



## **ThurstonTalk Connects Hartley Jewelers to Customers With Relevant Stories**

“Without hesitation, I recommend local businesses try ThurstonTalk,” says Travis Thornton, longtime Hartley Jewelers Marketing Manager.

Hartley Jewelers has been creating and selling fine jewelry for nearly 50 years. This much-loved West Olympia business has deep roots in the community and has put its trust in advertising with ThurstonTalk.

Two things make working with ThurstonTalk enticing to Hartley Jewelers. “First, they are *truly* local,” says Thornton. “It’s much easier to grow our client base by reaching out to those around us. The alternative is throwing a broad net over all of Western Washington, which doesn’t target our neighbors who are likely to visit out of convenience.”

The second reason Thornton believes ThurstonTalk is a smart advertising investment is the nature of the site’s content. “Unlike other media outlets, ThurstonTalk publishes positive articles and stories about local success – it’s a more friendly way of getting in front of our audience,” he says. “It also uniquely serves those looking to read local news that isn’t syndicated by larger media.”

Now entering their third year advertising with ThurstonTalk, Hartley Jewelers uses the platform to inform and educate readers by submitting relevant LocalTalk stories every month – on top of the featured business articles written by ThurstonTalk’s professional writers.

“We post stories about real clients with interesting and meaningful projects,” says Thornton. “ThurstonTalk’s writers have been so easy to work with: punctual, follow-up well, and reliable. There have been no bumps in the road.”

Advertising with ThurstonTalk allows Hartley Jewelers to extend their brand, message, and capabilities through story telling. “That is *far* more meaningful than getting a lot of impressions through AdWords,” Thornton says.

“Working with ThurstonTalk has been pleasant and personal from the beginning,” he continues. “In the online world, it’s rare to meet real faces and shake real hands, but we’ve had the opportunity to do both. It’s helped galvanize a more personal partnership with another local business – another way of supporting our community while strengthening our brand.”