond Buying trips. No one should leave your store without something with your name on it. With this brochure in hand, when they are ready to purchase a diamond, they will think of you! The 4C's Guide to Buying Diamonds is printed once a year, ONLY in APRIL! Watch your mail for order forms in mid-March!



IJO's Exclusive Collection

This Collection was created exclusively for Master IJO Jewelers, by IJO vendors, to provide unique, fashion forward designs with phenomenal price points that no other retailer, outside of IJO can purchase! Exclusive designs provide Master IJO Jewelers a niche above chain and local competitors. Visit the IJO Marketing Booth to view and place orders for your IJO Exclusive designs. All images and creative ads are available for download to use in your advertising in IJO's Jewelry Image Library.



NOW available for 3-Day Trunk Show events, contact Kate or Debbie@ijo.com for details/dates.

Make \$ on your advertising!

Did you know that IJO offers Co-op Advertising – **Up to \$500 Cash Back** – to ELIGIBLE IJO members (members paying \$1,395 annual membership dues).

Advertisements using the Master IJO Jeweler logo and Brilliance You Deserve® tagline, in compliance with IJO's Policies and Procedures, and run in the current year January 1st to December 31st will qualify.

For Policies & Procedures visit IJO.com > Exclusive > Brand Awareness > Advertising Co-op.

For Logos visit: IJO.com > Marketing > Jewelry Image Library.



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