

H.Samuel Has Joined The Twitterati With Its Own Twitter Page



Released on: November 12, 2009, 11:01 am

Author: [H.Samuel](#)

Industry: [Retail](#)

H.Samuel the jeweller has launched its own Twitter page, joining other leading high street brands such as Tesco and Next on the popular social networking site.

H.Samuel is following a growing trend in retail for engaging directly with customers. Any retailer looking to maintain its brand presence in the future and to stay competitive will be using social networking sites such as Twitter and Facebook to engage with customers and manage brands and reputations.

The [H.Samuel Twitter page](#) is designed to inform customers about offers, promotions, new products and brands as well as keeping consumers up to date with news about competitions and charity affiliations. The messages will be a mixture of information and fun and will be aimed at consumers, journalists and anyone interested in H.Samuel and its products, promotions, offers and brands.

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."

The benefit for consumers is access to up-to-the minute information about new brands, new offers, [competitions](#) and an insight into

products that they might otherwise not consider or realise that H.Samuel stock, such as [gifts](#) and collectibles. Other benefits include news on exclusive products and competitions and the possibility for customers to engage in conversations directly with the brand if they have queries.

Regardless of the topic, the company intends for each Tweet to link to a promotion, information page or product. The Tweets themselves will not all be directly sales orientated and are intended to entertain and please the customer as well as inform them.

As well as promoting products and offers, H.Samuel is hoping to increase 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.

About H. Samuel:

H.Samuel is the nation's favourite High Street Jeweller with over 350 stores and a retail website. Featuring an incredible range of branded [watches](#), H.Samuel also has a stunning range of jewellery, collectibles and gifts for all occasions, offering something for every taste and style. H.Samuel is part of the Signet Group, the world's largest speciality retail jeweller.

Contact Details:

Tim Lundberg
Copywriter E-Commerce Marketing
H.Samuel
Imperial Place
3 Maxwell Road
Borehamwood
Herts
WD6 1JN
0208 207 8312
twitter.com/hsamueljeweller

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)