

HIGH-TICKET SALES FUNNEL - JEWELRY MANUFACTURER

Creating a high-ticket sales funnel targeting **luxury retailers, boutique jewelers, and affluent customers** requires a well-thought-out strategy that focuses on exclusivity, personalization, and quality. Here's an example of a high-ticket sales funnel for your adult coloring book business, targeting these high-end markets:

1. Awareness Stage (Top of Funnel) – Attracting Affluent Audiences

Objective: Introduce your luxury adult coloring books to affluent consumers and decision-makers in luxury retail and jewelry spaces.

Luxury Brand Positioning: Create an ultra-premium edition of your coloring books featuring high-end materials such as gold foil, custom leather covers, and exclusive artwork from renowned artists. Align the product with values like creativity, mindfulness, and luxury craftsmanship.

Key Activities:

- o Develop an exclusive partnership with a famous designer or artist to create limited-edition artwork.
- o Craft a compelling story that ties into the luxury market's core values (e.g., relaxation, art, and sophistication).
- o Launch targeted advertising campaigns on platforms like Instagram, LinkedIn, and Pinterest, showcasing the premium features and exclusivity of the product.

Milestones:

- o Build and launch a dedicated landing page for the high-ticket product.
- o Secure endorsements or collaborations with influencers and thought leaders in the luxury space within 2 months.
- o Collect leads from affluent individuals and luxury retail buyers within 3 months.

Resources Needed:

- o Professional photographers and videographers to create luxury-focused content.
 - o Social media advertising budget (targeting high-net-worth individuals).
 - o PR agencies or connections to secure influencer endorsements.
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2. Interest Stage (Middle of Funnel) – Building Trust and Engagement

Objective: Deepen the interest of potential buyers by highlighting the exclusivity, craftsmanship, and lifestyle benefits of your luxury coloring books.

Personalized Outreach to Boutique Jewelers and Retailers: Reach out directly to boutique jewelers and luxury retailers, offering to showcase your coloring books as unique, artistic gifts for their clients (e.g., as part of a larger luxury package for events).

Key Activities:

- o Send beautifully crafted physical sample books to high-end retailers, personalized with the company's name or logo.
- o Create a limited-edition, members-only invitation to preview the product at an exclusive, virtual event (such as a private art gallery showing).
- o Develop email drip campaigns with high-end design elements that showcase the exclusivity, quality, and benefits of the coloring books for stress-relief and creativity.

Milestones:

- o Host an exclusive virtual or in-person event within 3 months, offering affluent customers and luxury buyers a chance to engage with the brand.
- o Achieve a 25% engagement rate from targeted email campaigns within 4 months.
- o Establish at least 3 direct relationships with boutique retailers and jewelry shops within 5 months.

Resources Needed:

- o Graphic designers for premium email templates and visual content.
 - o Sales representatives specialized in the luxury sector for retailer outreach.
 - o High-quality video conferencing software for virtual events.
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3. Decision Stage (Bottom of Funnel) – Sealing the Deal with High-Ticket Buyers

Objective: Convert leads into high-ticket customers by offering personalized, high-value experiences and products.

Exclusive Offer for Affluent Customers and Retailers: Create custom coloring book packages tailored for special occasions (e.g., weddings, luxury gifts, corporate events). Offer customization options like initials, bespoke designs, or packaging upgrades that appeal to affluent customers.

Key Activities:

- o Provide 1-on-1 consultations for affluent customers or luxury retailers who are interested in bulk purchasing or customization.
- o Offer time-sensitive, exclusive promotions (e.g., limited editions with personalized artist notes) that appeal to the scarcity mindset common in luxury markets.
- o Provide high-quality customer service (e.g., a dedicated concierge) to manage all inquiries from high-ticket buyers.

Milestones:

- o Close 5-10 high-ticket sales with luxury retailers and affluent customers within 6 months.
- o Introduce a “white-glove” concierge service for luxury buyers, ensuring premium customer care and satisfaction.
- o Generate \$500,000 in revenue from high-ticket offers within 8 months.

Resources Needed:

- o Customization tools (e.g., monogramming or bespoke design services).
 - o Sales team experienced in high-touch customer service.
 - o Premium packaging and logistics partnerships to deliver an exceptional unboxing experience.
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4. Retention and Upsell Stage – Maximizing Customer Lifetime Value

Objective: Retain luxury retailers and affluent customers by offering premium after-sales service and creating opportunities for upselling.

Membership or Subscription Offer: Offer a VIP membership program where luxury customers get early access to new collections, limited-edition releases, and exclusive content or events.

Key Activities:

- o Develop a premium loyalty program that offers early access to new, exclusive collections, free upgrades, or concierge service for future purchases.
- o Offer opportunities for customers to commission custom, one-of-a-kind artwork for coloring books.
- o Create cross-sell opportunities by offering luxury tools (e.g., high-end coloring pencils, handcrafted storage boxes) as add-ons.

Milestones:

- o Launch VIP membership within 9 months.
- o Increase customer lifetime value (CLV) by 30% by upselling premium products or subscriptions within 10 months.
- o Generate additional \$500,000 in repeat sales and upsell offers within 12 months.

Resources Needed:

- o Membership platform to manage VIP clients.
 - o High-quality upsell products (luxury coloring tools, boxes, custom packaging).
 - o Ongoing marketing support to engage VIP members with exclusive offers.
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Summary of the High-Ticket Funnel

1. Awareness: Attract luxury buyers through exclusive branding, artist partnerships, and targeted social media ads.

2. Interest: Deepen engagement through personalized outreach, exclusive events, and email drip campaigns.

3. Decision: Offer high-ticket products with customization, exclusive offers, and luxury customer service to convert leads into sales.

4. Retention: Maintain customer loyalty through VIP memberships, personalized service, and upsell opportunities.

This strategy ensures that you're reaching and converting high-end clients by creating an experience and product line that resonates with luxury values and appeals to affluent consumers and retailers.