

Gemma Murphy
Partner & Manager
Jack Murphy Jewellers

Charlotte McAteer
Marketing Manager
Jack Murphy Jewellers



NEWRY CHAMBER



Comhairle Ceantair
an Iúir, Mhúrn agus an Dúin
Newry, Mourne and Down
District Council





Jack Murphy Jewellers

RETAILER CASE STUDY

In 1972, Jack Murphy Jewellers
found its home in Newry City

and will celebrate *'50 Golden Years'* in business, this March.



50



About Jack Murphy Jewellers

- Award-winning second generation jewellers located in Newry City.
- Acquired an additional 2,760 sq. ft of retail and office space in 2020.
- Boasts 7 luxurious ‘Private Selection Rooms’, Champagne and bridal area.
- Combined Social Media community of over 40,000 followers.

Business Strategy



THE DIAMOND PEOPLE

Overall Goal

Drive month on month growth by 10% in 2022.

Objectives

Brand Building

Online

Destination

Industry

Values

Growth

Our Team

Longevity

Destination

Vision

Leading the way in luxury jewellery on the island of Ireland. Offering quality product from a passionate team who help deliver a personable and knowledgeable experience in-store and online.

Renowned for
their expertise,
knowledge
and dedication
to their craft.

Greater Newry Area Business Awards
Best Customer Service 2021

Gemma Murphy, Best Business Woman 2021

Retail Jeweller's UK Jewellery Awards
Store Design of the Year 2021

Retail Sales Team of the Year 2020

Retail Jeweller Inspiring Indie Awards
Most Inspiring Independent in Ireland and
Scotland 2019

NI Social Media Awards
Best Influencer Campaign of the Year 2019
Best Social Media Campaign in Retail 2019



The World Enters Lockdown

On 21st March 2020, Jack Murphy Jewellers closed its doors not knowing when it would reopen. Considered a non-essential business, it remained closed for almost 4 months in the first of several lockdowns which followed.

= No sales as showroom closed and no ecommerce website

= Uncertainty for staff and customers

= Showroom refurbishment/ extension halted

= Lack of communication from NI Executive with business community

= Continuing overheads

New Ecommerce Website

Launched Summer 2020



www.jackmurphyjewellers.com



ESTABLISHED IN 1972



Every Challenge Is An Opportunity

Social Media became Jack Murphy Jewellers primary method of communication with customers and wider audience during the Pandemic.

- Offering Virtual Appointments
- Introduced Waiting Lists for Showroom Reopening
- Launched ‘Nominate Your Hero’ Weekly Giveaway
- Launched ‘Lockdown Love’ Series
- Launched ‘Meet the Murphy’s’ Series
- Built Partnerships with Local Charities

Love Stories





Influencer Marketing

and how it has worked for Jack Murphy Jewellers



Liked by **jackmurphyjewellers** and 1,415 others

lisas_lust_list Wow... that was one comfortable bed I've just woken up 🤪🤪🤪 Last nights outfot details Skirt @wiwboutique Top @vaeno_london Makeup @paddymcorganmakeupartist Hair @jarlathburkehair Tan @bellamianta Stacking Bracelets @chlobojewellery Thank you @jackmurphyjewellers for having me I had the BEST night in Newry ❤️

View all 43 comments

16 November 2018



Liked by **cathal52** and 7,352 others

louisecooney_ Squinting through the unreal sunshine ☀️🐾 What a day for the races!!! I'm so excited to be here at @downroyalracecourse to judge best dressed at ladies day today... the style is incredible 🤩🤩🤩 I'm wearing a jumpsuit from @itsnbd on @revolve, jewellery is from @jackmurphyjewellers & my beautiful headpiece is by @sineadbmillinery ✨ #ootn #downroyal #ladiesday #bestdressed #raceday #racesfashion #fashionblogger

View all 73 comments

cathymartin10 You looked gorgeous! 🥰💕💕 So nice to meet you 🥰

danielledonohoeblog Total babe and even more gorgeous in real life!!! So delighted to meet you doll hope you enjoyed Belfast lastnight 🥰🥰xx

22 June



Liked by **charfogs** and 3,640 others

ellepearls My first time at the @downroyalracecourse 💙 Wearing @kevanjonfashion from @blushboutiquebelfast. Thanks for having me @jackmurphyjewellers 💕💕💕 #ellepearls #downroyal

View all 88 comments

danielledonohoeblog Babeeeee 🥰🥰🥰🥰🥰

danielledonohoeblog Babeeeee 🥰🥰🥰🥰🥰

22 June · See Translation



Tools to Improve Your Social Media Marketing

- Don't be afraid of Social Media! It is a learning curve for every business, but if invested in, it can be very rewarding.
- Remember, quality is better than quantity.
- To avoid becoming overwhelmed with content creation, create a content calendar using Google Sheets, to pre plan.
- Utilise all features within each platform and try to create in-app, if possible.





The Diamond House
JACK PURITY JEWELLERS

The Diamond House
JACK PURITY JEWELLERS

Santander

