CCC Client Showcase

C. Blackburn Jewelers

Spring 2025



Cornerstone Community Consultants

Agenda

No.	Item
1	Background
2	Pain Points
3	Project Objectives
4	Recommendations • Customer Relationship Management • Social Media • Human Resources Management

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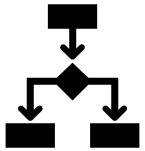
Background

- Second generation jeweler who has been creating pieces for over 20 years
- Transitioning from retail to custom jewelry
- Store in La Jolla with consigned pieces for display
- Has people helping him with his website and social media



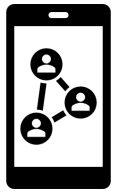
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Pain Points



Operational Inefficiency

- Managing day-to-day tasks and creating a system for smooth operations
- Optimizing daily workflow and inventory
- CRM implementations that improve chances of repeat customers given the small and niche customer base

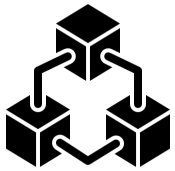


Social Media Management

- Incorporating continuously changing trends through dynamic adjustments in social media approach
- Leverage social media interest to cater to CRM strategy

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Project Objectives



Optimizing workflow

- Define Intern Hiring Process
- Assess existing CRM software feasibility and evaluate new tools for potential future use
- Identify ways to optimize existing operations strategy using CRM or other tools

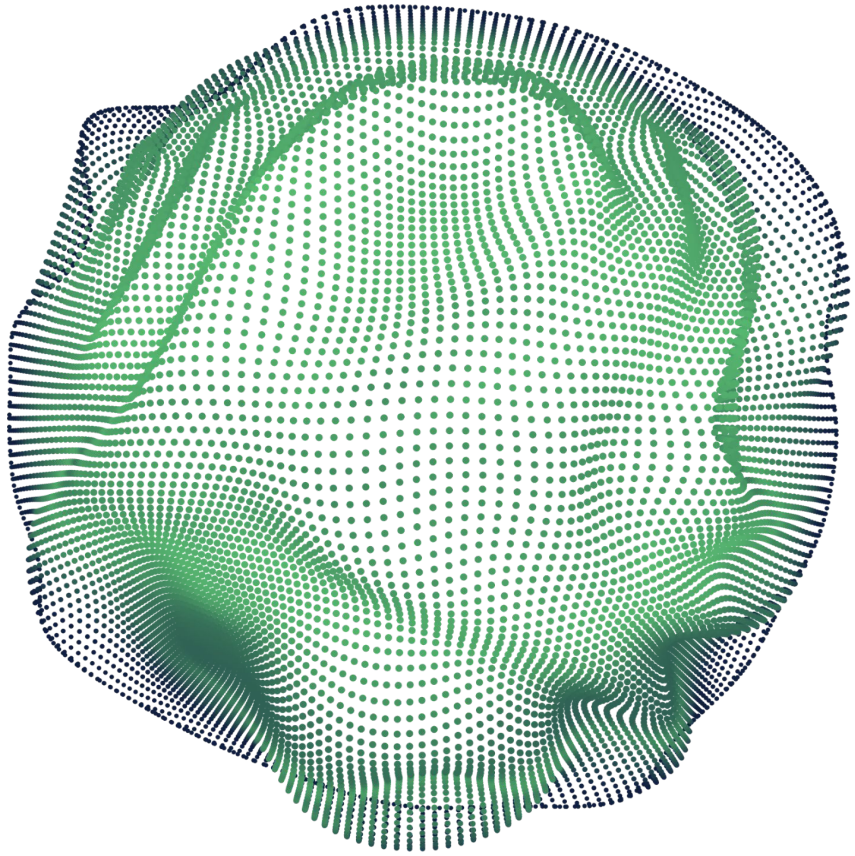


Reaching Customers

- Linking CRM and social media strategy
- Recommending improvements to existing social media
- Partnering with stakeholders to implement trend-based approach to social media

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Recommendation 1: Customer Relationship Management



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Actions Taken

- Developed a comprehensive understanding of the workflow involving CRM, POS and custom order management systems
- Assessed the feasibility of his current POS and CRM system- BusinessMind to see how we could potentially optimize his existing system
- Performed market research in the CRM space to determine best alternate options
- Created sample dashboards to display various forms of data and presented to Carl

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Competitor Analysis

CRM Tool	Strengths	Weaknesses	Ideal For	Pricing
Zoho CRM	- Affordable & customizable, Strong automation & segmentation, Integrates with POS & email tools	- Interface can be clunky - May require setup time	Jewelers wanting flexibility & value	Free tier, paid from $14/user/mo
HubSpot CRM	- Free core CRM - Great marketing features, Clean UI, easy adoption	- Advanced features can get expensive - Less retail-specific	Small jewelers new to CRM	Free tier, paid from $20/user/mo
Salesforce Essentials	- Scalable with powerful features - Good for managing high-end clients - Strong reporting	- Overly complex for small teams- Learning curve	Growing jewelers with B2B or luxury clients	~$25/user/mo
Clientbook	- Tailored for jewelry/luxury retail - Clienteling focus: wishlists, texting, reminders- Mobile-first	- Expensive - Less flexible beyond retail use	Jewelers focused on VIP client experience	Custom pricing (~$100+/user/mo)
Square CRM (via Square Marketing)	- Seamless if using Square POS- Easy email/SMS marketing- Good analytics	- Limited CRM depth- Less useful without Square POS	Jewelers already using Square	$15–$35/mo depending on usage
Airtable	- Highly customizable, visual database- Great for tracking clients, repairs, events- Easy automation via Airtable Automations or Zapier	- Not a traditional CRM, Lacks built-in marketing or retail focus - Needs templates or setup from scratch	Jewelers wanting full control over workflows	Free tier, paid from $20/user/mo



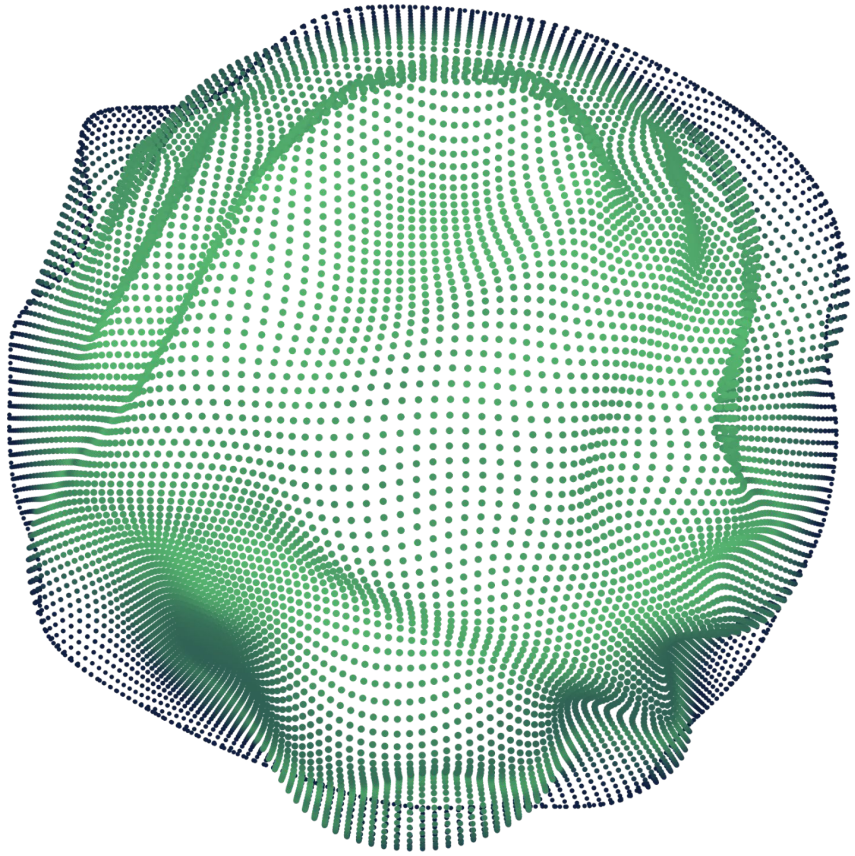
Recommendations

- Move from BusinessMind to Airtable due to the following reasons
  - Economical- Free trial with $20 per user subscription fee
  - User friendly with easily editable interface
    - Can use AI-generated dashboards to simplify
  - Uses BusinessMind for workflow rather than CRM and is unable to make use of current interface for custom orders
  - Create a form to record custom orders, and track progress
    - Attach receipts from each stage of workflow
    - Integrate with inventory management system

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Recommendation 2: Growing Social Media



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Actions Taken

- Met multiple times with Carl to understand his social media vision
- Analyzed each of his social media pages and used the following 3 metrics to make assessments:
  - Visual Appeal
  - Relevance to 2025
  - Alignment with overall vision
- Reached out to other stakeholders involved with Carl's social media and shared our vision

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Recommendation 2A: Instagram

- Bio
  - Add store address and phone number
  - Replace Linktree with https://carlblackburn.com/ for a professional touch
  - Limit to 2 lines — change sentence positioning/alignment
- Highlights
  - Add highlights with matching cover photos for a cohesive aesthetic
  - Suggested categories: Diamond Rings, Custom Orders, Info, Others
- Profile Enhancements
  - Maintain a consistent Instagram aesthetic and color scheme
- Content Ideas
  - Montages/clips showing jewelry making process (designing, sketching, craftsmanship, packaging, etc.)
  - Photos of jewelry with matching nature-themed backgrounds
  - Short clip videos showcasing jewelry pieces

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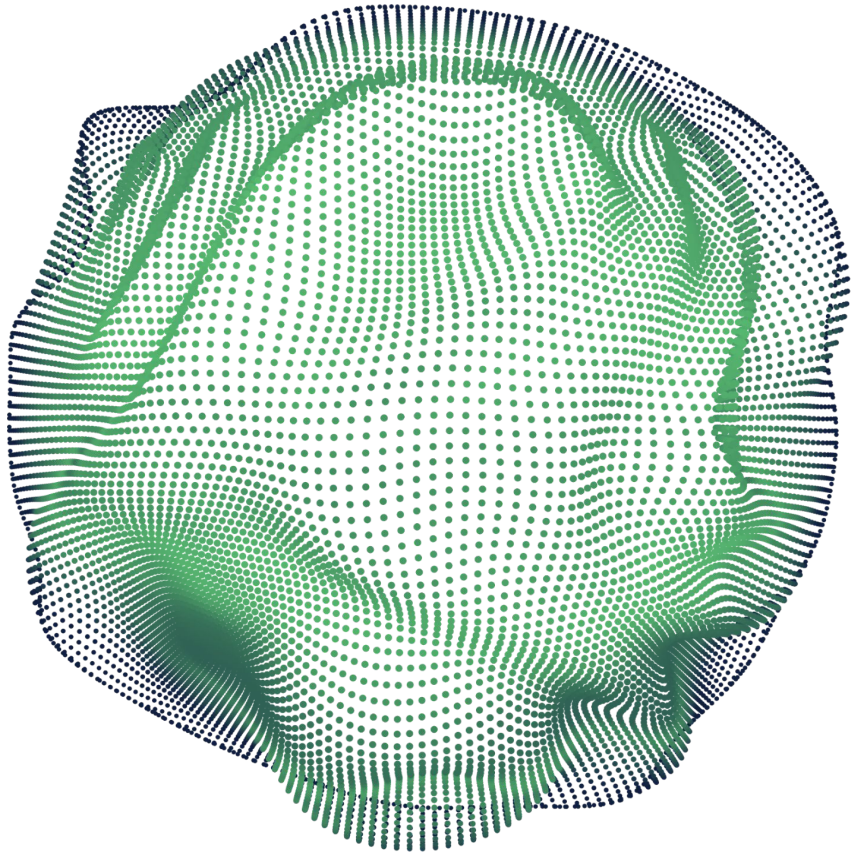
Recommendation 2B: TikTok

- Other Recommendations
  - Add hashtags to each post to boost engagement and expand reach
  - Examples: #lajolla, #jewelry, #weddingring, #diamondring
  - Change profile picture (PFP) to the jeweler's logo for branding
- Content Ideas
  - Quick montage clips of the store and jewelry
  - "Come with me to __"
  - Behind-the-scenes & storytelling posts

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Recommendation 3: Human Resource Management



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Actions Taken

- Created sample job descriptions for Carl to review and catered them to suit his current vision
- Reached out to UCSD career services and corresponded with them to explore options regarding involving current students
- Designed a recruitment process using Handshake with which Carl can interview candidates of his choice and shared our proposed approach with him

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Job Description

Job Description:
Position Title: Marketing & Content Strategy Intern
Company: C. Blackburn Jewelers
Location: Hybrid (Remote & In-person as needed. Store is located in Downtown La Jolla.)
Type: Unpaid Internship – flexible hours (~4-8 hours/week)

About us:
C. Blackburn Jewelers is a small boutique jewelry business that specializes in customized engagement rings, fine jewelry, and custom design. Founded by Carl Blackburn, an experienced professional in national sales, estate buying, and international sourcing, C. Blackburn Jewelers blends customizability and design to celebrate life's most important milestones.

What You'll Do:
- Work alongside the social media manager to brainstorm and develop trend-driven content ideas
- Assist with content production, including short-form video, photography, reels, and UGC-style posts
- Monitor social media trends, meme culture, and jewelry/luxury influencer spaces
- Occasionally support event coverage or behind-the-scenes content

What we are looking for:
- A creative, self-motivated student with a passion for storytelling and luxury branding
- Familiarity with TikTok, IG Reels, and Gen Z digital culture
- Strong visual sense; basic experience in Canva, CapCut, or Adobe Suite is a plus
- Excellent communication and collaboration skills
- **No prior experience needed**

What you will get out of this:
- Build your portfolio with real client-facing projects
- Work closely with a small creative team in a hands-on environment
- Future opportunity for recommendation, paid freelance work, or mentorship

How to Apply:
Please send the following to **[insert email address or application link]** with the subject line: "Marketing & Content Strategy Intern Application – [Your Name]"

Include:
- A 2-minute self-introduction video (Why you are interested in applying, personal goals, hobbies, etc.)
- Resume (PDF)

- **Main Features**
  - Defines company and line of work
  - Clearly outlines role with type of work, logistics and outcomes from it
  - Simplifies recruitment process for Carl with clear instructions for application materials

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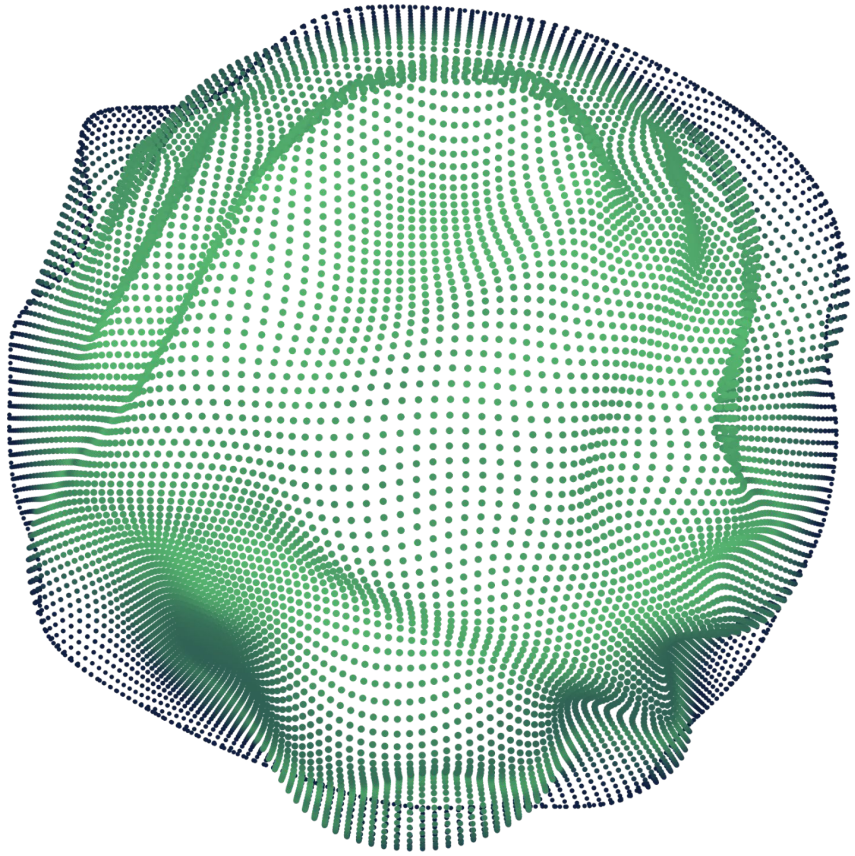
Strategic Recommendations

- Needs somebody to help out with day-to day tasks and free up time for him to work on designing pieces and catering to clients' needs
- To mitigate this issue we suggest hiring an intern:
  a. If they are willing to work unpaid based on initial stages of recruitment, hire an unpaid intern
  b. If he can set aside a budget to pay interns part-time, we recommend that to incentivize applicants
  c. If he is unable to do so, we recommend providing some form of incentive that does not involve pay (like connecting them with appropriate clients, helping them with career development)

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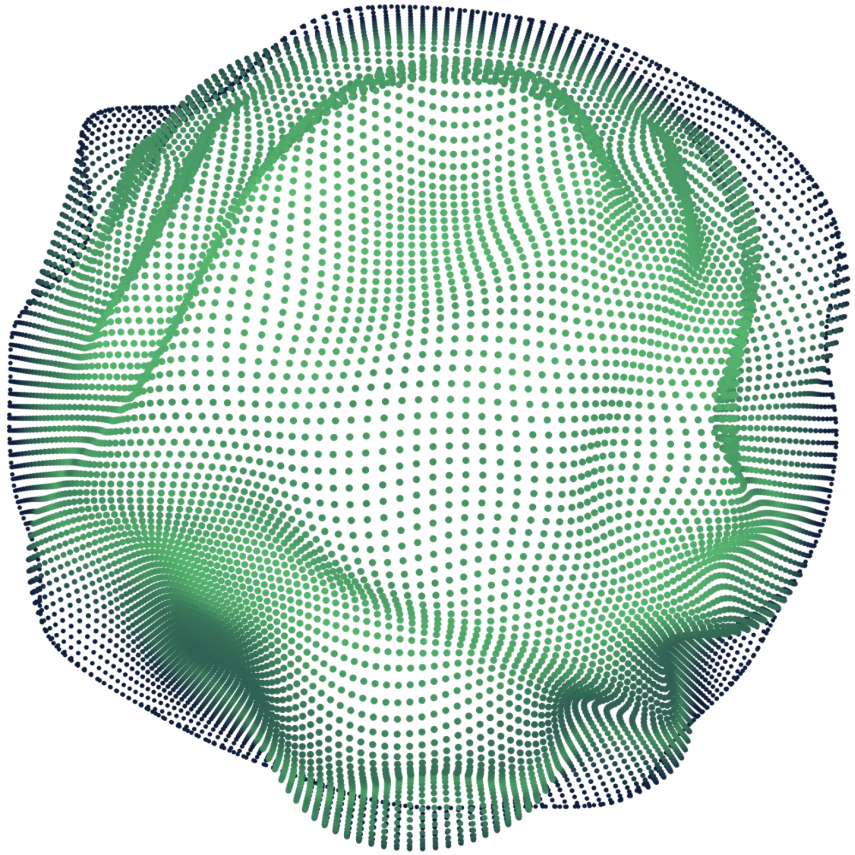


Thanks for listening! Feel free to ask any questions



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(Key Findings)



(Current outlook/assessment)

Since presenting to the client. No need to introduce the client to themselves

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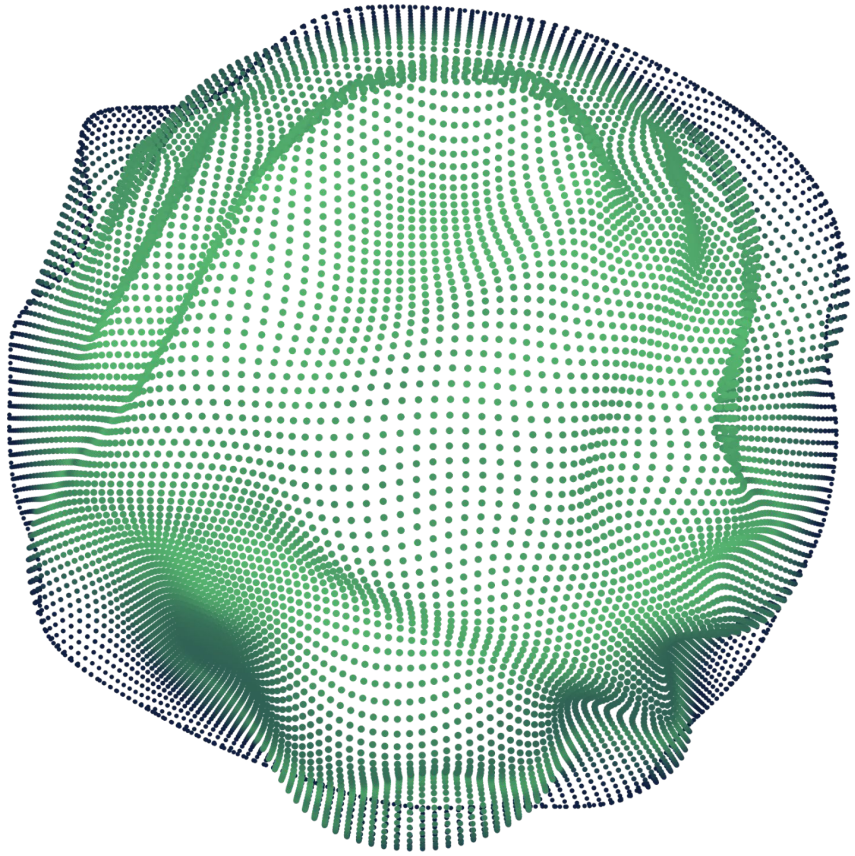
(Insights/Research)

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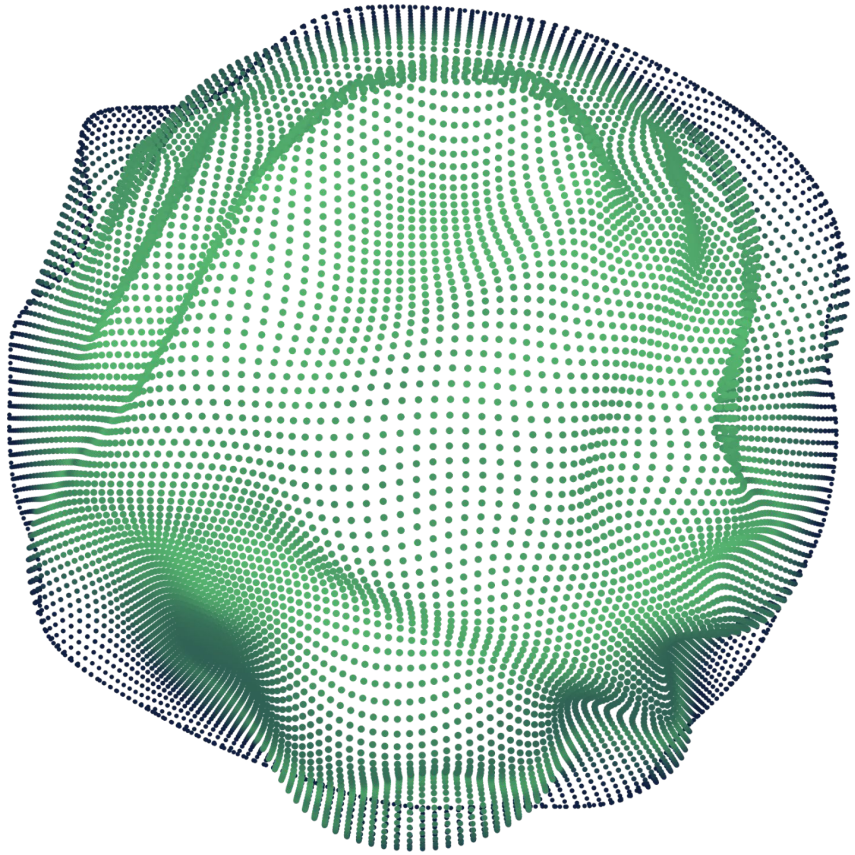
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Client Logo

(Market Landscape & Positioning)

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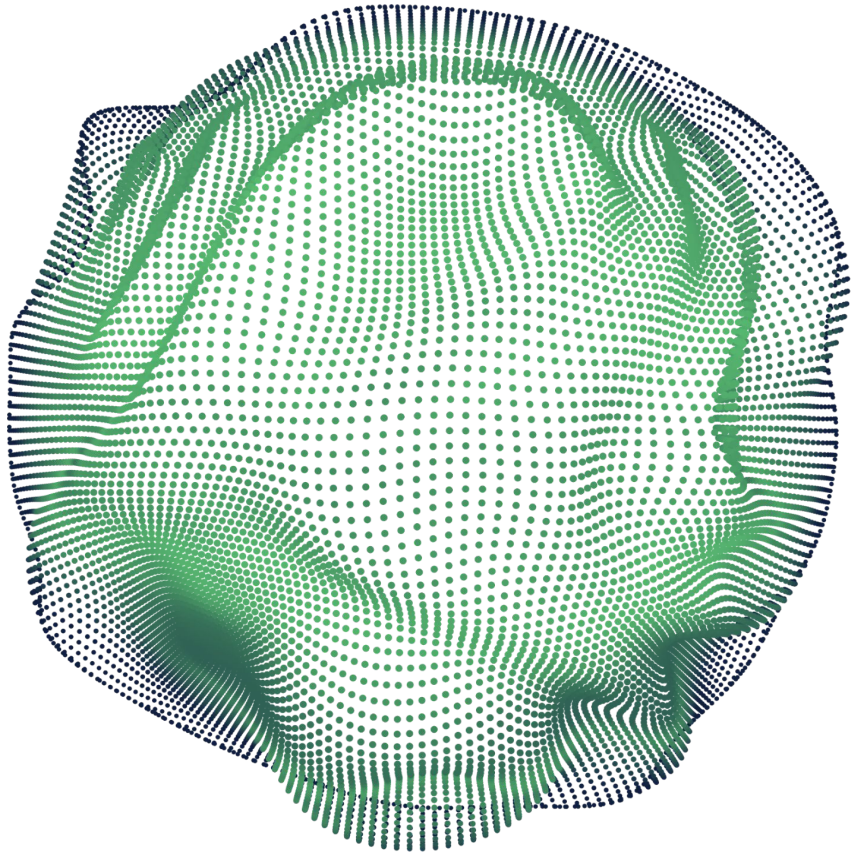
(Project Objective)

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(Key Findings)



(Current outlook/assessment)

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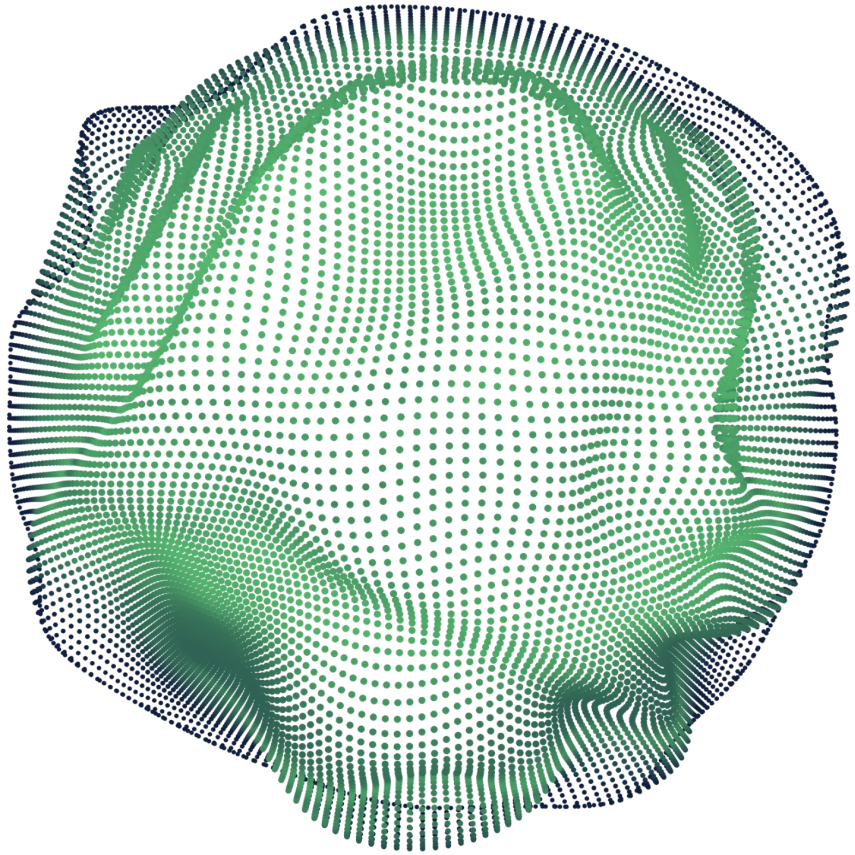
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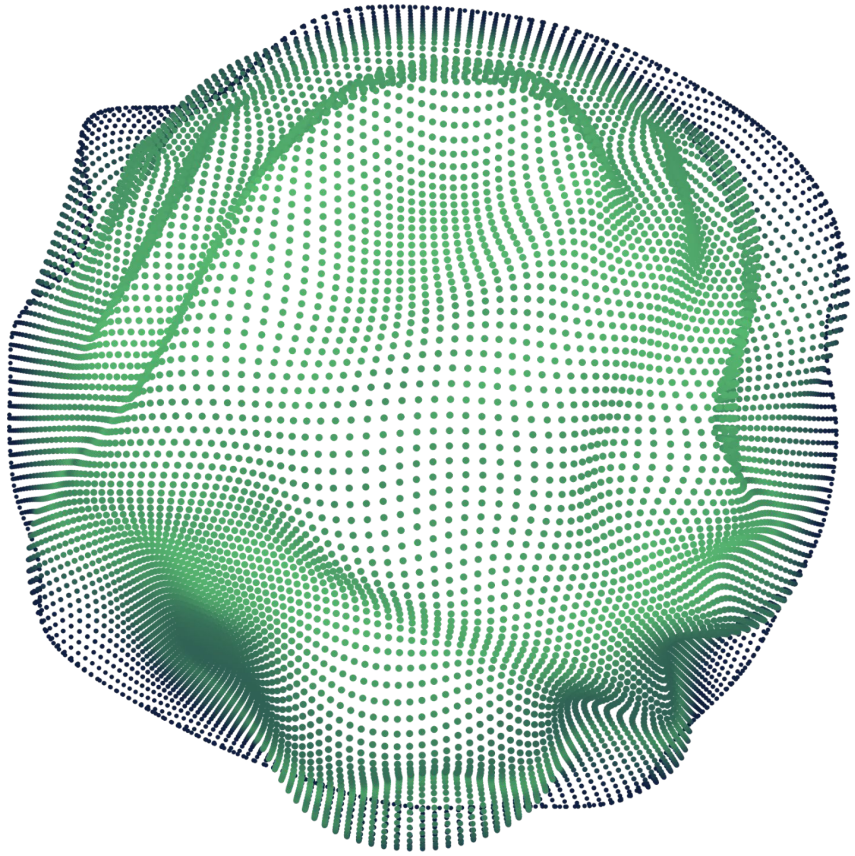
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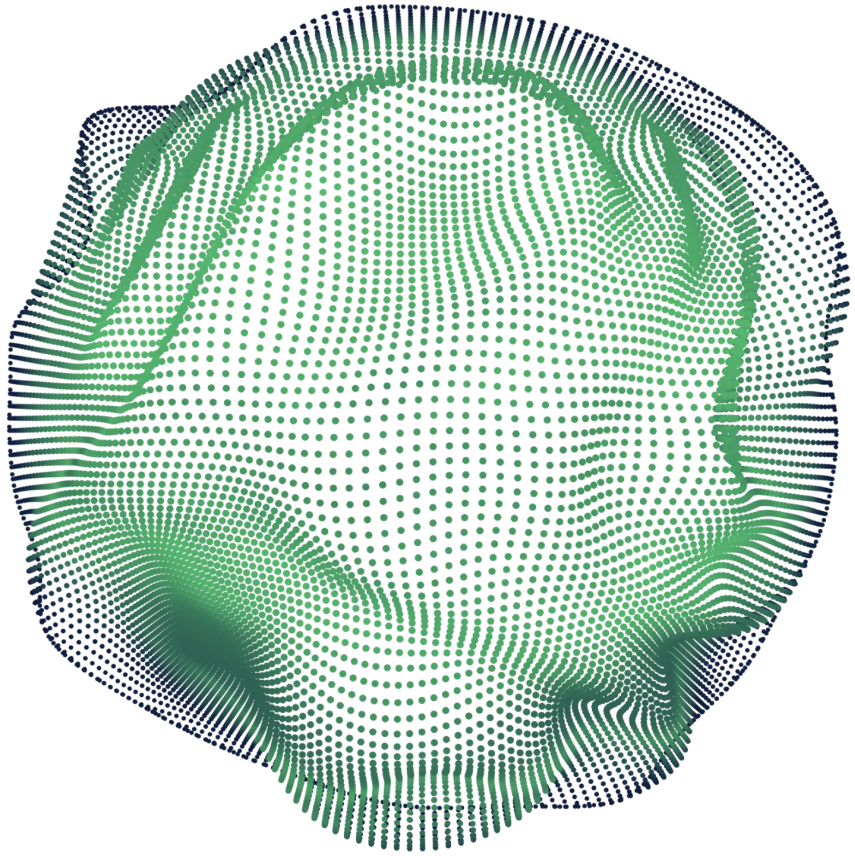
Client Logo

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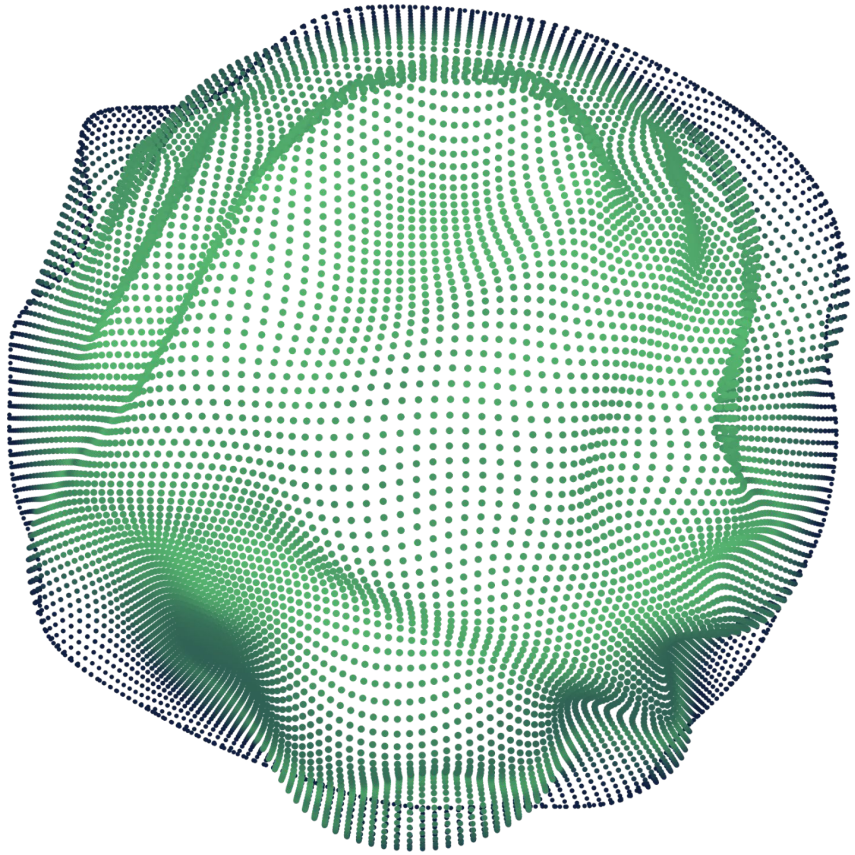
Client Logo

(REC THREE: Change Title and Image, Optional)



Client Logo

(REC FOUR: Change Title and Image, Optional)



Client Logo