


Bridal Prototype Selling System
Thousands of options from minimal investment



NATIONAL Jeweler
Profitable Retailing Through News and Market Insights

ADVERTISE | ABOUT US | CONTACT US | NEWSLETTERS | RSS

HOME INDEPENDENTS MAJORS DIAMONDS WATCHES COLORED STONES FASHION SPECIAL REPORTS  Search

Ecommerce Developments

WR Cobb Online recognized for e-book

1
Tweet 

SEP 24, 2012
 Save  E-mail  Print


East Providence, R.I.--WR Cobb Online has been recognized with a 2012 American Graphic Design Award by Graphic Design USA for its e-book "Social Media 101--How Jewelers Can Engage and Interact More Effectively Online."

Graphic Design USA sponsors national design competitions that spotlight areas of excellence and opportunity for creative professionals, including advertising agencies, design firms, corporations and institutions. It recognizes outstanding work across all media: print and collateral, advertising and sales promotion, corporate identity and logos, Internet and interactive design, broadcast and motion graphics and packaging.


"We are thrilled to have our work and efforts to educate the jewelry industry on social media honored in this way," Jay Gerber, vice president of WR Cobb Online, said. "Relating to jewelry consumers through design and communication that is compelling to target consumers purchasing engagement rings is something we are passionate about and enjoy sharing with our retail partners."

Graphic Design USA received more than 8,000 entries, with 15 percent recognized with awards certificates of excellence.


WR Cobb Online, a division of **WR Cobb Company**, specializes in bringing customized web technology, diamond search programs and social media programs and expertise to retailers.




CustomerConnect
Integrated marketing solution for jewelry retailers, manufacturers & suppliers [Learn More](#)



How It Works
Click here to see how The Customer Connect Web site works, the challenge & the brilliant solution!
[Learn More](#)



What is Palladium
Benefits of choosing palladium jewelry.
[Learn More](#)



Why Palladium?
Value of palladium vs. other metals. [Learn More](#)

JA New York Shows

Summer Show Special Delivery Winter Show

July 29- 31, 2012 - The Javits Center, New York, NY

- ADVERTISEMENT -

You have palladium.
Get **FREE** help to sell it.

PALLADIUM™
ALLIANCE INTERNATIONAL

[LEARN HOW HERE](#)



Sign Up for Our Newsletters
Get daily news and updates from the industry's premier information source.
[Sign Up Now »](#)

DIAMOND DEAL SHELF OF THE DAY
[GO NOW »](#)



Design Portfolio
[Visit the Gallery »](#)



The National Jeweler App
Jewelry News and Market Insights at Your Fingertips
[Download it Now »](#)



- ADVERTISEMENT -

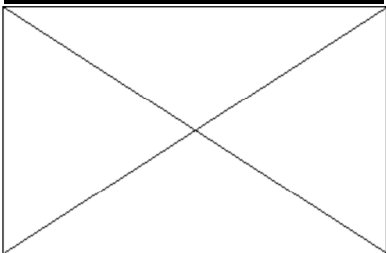
Similar Articles

[Read More »](#)

[More Articles Like This »](#)



Video



Visit Our YouTube Player
Watch fine jewelry trade videos selected by the editors of National Jeweler

- ADVERTISEMENT -

<p>CASH+CARRY JEWELRY Just in time for Holiday Buying</p>	<p>October 28-30, 2012 Javits Convention Center</p>	<p>REGISTER</p>	<p><i>Special new york</i> DELIVERY</p>
---	---	------------------------	--

Retail Resources

Search **Diamond Prices**

Powered by Polygon

Search **Metal Prices**

Industry Guides

Comprehensive information in specialized areas:

- | | |
|--------|---------------|
| Bridal | Online Retail |
| China | Pearls |
| Gold | Platinum |
| India | Trade Shows |

See Industry Guides »



Reader Connect
Supplier information presented with every article, bringing you related, actionable content on every topic.



Yellow Pages
A comprehensive listing of associations, organizations, suppliers and services for the jewelry industry.



Classifieds
A comprehensive listing of job postings, product offerings and other materials for sale for the jewelry industry.



Customer Connect
The most sophisticated suite of marketing services available for jewelry retailers, from Internet tools to data marketing.

- ADVERTISEMENT -

[ADVERTISE](#) | [ABOUT US](#) | [CONTACT US](#) | [SITEMAP](#) | [NEWSLETTERS](#) | [RSS](#) |

[National Jeweler](#) | [Independents](#) | [Majors](#) | [Diamonds](#) | [Watches](#) | [Colored Stones](#) | [Fashion](#)

© 2012 The Nielsen Company. All rights reserved. Read our [TERMS OF USE](#) and [PRIVACY POLICY](#)