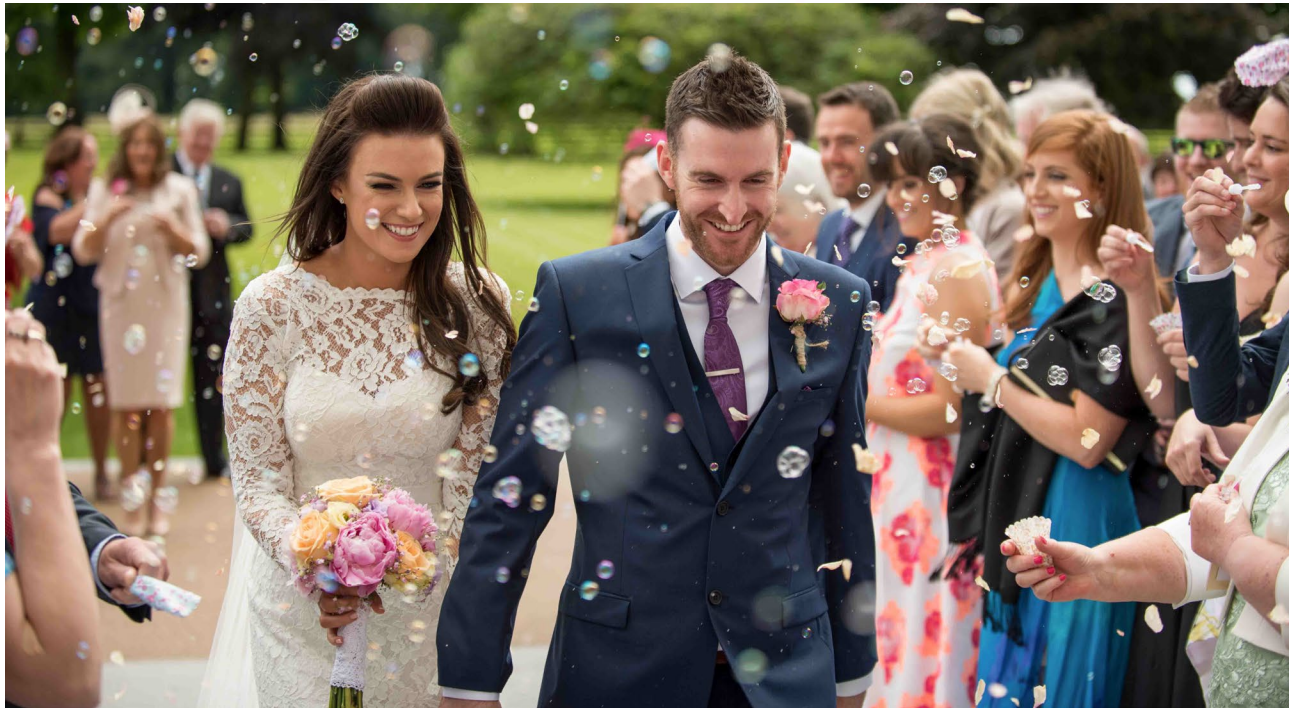


weddings^online walking brides to your door



Selling the Dream
Jonathan Bryans – Commercial Director
weddingsonline 11/06/2020

weddingsonline walking brides to your door

Weddingsonline Key Facts:

- Established 2000
 - Leading Marketing and Lead Generational Business
- Social Reach:**
- Facebook – 91,000 Followers
 - Help I'm Getting Married – 52,000 members
 - Instagram – 12,000 Followers
 - Enquiries to clients – 121, 244 (2019)
 - Traffic / Visibility / Social Opportunities / Enquiries / Recommendations
 - Working with over 200 wedding venues in Ireland

weddings^oonline walking brides to your door

Key Points for Discussion

- The importance of proactivity / communications with all couples
- Virtual show-arounds
- Positivity
- Advertising

No of weddings in Ireland

- Usually 20,000+
- 2020 – 4000 weddings
- 2021 – 30,000 weddings
- 2022 – 26,000 weddings
- There is pent-up demand from new couples

weddings^oonline walking brides to your door

Pre-Covid Stats – Online Wedding Planning

- Couples are doing 85% of their wedding research online.
- This means that by the time they reach out to you they should be way through their decision making process.
- 45% of couples only **visited one venue** before making a booking decision
- It is vitally important to promote yourselves well with great **imagery / video / virtual showrounds** and **reviews**.
- In the things that couples were impressed with **communication** was a vital part of the process.
- Conversely, poor communication from the hotel was a huge negative for couples.

weddings^oonline walking brides to your door

7 Things to Know About Influencing Couples

1. Weddings are a major purchase / emotional sale with multiple stakeholders
2. Reviews are crucial for helping couples choose their wedding venues
3. Couples gather buying recommendations from mixed sources – Your Websites / 3rd Party Websites / Reviews / Social Media / Conversations (wedding co-ordinator / Online Wedding Planning Groups)
4. TNTs – Tiny Noticeable Things
5. The will look for “Social Proof” – Content – Community – Commerce
6. Keep it simple – Hard to Read / Hard to Buy
7. When it comes to buying, couples make emotional decisions and rational justifications

weddingsonline walking brides to your door

Top 6

extra things venues did for couples that wowed them:

- ☞ Activities for children (bouncy castle, swings, etc.)
- ☞ Complimentary Wedding Car
- ☞ Designated Wedding Planner
- ☞ Wedding coordinator keeping in touch regularly
- ☞ Treating us like royalty
- ☞ Different table styles and decor to chose from

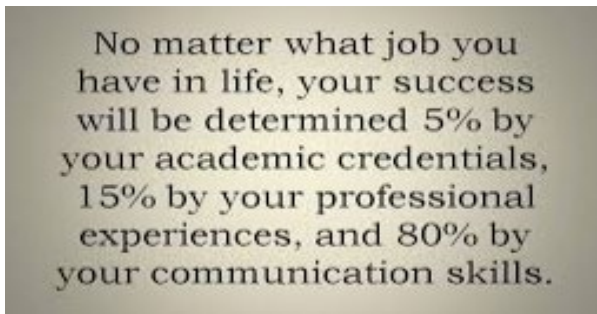
Top 6

things couples would have loved their venue to do:

- ☞ Be more enthusiastic
- ☞ Provide food tasting before booking
- ☞ More contact from wedding coordinator before wedding day
- ☞ Discounts on Spa and hotel stays
- ☞ Lower corkage fee
- ☞ Include a toast in the package

weddings^online walking brides to your door

Communications



weddings^online walking brides to your door

Communications



weddings^online walking brides to your door

Communications

People do business with
people that they know, like
and trust!

- karenstrunks.com

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FORTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

weddings^online walking brides to your door

The Wedding Co-ordinators Job

- 500 Wedding enquiries annually
- 10 touch points before a sale
- 5000 touch points
- 100 booked weddings
- Lead in time 18 months
- Touch base monthly
- 1800 touch points

Annual Activity Levels

- 6800 touch points
- 100 weddings
- 250 showrounds
- All the other stuff – reception / events / communions / funerals..

weddings^online walking brides to your door

A Logistical Nightmare



weddings^online walking brides to your door
How to help yourself -

Moposa

- Complete Cloud Based Wedding Management Software
- Used by over 100 Irish Wedding Venues
- Gives you huge efficiencies and saves on admin
- Personalised Automation
- Enquiry Management
- Booked Wedding Management
- Contracting
- Key Reporting
- Couple planning tools (which they love)

weddings^online walking brides to your door

How to help yourself – Virtual Showrounds

Virtual Showrounds – The Landmark Hotel / The Clanard Court / The Shearwater Hotels

Key Points for Inclusion:

- People not just rooms or tables
- Real wedding pictures
- External Shots / Gardens
- Personality
- “Our Brides / Our Couples”
- Reviews
- Professional? Done is better than perfect
- Q&A – most popular questions answered before they are asked
- Call to action

weddingsonline walking brides to your door

How to help yourself – Positivity

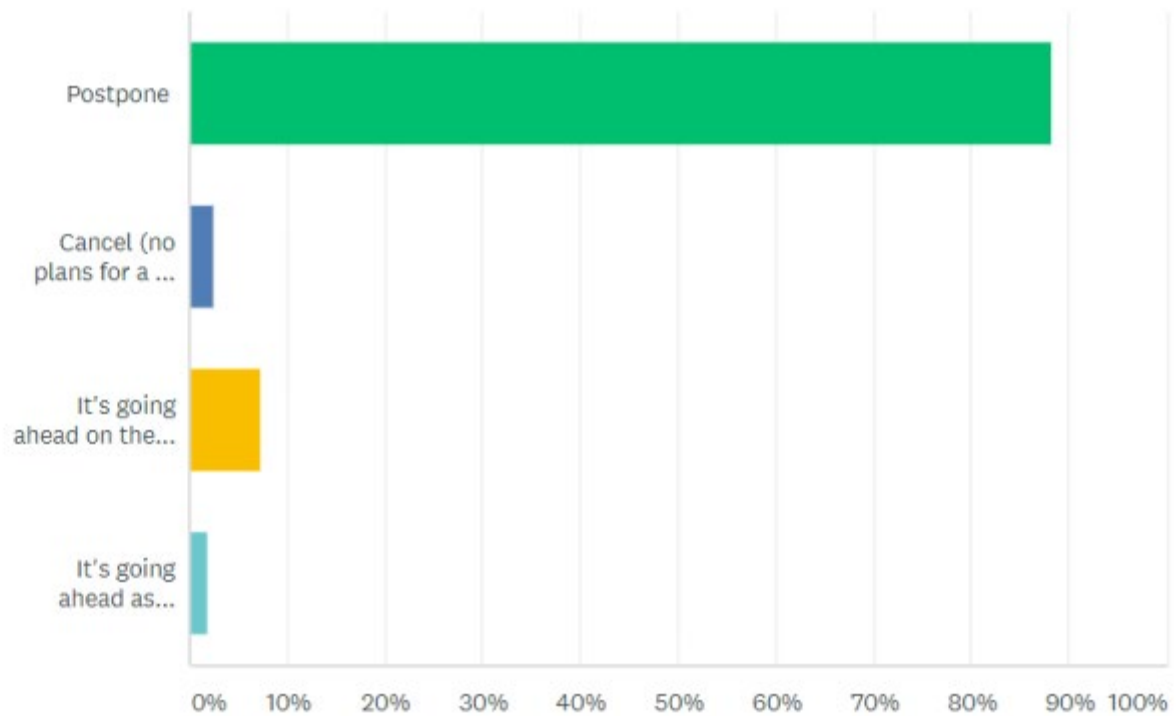
- Like / Know / Trust
- Ask Questions – Be Interested
- If you are not as excited as the couple are themselves, you don't deserve their business
- Go over all enquiries from December 2019 – Pent up demand
- If there is a phone number, call them
- Ask questions on every email / text
- Date availability is crucial, huge numbers of re-arranged weddings – “Secure your date today”

weddingsonline walking brides to your door

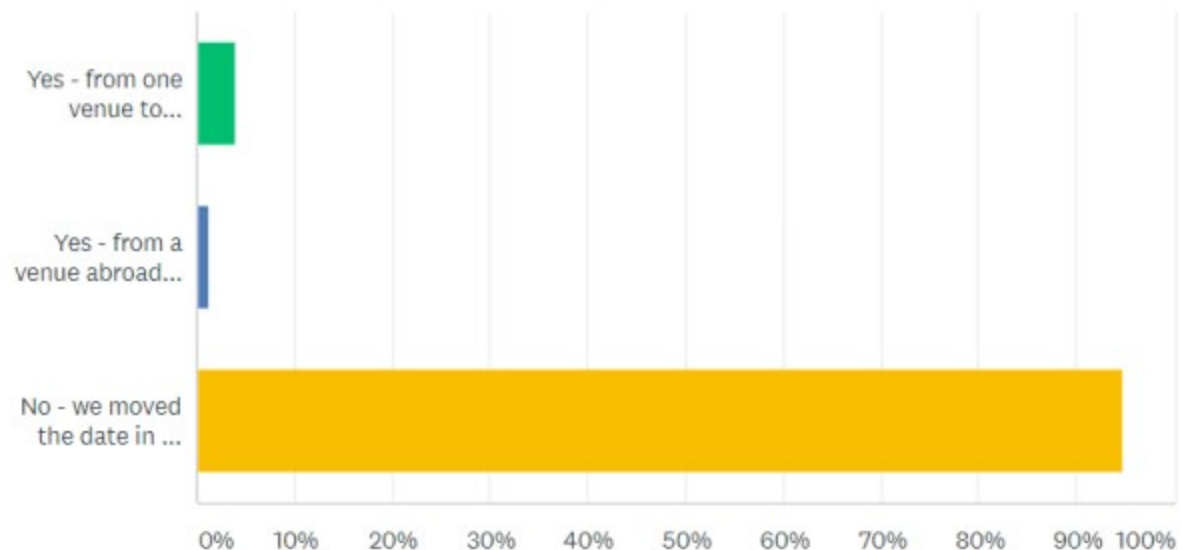
How to help yourself – Dealing with Doubts – Covid-19

- “We don’t know government guidelines on numbers or social distancing rules as yet”
- “Likelihood a cap on 100 guests for next 2/3 months”
- “We, as country are beating this virus
- “There are so few new cases”
- “No community transmission”
- “Things are going back to normal”
- Don’t forget that new enquiries are for 2021 / 2022 / 2023
- Don’t take my word for it...

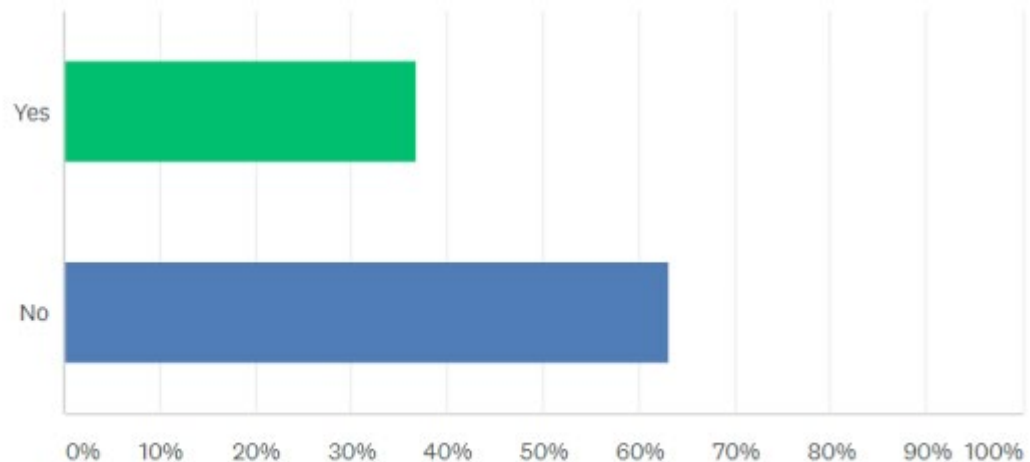
Did you postpone or cancel your wedding?



Did you have to change your wedding venue?

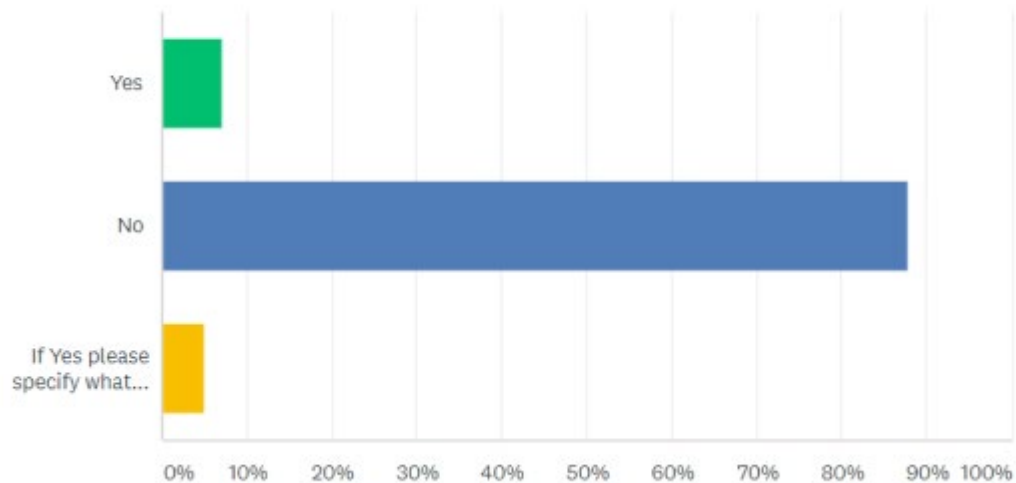


Will you invite less guests to your wedding?



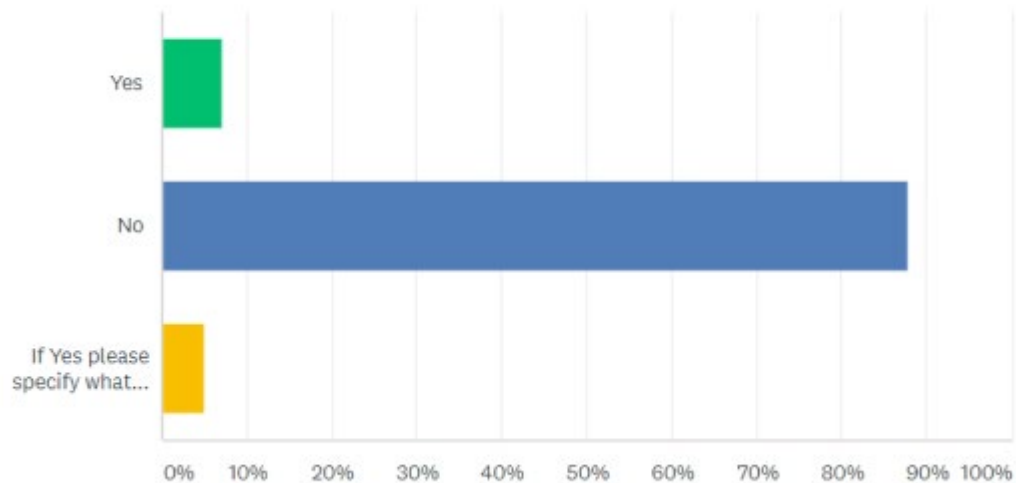
weddings^oonline *walking brides to your door*

Did you cut out certain parts of the wedding and go for a "light wedding"?



weddings^oonline *walking brides to your door*

Did you cut out certain parts of the wedding and go for a "light wedding"?



weddings^online walking brides to your door

Marketing is not a switch – it's an engine

- Shouldn't be continually switched on or off
- It builds momentum the more it is on
- Hard to restart
- The previous hard work is gone
- You must build loyalty again
- You give your competition a foothold
- Be ready when the storm disappears
- It is a proven fact that maintaining or growing your advertising in a crisis will lead to increased market share

weddingsonline walking brides to your door

**thanks for
listening!**

Selling the Dream
Jonathan Bryans – Commercial Director
weddingsonline
11/06/2020