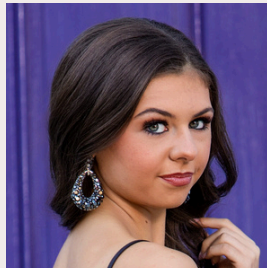
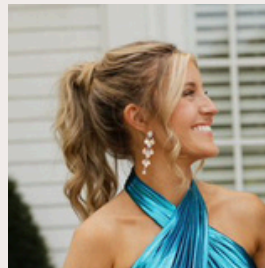


# Jim Ball

## DESIGNS



RETAILER KIT 2025

# Displaying Jim Ball Designs Jewelry for Maximum Impact

To enhance sales and create an engaging shopping experience, it's essential to display Jim Ball Designs jewelry in a way that captures attention and complements your store's merchandise. Here are some key strategies:

**Showcase Jewelry on Mannequins with Dresses** – Displaying earrings, necklaces, and bracelets on mannequins dressed in prom gowns, bridal dresses, or pageant attire helps customers visualize a complete look. This encourages shoppers to see jewelry as a necessary finishing touch to their outfits.

**Use Well-Lit Areas to Enhance Sparkle** – Jewelry shines best under good lighting. Position displays near bright, focused lights to highlight the brilliance of our pieces and catch customers' attention.

**Position Jewelry Near the Register** – Placing jewelry displays near checkout reminds customers to complete their look before they finalize their purchase. This strategic placement can increase impulse buys and reinforce the importance of accessorizing.

# Social Media Tips for Jim Ball Designs

Engaging social media content is key to showcasing Jim Ball Designs jewelry and attracting customers. Here are the best ways to post and maximize engagement:

**Video and Carousel Posts** – These formats allow you to show the jewelry up close while also featuring the dress. Capture videos or multiple images highlighting both the dress and accessories from different angles. This lets customers see how our jewelry enhances the complete look.

**Use Mannequins or Live Models** – Displaying jewelry on mannequins dressed in gowns or on live models provides a real-life perspective of how the pieces complement formal attire. This increases customer interest and engagement.

**Instagram Stories & Reels** – Use Instagram Stories to post behind-the-scenes styling clips, close-up videos of jewelry sparkle, and interactive polls asking customers which styles they love most. Stories disappear in 24 hours, making them perfect for frequent engagement. Reels can showcase movement and shine, making the jewelry even more appealing.

**Tag and Collaborate with Us** – We love seeing and interacting with all content featuring Jim Ball Designs! Tag us or collaborate with us in your posts, and we will repost to share your content with our followers. This gives your store additional exposure and drives more engagement.

# #JimBallDesigns

## #ShineInJimBallDesigns

*Jim Ball*  
DESIGNS

Instagram: @jimballdesigns  
Facebook: @jimballdesigns  
Website: jimballdesigns.com  
#JimBallDesigns #ShineInJimBallDesigns

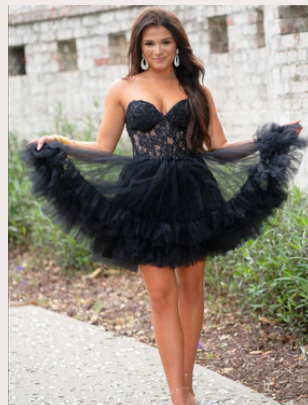
## Social Media Inspo



Insta Reel



Headshot



Lifestyle



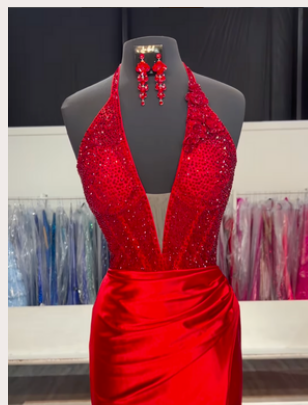
Jewelry



Lifestyle



Jewelry



Insta Reel



Headshot

*Jim Ball*  
DESIGNS

*Jim Ball*  
DESIGNS

@JIMBALLDESIGNS

# Contact

info@jimballdesigns.com | jim@jimballdesigns.com

(615) 585-2255

www.jimballdesigns.com

Follow us on Facebook & Instagram @jimballdesigns

