SOCIAL MEDIA

Why you need to advertise yourself on Social Media:
We live in a social media crazed age, and this is where your target audience spends most of their time. Couples will want to see your website as well as your social media pages to see examples of your work, see what others have to say about you, see if they like your "online personality", and make sure that you are still in business. Millennials will question whether or not you're in business if you haven't posted on your Facebook in 6 months! This is an incredibly important form of advertising you cannot neglect.

FACEBOOK	**INSTAGRAM**	**PINTEREST**	**TWITTER**	**SNAPCHAT**	**LINKEDIN**
2.01 Billion Users	800 Million Users	200 Million Users	328 Million Users	301 Million Users	252 Million Users
53% Women 47% Men	32% Women 23% Men	36% Women 15% Men	21% Women 21% Men	38% Women 15% Men	23% Women 28% Men
Ages 18-49	Ages under 35	Ages 18-64	Ages 18-29	Ages under 18-34	Ages 18-49
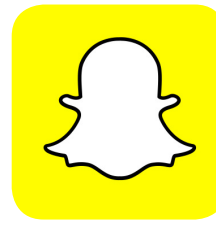
WHAT TO POST

☐ **Photos & videos** of current happenings. On all social media plateforms posts that include a video or a photo will be viewed SIGNIFICANTLY more than just text.

☐ **Sales & specials**

☐ **Events you are attending**

☐ **Content** that your target audience would enjoy. Articles, blogs, etc.

☐ **Things that capture your attention.**

NOT POSTING can make a potential customer think you are out of business.

todaysbride

Liked by sabrinahallphoto and 21 others
todaysbride #regram from @millersparty of their gorgeous gold-ware! Gold is soooo in this year and this flatware is to die for 💕 #wedding #todaysbride #weddingdecor #weddinginspiration #ohioweddings

CREATING A POST
AN ENGAGING POST INCLUDES

Eye catching photos or video

Relevant hashtags
If you are talking about reception tables use #wedding decor # weddinginspirations

Credit when applicable
This post was shared from another business, so be sure to include who you shared it from. If the photo isn't yours, always be sure to credit the photographer.

Tag people
To tag someone use @username

SIMPLE START CHECKLIST

WEEK 1 Did you...
☐ Post a photo on Facebook
☐ Post a photo on Instagram (include at least 3 hashtags)
☐ Create a Pinterest Board and add a few photos*

WEEK 2 Did you...
☐ Post a video on Facebook
☐ Post a Video on Instagram (include at least 3 hashtags)
☐ Add more photos to your board

WEEK 3 Did you...
☐ Post a special (include a picture)
☐ Post the same special on Instagram (include at least 3 hashtags)
☐ Add more photos to your board

WEEK 4 Did you...
☐ Post a link to your Pinterest Board
☐ Share your Pinterest on Instagram as well (include at least 3 hashtags)
☐ Make a new Pinterest Board

*it is better to pin photos that link back to your website

UNDERSTANDING WEBSITES

GLOSSARY

- **Domain or DNS:** The domain is your website's address. Make your domain name memorable and easy to spell.
- **IP address:** This is the technical address of your website. Your domain hides this number.
- **Web Hosting:** A server (computer) that holds your website files that can be accessed for the internet. **Hosting options available are:**

  <u>Website Builders</u> - great for beginners. They usually have a web-based interface, templates and will walk you through the builidng process. Weebly and Wix are great examples of these.

  <u>Shared Hosting</u> - You and another website share one server. This can be cost-effective because you are sharing the cost of the server with others, but they tend to be slower.

  <u>Dedicated Hosting</u> - This is a server that is dedicated to your personal website. This option is more expensive but is great for larger sites.

  <u>Collocated Hosting</u> - You can buy a server and house it locally. This for more advanced website developers.

WHAT IS A RESPONSIVE WEBSITE?

Responsive design is an approach to web page creation that makes use of flexible layouts, flexible images, and cascading style sheet media queries. The goal of responsive design is to build web pages that detect the visitor's screen size and orientation and change the layout accordingly.

THE GOOD VS. THE BAD

BAD SITES HAVE:

- ☐ Flash components
- ☐ Background music
- ☐ Too many colors
- ☐ Too many fonts
- ☐ Looks cluttered
- ☐ Lots of text
- ☐ Inconsistent design
- ☐ Bad quality images
- ☐ Old looking images
- ☐ No contact information (or hidden)
- ☐ No social media links

GOOD SITES HAVE:

- ☐ A clear design
- ☐ Visual hierarchy
- ☐ Simple text
- ☐ Professional high quality photos
- ☐ White space
- ☐ Simple Navigation
- ☐ Conveys a value proposition
- ☐ Works on multiple devices
- ☐ Includes a call to action
- ☐ Regular updates
- ☐ Links to Social Media
- ☐ Clear contact information

WRITING BLOGS

Business blogs are a great way to reach out to current and potential customers without having to spend a dime. However, this does not mean they are right for every business. If you start a business blog when it is not necessary, or go about it the wrong way, you could waste a lot of time and effort.

Should you write a blog?

1. Do you have a lot of free time?
A. I typically have a day or two each week where I tackle small tasks.
B. I'm barely fitting in time to eat.
C. I'll make time if it's important enough.

2. Which sentence best fits the thoughts in your head?
A. Oh, it's nice out today.
B. I love waking to the melodic song of the airborne choir as the first rays of sun peek through my window to caress my face.
C. Today is like that feeling you get when your dog chooses to cuddle on your lap. It's like a warm embrace from Mother Nature.

4. What would you call an article about wedding cakes?
A. A Piece of Cake
B. Icing on the Cake: Top 5 Wedding Cake Flavor Combinations
C. Wedding Cake Designs

5. What does SEO stand for?
A. Share Every Opinion
B. Sports Entertainment Organization
C. Search Engine Optimization

3. Do you typically have an opinion about new trends and technologies?
A. I always have something to say, and I like to share my thoughts with others!
B. Regardless of whether I like a new trend or not, I'm all about embracing change.
C. I'm more of an observer. I like to hear what others are thinking before forming an opinion

SCORING:
1. A=1, B=2, C=3 2. A=2, B=3, C=1
3. A=2, B=1, C=3 4. A=3, B=2, C=1
5. A=1, B=3, C=2

_____
TOTAL POINTS

1 – 5 POINTS
START A BLOG

You have the time, ideas, and understanding that it takes to make a blog successful! Do your research, develop a clear voice, and outline a timeline. You should post at least once a month to keep your content fresh and updated. Come up with a list of ideas and start writing!

6 – 8 POINTS
A BLOG MAY NOT BE RIGHT FOR YOU

Blogs can be hugely successful if you have a clear voice, opinion, and understand how SEO and website design works. If not, you may end up writing blogs that no one sees. Consider sharing others' content – like the blogs on TodaysBride.com - on your social media accounts.

9 – 15 POINTS
HIRE SOMEONE TO WRITE A BLOG

The fact that you're considering a blog on your website is great! You have opinions and you want to share your experience and knowledge with prospective clients, but you just don't know how. Consider hiring someone to write blogs for you!

BLOG IDEAS:

• _____
_____
☐ Written ☐ Posted: _____
Does it have:
☐ A catchy title
☐ 300-500 words
☐ Pictures with alt-attributes
☐ Proper credits
☐ Links connecting to other pages on your website
☐ Meta description
☐ Tags
☐ Headers & Subheaders

• _____
_____
☐ Written ☐ Posted: _____
Does it have:
☐ A catchy title
☐ 300-500 words
☐ Pictures with alt-attributes
☐ Proper credits
☐ Links connecting to other pages on your website
☐ Meta description
☐ Tags
☐ Headers & Subheaders

• _____
_____
☐ Written ☐ Posted: _____
Does it have:
☐ A catchy title
☐ 300-500 words
☐ Pictures with alt-attributes
☐ Proper credits
☐ Links connecting to other pages on your website
☐ Meta description
☐ Tags
☐ Headers & Subheaders

• _____
_____
☐ Written ☐ Posted: _____
Does it have:
☐ A catchy title
☐ 300-500 words
☐ Pictures with alt-attributes
☐ Proper credits
☐ Links connecting to other pages on your website
☐ Meta description
☐ Tags
☐ Headers & Subheaders

WEDDING SHOWS

5 REASONS TO DO A SHOW

1 PROMISING LEADS

A wedding show will connect you with quality engaged couples. These couples are your target audience and they are actively searching for experts like you to help them plan and execute their wedding.

2 BRANDING & EXPOSURE

You'll get to showcase the quality of your products or services in person, making your company more visible, accessible, and recognized by your target audience.

3 ONE-UP YOUR COMPETITION

By exhibiting in a show, you can see what your competitors offer or how they stand out to potential customers. What are they doing that you could also do, or maybe even do better?

4 GAIN CREDIBILITY

If your business is just starting out, you need to make a name for yourself. You need to become recognized in the industry by other professionals and known to prospective clients.

5 NETWORKING

Having connections is so important to becoming a credible wedding resource. Plus, they can help you market, too! If they like your work, they'll refer you to brides and clients they meet with.

LEADS: QUESTIONS TO ASK

When trying to sell any millennial, your conversation should be focused on them, not you.

While your contact form should only include basic information like name, email, wedding date, and phone number, you should take notes on details about them from your conversations.

It's important to build a relationship with prospective customers, so ask questions about them to get them talking! Start with:

ABOUT THE WEDDING:
- ▪ What's your vision?
- ▪ How formal do you want your wedding to be?
- ▪ Do you expect it to be an intimate gathering or large celebration?
- ▪ Do you have a theme or color scheme?

ABOUT THE COUPLE:
- ▪ How did you meet?
- ▪ How did he/she propose?
- ▪ Do you have any pets?
- ▪ What's your favorite movie?
- ▪ Do you have any hobbies?

WHAT TO BRING TO A SHOW

- ☐ Electrical Cords & Surge Protector
- ☐ Mobile Device Chargers
- ☐ Sales Literature
- ☐ Business Cards
- ☐ Appointment Book
- ☐ Clipboards
- ☐ Booth Design Layout
- ☐ 2-Wheeled Dollie & Transporting Devices
- ☐ Masking Tape, Scotch Tape, Shipping Tape
- ☐ Scissors, Stapler, Safety Pins, Straight Pins
- ☐ Portable Vacuum/Steamer
- ☐ Pens, Sharpie Marker
- ☐ Trash Bags
- ☐ Aspirin, Band-Aids, Second Pair of Shoes
- ☐ Breath Mints
- ☐ Cash for Concessions
- ☐ Good Selling Plan & Attitude
- ☐ Lead Forms (see below)

LEAD FORM

Bride's Name:

_____

Groom's Name:

_____

Wedding Date:

_____

Phone Number:

_____

Email:

_____

Notes:

_____

_____

_____

_____

_____

5 REASONS
TO ADVERTISE IN PRINT

1
It's a permanent way to reach your target audience.
Your ad will last forever. With Google and Facebook ads, you'll probably have an end date just because your budget isn't limitless. With print, you have endless views and no end dates.

2
72% of couples today are using magazines when planning for their nuptials.
They can flip through pages, mark their favorite pictures, get inspiration, and even find out about local wedding companies they never heard about before.

3
You won't be aiming in the dark.
The people who read bridal magazines are actively engaged in the content. They're interested and they want to learn more. It's a cost effective way to reach the people who will actually make the call to book you.

4
Consumers find it more credible than internet ads or a Google search.
Anyone can post their business online. If you Google wedding photographers in Northeast Ohio you'd get 162,000+ results. If you look at a bridal magazine, you'd find 10-15.

5
Print advertising increases your exposure.
Not only does it increase your pass-along exposure (from bride to bride), but it will also increase your search exposure, which will boost traffic to your site and therefore boost your website's presence.

THE PERFECT AD

DO...
- ☐ Make your business name prominent
- ☐ Make it easy to contact you
- ☐ Give a specific call to action – Book your appointment by December 12 to get 20% off!
- ☐ Include your website address
- ☐ Display an eye-catching picture

DON'T
- ☐ Have lots of text. While it's okay to give couples an idea of what you offer, you're still the sales person, not the ad. Print ads serve as an introduction to your business; they're not meant to seal the deal.
- ☐ Include lots of pictures. One image can be more impactful than 4 or 5 small photos.

BLEED AREA
TRIM LINE
SAFE AREA
1/4"
1/4"
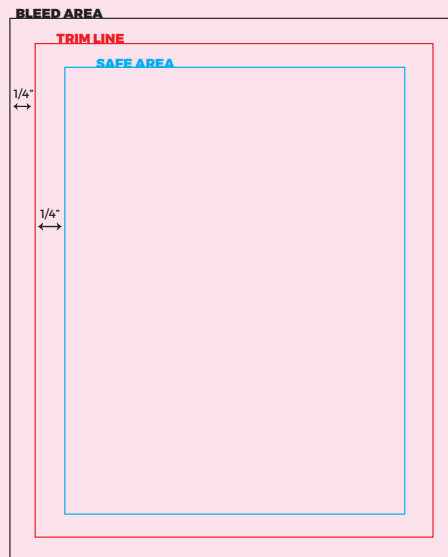
Understanding the specs

When setting up an ad for print, you or your designer will to need to know the following:

- **Size of the ad.** Usually sizes are written width x height, but be sure to verify the orientation before designing.
- **Trim size.** The final size of a printed page after excess edges (bleed) have been cut off to give it "printed to the edge" look.
- **Bleed size.** It is very difficult to print exactly to the edge, so to achieve this it is necessary to print a slightly larger area than is needed and then trim the paper down to the size (trim).
- **Safe area.** A smaller dimension than your final ad size. It is important to pay attention to this because this is where your most important information should be. Any content outside of this is in risk of being cut off!

PLAN YOUR AD

Other Content: _____

1. **Where will this ad appear in?** ☐ Print ☐ Web ☐ Other _____   _____

2. **Trim** _____ X _____ **Safe** _____ X _____ **Bleed** _____ X _____ (WxH)   _____

3. **What do you want your message to be?** _____   _____

_____   _____

4. **Do you have a special offer you can include?** _____

_____   _____

5. **Include:** ☐ Logo ☐ Website ☐ Phone Number ☐ Address   _____

WHAT'S THE FORMAT?
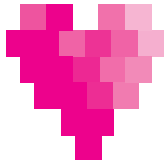
RASTOR IMAGES } Pixel-based graphics. Photos are an example of a rastor image.

VECTOR IMAGES } Made with points, lines, and shapes to create art that is clean, camera ready, and can be scaled infinitely, without any loss of quality. Great for logos, icons, and type.

RASTOR FILE FORMATS

JPG
JPG – Joint Photo Expert Group
Faster file format used for images and pictures. Is destructive; more compression of the image, smaller file size, more degradation of image quality. Not good for type, logos, graphic. Cannot be made transparent.

GIF
GIF – Graphic Interchange Format
Saved rasterized type, logos, graphics to very small file sizes. Uses limited colors, so not ideal for image. Can be transparent. Can be animated. For web only.

PNG
PNG – Portable Network Graphic
Uses more colors than a GIF but still not ideal for images. Can be made transparent. Options are PNG- 8 or PNG- 24 for true transparent effects. Not good for print.

TIFF
TIFF – Tagged Image File Format
Photoshop file that can be saved with layers, channels, masks, and path, but does not support transparency in the saved file. For print files only.

PSD
PSD – Photoshop Document
Native file format for photoshop files. Supports transparency, channels, masks, layers, paths, and vector objects, For print/photos. PSD file type not supported for web.

VECTOR FILE FORMATS

PDF
PDF – Portable Document Format
Captures all the elements of a printed document as an electronic image that you can view, navigate, print, or forward to someone else.

EPS
EPS – Encapsulated Postscript
A file created in Adobe Illustrator and Photoshop that contains vector shapes and type. Not commonly used, but still supported. Used only for print.

AI
AI – Adobe Illustrator file
Native file format for Illustrator files. Supports transparency, vector type and objects, paths and layers. AI file type not supported for web.

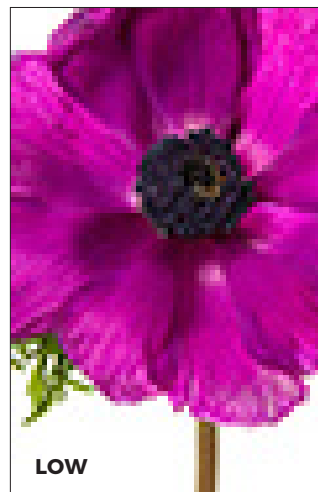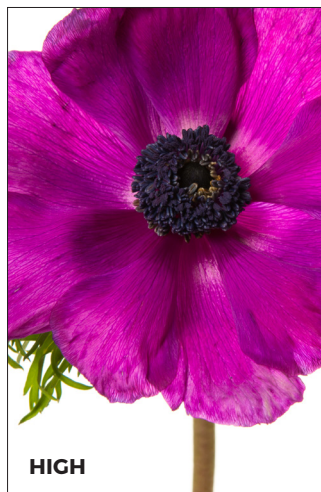Rastor images can be placed in vector file formats.

CMYK
4-color printing process that stands for cyan, magenta, yellow, and black

RGB
Light-based (screen) color model that stands for red, green, and blue.

HIGH vs. LOW RESOLUTION

HIGH

LOW

Low-resolution (72dpi) images are used on the web and will appear okay on a screen. High-resolution (300 dpi) images are used for print. A low-resolution image will print pixelated (right photo).

An easy way to know if you have a high or low resolution is to look at the file size. If the file size is Megabytes (MB) you most likely have a high resolution picture which is great for print. If it is Kilobytes (K) it is low resolution, which may work on the web but not in print.