

Ernest Jones Has Unveiled Its Own Twitter Page



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Author: [Ernest Jones](#)

Industry: [Retail](#)

Ernest Jones, the Diamond and Watch specialist has joined the social media revolution and launched its own Twitter page.

The [Ernest Jones Twitter page](#) can be found under the name EJonesjewellers at the social media site. The page is designed to give customers a chance to stay up to date on offers, new product launches, news and trends from Ernest Jones and the watch, jewellery and fashion marketplace.

Ernest Jones is joining other leading high street brands such as H.Samuel, Next, Tesco and Starbucks in this innovative arena. With the competitive nature of the market at present this makes total sense and allows the jeweller to engage with customers, maintain its brand presence and reputation and keep its customers informed about offers, promotions, new collections and products and charity affiliations.

The messages (Tweets) are intended to be a mixture of information and fun and will be aimed at consumers, journalists and anyone interested in [Ernest Jones](#). Ernest Jones will also engage with any customers looking for advice or information, either answering the query directly or referring the customer to someone who can help them.

According to Jason Edworthy, Signet Digital Comms Manager, "We want to engage with our customers, promote our offers and build our brand and online presence with witty, fun and informative Tweets aimed directly at our customer base."

This initiative also offers consumers insight into less obvious ranges, such as the famous [Vera Wang](#) wedding collection, that consumers might not realise Ernest Jones sells. Other benefits to the consumer include industry news, fashion tips, exclusive product information and the possibility for customers to engage directly with one of the high street's leading authorities on [diamonds](#) and watches.

Not all of the Ernest Jones Tweets will be directly promotional, but it is intended for them all to link to a promotion, information page or product. Regardless, all Tweets will be in the Ernest Jones style and are intended to entertain and inform.

Ernest Jones is also hoping to increase, manage and maintain brand awareness at a crucial time in trading for all high street retailers. It is hoped that the Twitter page will drive footfall to stores and visits to the website whilst giving the Ernest Jones team greater insight into the needs and demands of their customers and the marketplace in general.

About Ernest Jones: The Diamond and Watch Specialist for 60 Years Celebrating 60 Years as the nation's leading high street Diamond and Watch Specialist, Ernest Jones, has over 200 stores and a retail website. Featuring a wide range of leading brand watches and high quality jewellery, Ernest Jones also has a stunning selection of gifts for all occasions. Ernest Jones is part of Signet Jewelers Limited, the world's largest speciality retail jeweller.

Ernest Jones PR contact details:

Tim Lundberg
Copywriter E-Commerce Marketing
Ernest Jones
3 Imperial Place
Maxwell Road
Borehamwood
Herts
WD6 1JN
0208 207 8312
www.ernestjones.co.uk

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