



Ben Bridge Jeweler

January 5, 2010

Benny Bear Bulletin

Tiptoeing into Social Media

We have been showcasing new and interesting products, behind the scenes stories, associate profiles, and previews of the latest fashions.

As the world spends more time online, we have an opportunity to reach people in new and exciting ways. Our most recent ventures include a Facebook fan page (www.facebook.com/benbridgejeweler), a number of Twitter feeds (@BenBridgeJwlr & @BenBridgeGirl), and a blog (www.wordpress.com/benbridgejeweler). We are fortunate to have the best associates and the finest merchandise available anywhere and we strive to communicate that to current and future customers every day, wherever people are. We have been showcasing new and interesting products, behind the scenes stories, associate profiles, and previews of the latest fashions. We think these are excellent new tools in our effort to share Ben Bridge

as widely as possible. If you like what we are trying to do, you may want to suggest that your friends become Facebook Fans so they can keep up to date with everything going on at their Personal Jeweler. (On the Facebook page there is a link just under the picture at the top left that says "Suggest to Friends"). The more the merrier!



Marc Bridge

These are just the first steps in our experimentation with new and evolving methods of communication. They are collaborative ventures and I very much welcome your thoughts and feedback!

--Marc Bridge

Associate of the Month – December

Erika Matson—Executive Assistant



Yeah, Erika!

We appreciate all that you do!!!

The secret of joy in work is contained in one word - excellence. To know how to do something well is to enjoy it.

Pearl S. Buck