



CLIENT:

Betsy & Iya

Betsy & Iya engaged A.wordsmith to develop a comprehensive, forward facing communications strategy designed to attract existing customers and new audiences.

Client Description

Betsy & Iya is a one-of-a-kind jewelry boutique lauded for their eclectic and fun designs – ranging from fine jewelry to fashion lines. They're the only jewelry business in Portland with their brick-and-mortar storefront, studio and company headquarters in one location, allowing a high level of transparency for customers, admirers and passersby to experience their sustainable creations. Aside from their awe-inspiring jewelry designs, Betsy & Iya upholds strong business ethics, supporting and partnering with purpose-driven organizations and causes they're passionate about.

Project Description

With the renovation of their space, new jewelry collections and innovative buyback program, Betsy & Iya was uniquely poised to benefit from a strategic media relations and social media influencer engagement campaign, designed to elevate awareness of their ethically sourced and intentionally crafted designs.

Recognizing this opportunity, Betsy & Iya engaged A.wordsmith to solidify program objectives and develop a comprehensive, forward facing communications strategy designed to attract existing customers and new audiences to discover the wonder of their handmade pieces. Capitalizing on the business's reopening and store renovations (remodeled to reflect the vibrance and playfulness of their creations), the reemergence of their Bazaar, new fall fashion line, new store dedicated to fine jewelry, philanthropic endeavors centered around sustainability and ethical sourcing, and Betsy's unique expertise, A.wordsmith strived to position Betsy & Iya as a thought leader in the jewelry industry.

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Key Results

As a result, A.wordsmith secured 16 media placements that ranged from social media influencers to local and national media publications. These pieces generated over 140k estimated views and 464 engagements.

Snapshot of coverage:

- Sunset Magazine: [Here's Where You Need to Travel in 2023, Based on Your Zodiac Sign](#)
- Portland Business Journal: [Portland's Betsy & Iya overcomes barriers, builds bridges on timeless jewelry design quest](#)
- KOIN: ['Affinity for adornment': Local shop offers ethical goods from around the world](#)
- KGW: [Locally made jewelry from Betsy & Iya](#)
- Eater PDX: [What Are We Wearing to Restaurants Now, Portland?](#)
- Laura Arbo, Influencer (@Laura_Elizabeth, 106k IG followers)
- Candace Molatore (@Hey.Candace, 39.4k IG followers)