

Innovation in Social Media marketing a different ball game and Sawansukha Jewellers did it in a row!

Sawansukha Jewellers perfects Innovation in Marketing Campaign (Social Media) at Retail Jewellers Guild Award

Kolkata 3rd October 2019: Retail Jewellers Guild Awards 2019 was scheduled for the award night on the **29th of September 2019 at Hotel Lalit**. Amidst prominent faces from the industry the award night commenced and **Sawansukha Jewellers** was declared as the conqueror in the segment of **Most Innovative Marketing Campaign (Social Media)**. This year's campaign was themed on how emotional values are part of the heritage jewellery and both emotions and jewellery binds together the loved ones.

Today's time social media plays a very significant role in determining the market position of any brand. Apart from one of the kind designs and finesse, marketing the product so that it reaches maximum consumers is more vital. As social media is the best medium to reach far and wide and let others know about your brand, hence Sawansukha Jewellers does additional efforts in marketing the jewellery in a relevant way with a specific theme that's eye catching and hits the consumers right on spot.

Siddhartha Sawansukha, MD of Sawansukha Jewellers quoted, "When technology has given us the virtue of letting ourselves reach to infinite no. of people then why not maximize the opportunity to showcase the unique jewellery in innovative way. Especially when everyone is so glued to social media then having a good content to bring out the best jewellery becomes imperative. Emotions from Sawansukha implies that every jewellery is crafted with immense love and warmth and we take huge pride in sharing those emotional aspects with our consumers to their loved ones." He thanks the Retail Jewellers Guild Award team for giving him yet another winning moment to cherish.