



Aurum
JEWELLERS

From digital discovery to showroom visit.

A jewellery discovery funnel concept designed to build online desire before a customer steps into the showroom.

FUNNEL GAP

Discovery —→ Showroom



Illustrative concept project by grobroad digital solutions.

01 THE CHALLENGE

Trusted offline. Invisible online.

Aurum Jewellers had strong walk-in trust built over years but almost no digital presence to match it. Its inactive Instagram meant younger buyers researching jewellery online found competitor pages first. Existing customers also had no easy way to browse new arrivals or hear about festive and wedding collections without visiting in person.



Dormant Instagram

The showroom had no consistent digital front window.



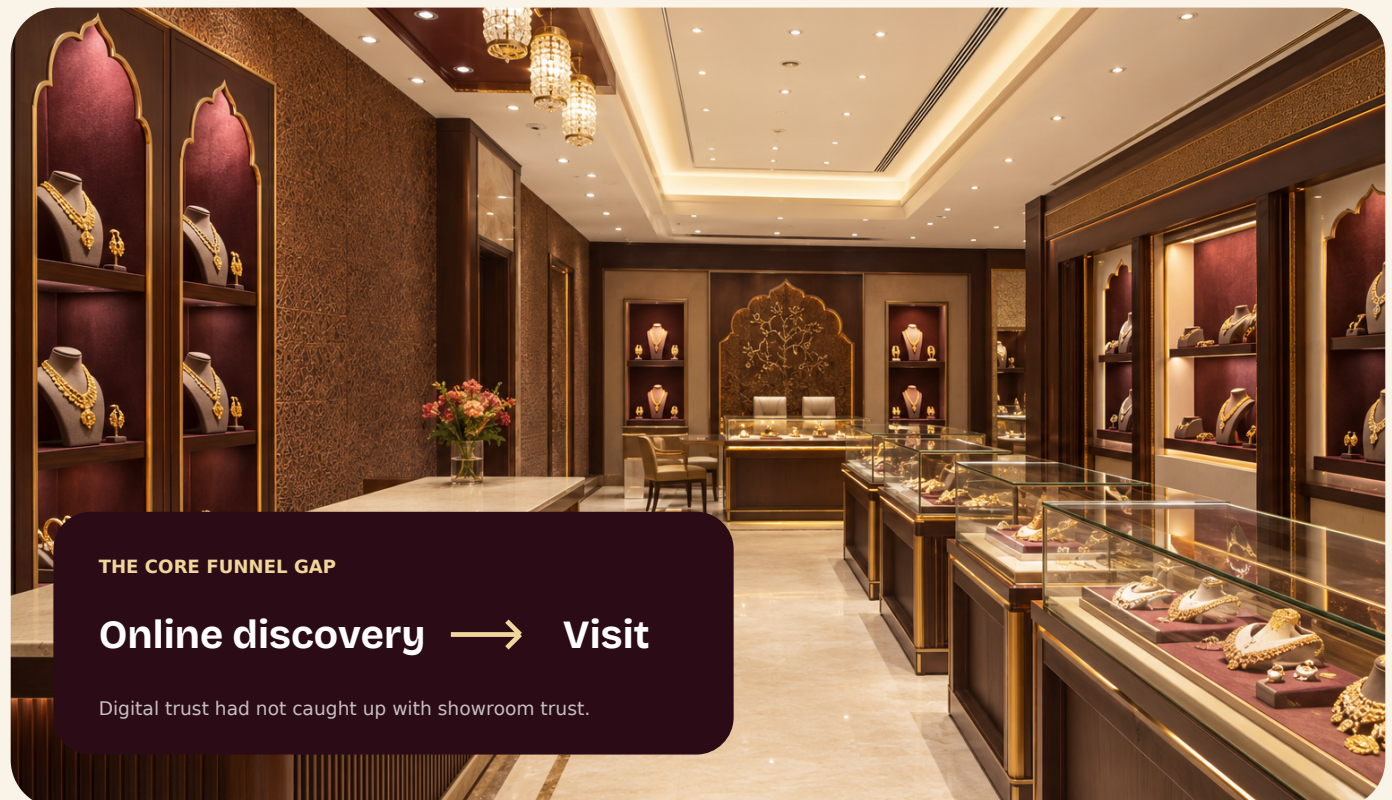
Younger buyers missed

Online-first shoppers discovered competitors before Aurum.



Collections stayed offline

New arrivals were hard to browse before a physical visit.



THE CORE FUNNEL GAP

Online discovery → **Visit**

Digital trust had not caught up with showroom trust.

02 THE APPROACH

Build desire before the visit.

The digital system was rebuilt to make every collection easier to discover, share, enquire about, and book for a private viewing.



Visual identity refresh

Polished macro photography and styled flat-lays replaced phone snapshots.



Content pillars

Proof, Education, Collection Spotlights, polls, and clear offer CTAs.



WhatsApp catalog + booking

Customers could browse arrivals and reserve a private viewing slot.



Seasonal content calendar

Campaigns aligned with Akshaya Tritiya, Diwali, and wedding season.

DESIGNED DISCOVERY PATH

Collection



Content



WhatsApp



Showroom

03 THE OUTCOME

Customers arrived already knowing what to see.

Aurum's Instagram became a genuine discovery channel instead of a dormant page. Followers engaged with new collections, shared bridal content with family members, and used WhatsApp to enquire before visiting. More showroom conversations began with a specific piece or collection already in mind, making visits more purposeful.

01 Discovery channel

New collection content gave customers a reason to follow.

02 Enquiry before visit

WhatsApp connected specific pieces to showroom intent.

03 Purposeful visits

Customers arrived with a clearer purchase shortlist.



READY TO TURN BROWSING INTO A SHOWROOM VISIT?

**Build digital trust to match
your in-person trust.**

grobroad.com | admin@grobroad.com

START A CONVERSATION

Concept project. The outcomes describe the intended funnel effect and are not verified client results.