

Weddings & Social Media

Speaker: Sandra Hennessy, Be Dynamic

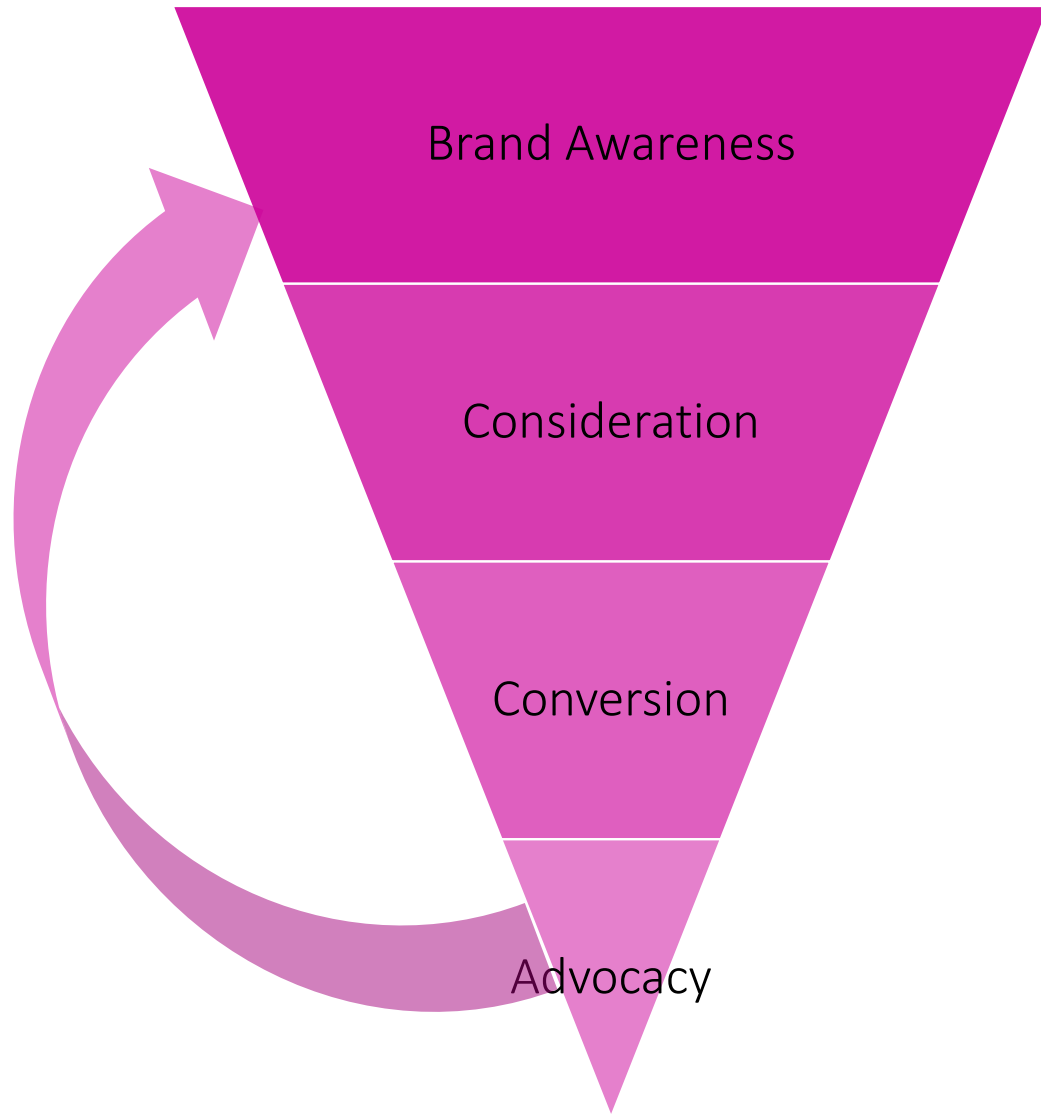
BE: DYNAMIC

I R I S H
HOTELS
FEDERATION

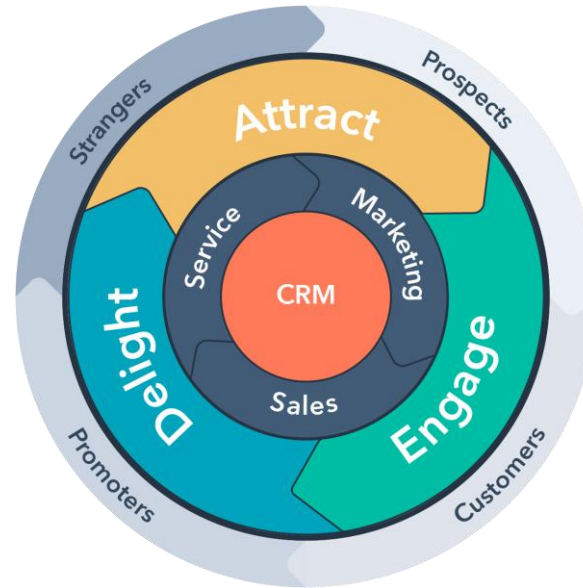
Today

- Top tips for using your social media platforms to promote weddings
- The use of your brand to ensure you have visibility during closure
- Tips for engaging with new couples

Funnel



Flywheel

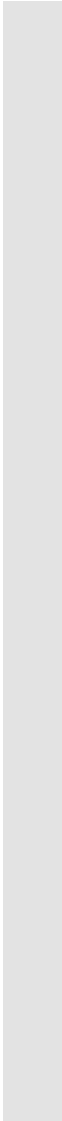



Attract: Attracting is about using your expertise to create content and conversations that start meaningful relationships with the right people.

Engage: Engaging is about building lasting relationships with people by providing insights and solutions that align with their roadblocks and goals.

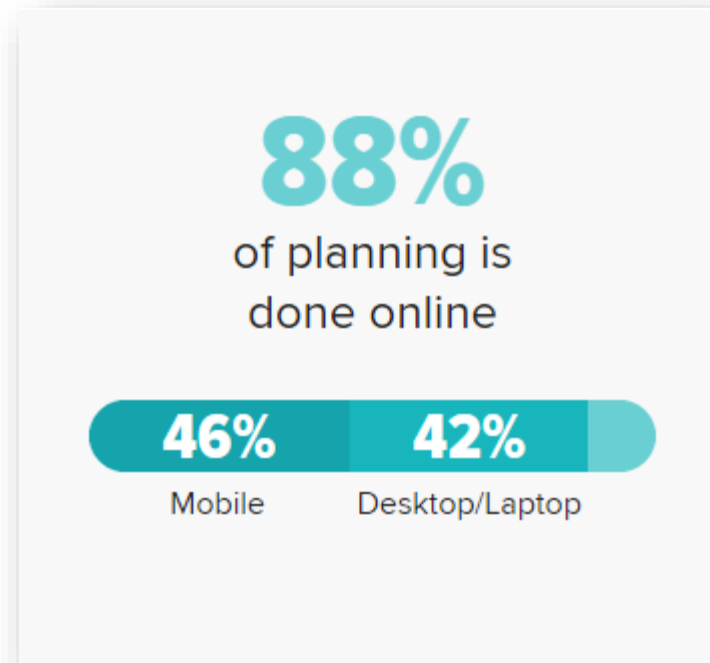
Delight: Delighting is about providing an outstanding experience that adds real value, empowers people to reach their goals, and become promoters of your company.

Source: <https://www.hubspot.com/>



Top tips to promote weddings & attracting new couples

Why use social media?

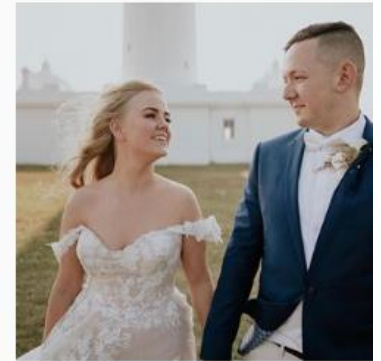


Source: <https://go.weddingwire.com/newlywed-report>

How do
wedding
couples use
social media?

- For inspiration
 - Engagement
 - Venues
 - Dresses/suits
 - Flowers
 - Jewellery
 - Photography
 - Honeymoon
- Makes destination weddings easier
- Access to ideas and options
- Share with others

Inspire,
Inspire,
Inspire



Share the experience through other peoples eyes

Share the
experience



Photos: John Sexton Photography 2019

Share every
detail



Be emotive



Source: https://www.instagram.com/p/B_i5HGCpQWO/

Share their stories

- “..couples tell us they most value the overall review rating, photos submitted by real couples and the recency of a review (70%)” WeddingWire.com



Use video

- There will be 1.9 billion internet video users, representing 80% of internet traffic, by the end of 2021- Cisco
- By 2022, online videos will make up more than 82% of all consumer internet traffic — 15 times higher than it was in 2017 - Cisco
- 78% of people watch online videos every week, and 55% view online videos every day. — Hubspot
- Social media posts with video have 48% more views — Hubspot
- Social video generates 1200% more shares than text and image content combined. — Wordstream

Video & Live

- Facebook 4 hrs max. Facebook says 3 mins get extra reach but small businesses should keep to 15 seconds.
- Instagram
 - Grid/Wall: 3sec – 1min
 - Stories: 15 seconds each story
 - IGTV: 1min – 15mins
- Twitter: 2mins 20seconds (140sec)
- Pinterest: 4 seconds – 15minutes

Think outside
the box

IRISH Mirror NEWS ▾ SPORT ▾ SHOWBIZ TV & FILM LIFESTYLE GAA MORE ▾ PREMIER LEAGUE    

LOTTO RESULTS MENTAL HEALTH BINGO HOROSCOPES CROSSWORDS MARKETPLACE

M News ▸ Irish News ▸ Kilkenny

Irish hotel's adorable 'bunny wedding' video goes viral

"I heard the honeymoon was unbelievable, they were at it like rabbits"

SHARE    262 SHARES By [Sam Roberts](#)
12:48, 5 JUN 2020 **NEWS**



Click for Sound

1:12 / 2:36

AND THEY CALLED IT BUNNY LOVE

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RECOMMENDED

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 Katy Perry looking glamorous as she shows off huge baby bump weeks before birth

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T6Cs 

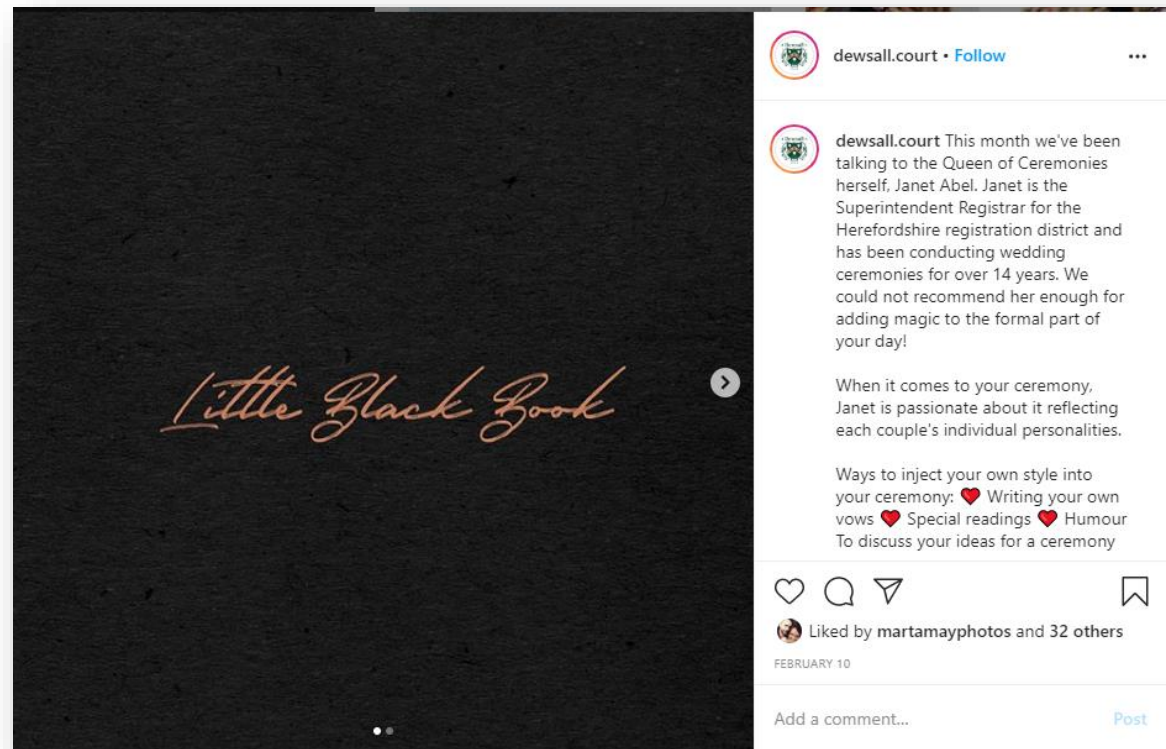
This is Generation Green

Switch now

Personalise —
do people
know who
your wedding
co-ordinator
is?



Promote
others



Network



christinabrosnan

Follow



641 posts 3,538 followers 634 following

Brosnan Photographic

10 Years Photographing Luxurious Weddings
in Ireland & Worldwide

WEDDING OBSESSED

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www.brosnanphotographic.com/book



laurakaymakeup

Follow



215 posts 1,162 followers 202 following

Laura Kay

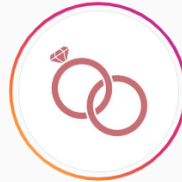
Freelance Makeup Artist

Living in Ireland

Love Makeup

<https://www.change.org/p/mayor-jacob-frey-justice-for-george-floyd>

www.laura-kay-makeup.com



weddingsonline

Follow



1,745 posts 12k followers 979 following

weddingsonline

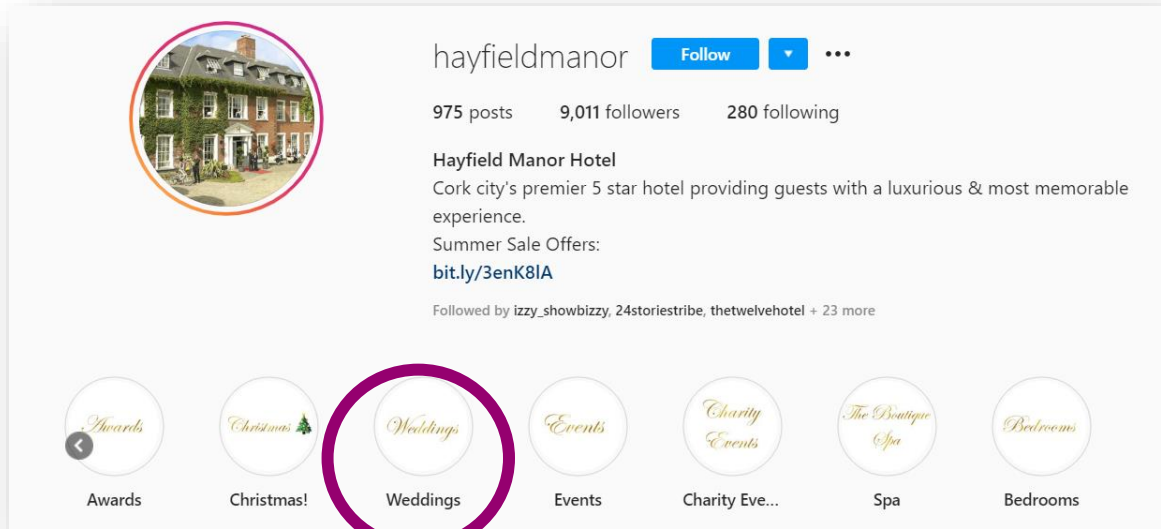
Irish and destination weddings, inspo, wedding planning tips and advice.

office@weddingsonline.ie

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Followed by [slkav](#), [thetwelvehotel](#), [theadaremanor](#) + 22 more

Create Instagram highlight



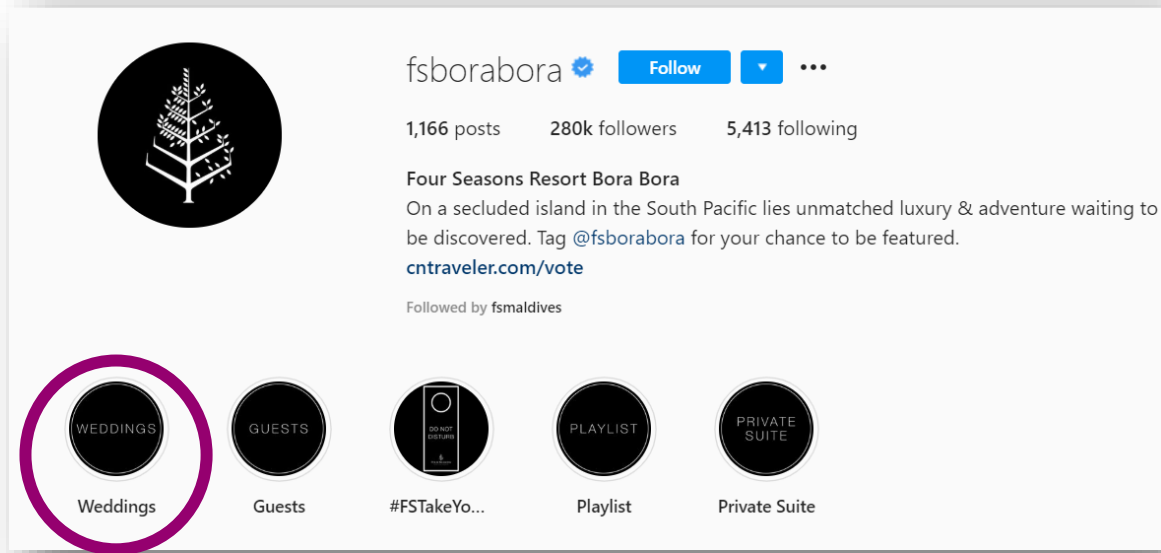
hayfieldmanor [Follow](#) [▼](#) [...](#)

975 posts 9,011 followers 280 following

Hayfield Manor Hotel
Cork city's premier 5 star hotel providing guests with a luxurious & most memorable experience.
Summer Sale Offers:
bit.ly/3enK8IA

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1,166 posts 280k followers 5,413 following

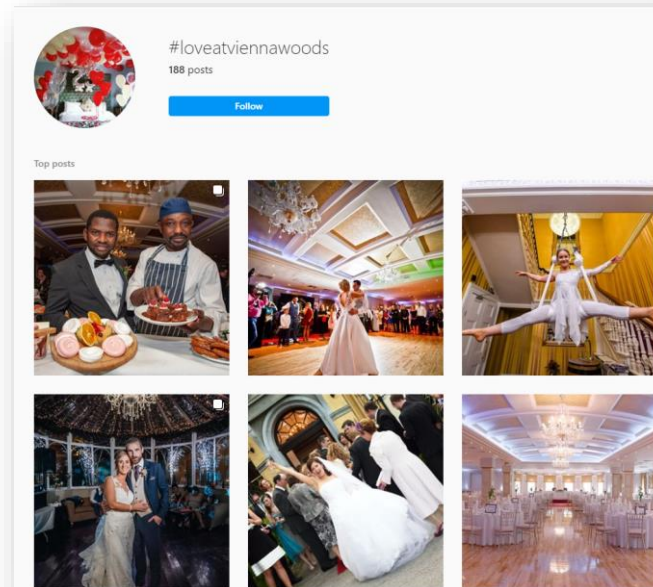
Four Seasons Resort Bora Bora
On a secluded island in the South Pacific lies unmatched luxury & adventure waiting to be discovered. Tag [@fsborabora](#) for your chance to be featured.
cntraveler.com/vote

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Use

- Use hashtags that people will follow #WeddingInspiration
- Use # that give context #WeddingsKilkenny #CountryHouseWeddings
- Create your own hashtag #LoveAtViennaWoods
- Current hashtags #LovelsNotCancelled #CovidWedding #CovidWeddingPlanning



Pinterest boards



2

www.pinterest.com › wedding_floral › red-wedding-bo... ▾

115 Best Red Wedding Bouquets images | Wedding bouquets ...

Aug 20, 2016 - Red themed wedding bouquets. See more ideas about Wedding bouquets, Red wedding, Bridal bouquet.


3

www.pinterest.com › flowersmore › red-wedding-flowe... ▾

520 Best Red Wedding Flower Ideas images in 2020 | Red ...


Red centerpiece, using roses orchids and dahlias. Our signature crystal candelabras our just stunning. Our signature pieces show best with flowers or candles.


Red Wedding Bouquets


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Red themed wedding bouquets


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Autumn wedding bouquets ideas



Fall Wedding Colors with Lush Details - MODwedding


Wedding Flowers & Bouquets

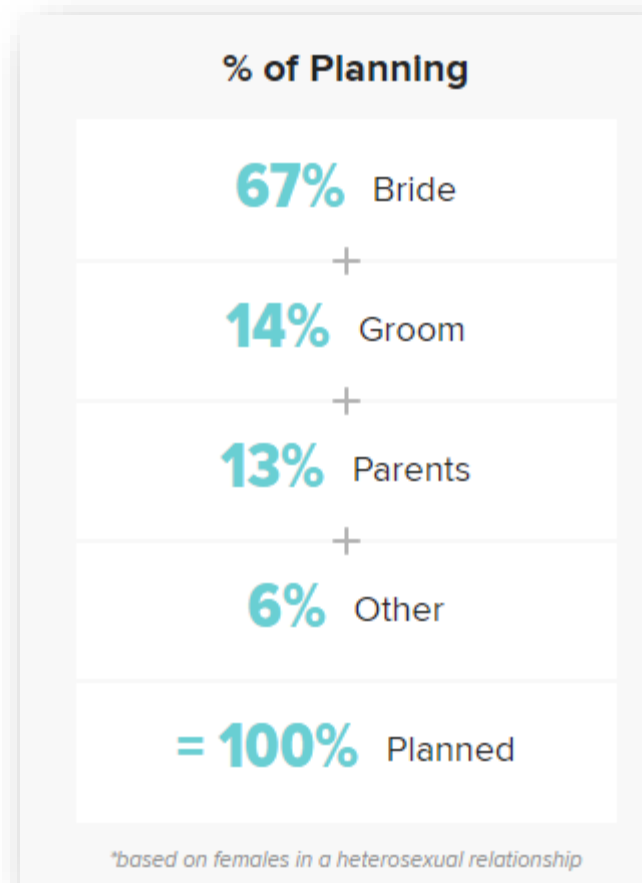

Red Wedding Bouquets


Winter Wedding Bouquets


Google Image Result for...



Project Wedding is Now WeddingWire - WeddingWire.com

Consider who
you are
targeting



Source: <https://go.weddingwire.com/newlywed-report>

Lead forms on Facebook (ads)



Request Wedding Brochure

Congratulation on your engagement. Let us create a once in a lifetime experience for you and your partner. Every wedding is unique and tailor made to you. We devote all our time and effort into making your day the best it can be. Nothing is too much to ask.

Request a copy of our wedding brochure to be sent by email by completing the form below.

Would you like Sandra to contact you by phone to discuss your wedding?

Click YES if you would like to receive exclusive discounts and special offers from The Holly Hotel via email.


Email

Full name

Phone number

What content is working?

Post Details Reported stats may be delayed from what appears on posts



Performance for your post

21,711 People Reached

896 Reactions, comments & shares

445 Like	409 On post	36 On shares
33 Love	33 On post	0 On shares
2 Wow	2 On post	0 On shares

252 Comments | **246** On Post | **6** On Shares

164 Shares | **152** On Post | **12** On Shares

2,410 Post Clicks

242 Photo views	1,196 Link clicks	972 Other Clicks
---------------------------	-----------------------------	----------------------------

NEGATIVE FEEDBACK

3 Hide post | **0** Hide all posts

0 Report as spam | **0** Unlike Page

Reported stats may be delayed from what appears on posts


21,711 People reached | **3,306** Engagements [Boost Post](#)

440 Reactions | **236** Comments | **152** shares

Like Comment Share Buffer

Contact Details

- Are your contact details up to date on your social media accounts?
- What happens at weekends? Is there someone available to talk to couples that have questions?
- Are you responding to private / direct messages in a timely manner?
- Do people know that you are available to talk to them?
- Is there a link to the wedding section on your website?



Brand visibility
during closure

Going dark

Do not go
dark

How often?

- Facebook: 3-5 posts a week
- Instagram Wall/Grid: 1 a day
- Instagram/Facebook Stories: 3 days a week 5-7 stories each day
- IGTV: as needed
- Twitter: 4 - 5 tweets a day

Create content that engages your audience

Engagement



Be there for
them

- What is the new normal?
- What do they want from you?
 - Reassurance?
 - Support?
 - Health & wellbeing?
 - Advice?

Continue to
inspire and
build trust

 **Cork's Vienna Woods Hotel & Holiday Homes** 27 April · 🌐 ⋮

Have you ever wondered what the inside of a hotel kitchen looks like? Well now is your chance, here we have Michael showing us all around our kitchen and telling us what each appliance does!

This kitchen can't wait to get back cooking tasty meals for you and your family!

[#corksviennawoodshotel](#) [#hotelkitchen](#) [#purecork](#) [#keepdiscovering](#)
[#originalirishhotels](#) [#corkcity](#) [#glanmire](#)



  362 43 comments 18 shares

Personalise the business

- Share behind the scenes
- Personalise the business



Email marketing

- Build your email database using:
 - Competitions – Woobox, Shortstack
 - Lead Forms (Facebook ads)
 - Website landing page

Final Q&A

Thank You

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WEB MARKETING & SOCIAL MEDIA

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