



3 Ways to Sell More Jewelry Cleaner Online

Did you know? In 2020, consumers turned heavily to shopping online. In fact, jewelry saw a 44.6% increase in eCommerce sales in the 2020 holiday shopping season, according to Mastercard Spending Pulse report. Similarly, eCommerce sales accounted for 14.1% of global retail sales in 2020 and is projected to reach 22% in 2023.

With these statistics in mind, don't forget that jewelry cleaner can add to your bottom line online.

1 Offer as Add-On

If you are leveraging free shipping on a certain spend amount, jewelry care products are a great add-on items for a customer looking to pass that threshold for free shipping. Offer jewelry care products as an add-on when customers add jewelry pieces to their cart, or [provide recommendations during the checkout process](#) when they're most likely to increase their spending.

2 Choose Shipping-Friendly Products

Items ideal for eCommerce tend to be [lighter in weight and smaller in size](#), like the Sparkle + Shine® Stick, Polishing Cloths, Jewelry + Watch Cleansing Wipes and Jewelry Cleaner Packettes. All jewelry care products from The Kingswood Company can be sold and shipped online. Ecommerce shipping solutions are available for Clean + Care® Kits and custom Jewelry Care Systems to safely ship liquid cleaners.

3 Include in Your Email Marketing

Include jewelry care products regularly in your email marketing and link to their product pages. You can also include [reminders to regularly clean jewelry at-home](#) in between professional cleanings using the products you offer. This will prompt customers to use your [trusted, branded jewelry care products](#) rather than purchasing another cleaner from a grocery store, pharmacy, or competitor.