

A faded background image of a wedding couple sitting on a wooden bench outdoors. The groom is on the left, wearing a dark suit and tie, looking towards the bride. The bride is on the right, wearing a white wedding dress and holding a bouquet of flowers, looking back at the groom. They are in a garden-like setting with plants and a building in the background.

# **A Wedding Focused Social Media Strategy That Actually Generates Bookings**

**Posting on social media is and always will be free.**

**But if you want to get any meaningful benefit from it, it costs you substantial time or money to hire an expert.**

**Paid social media actually costs you LESS because you get a guaranteed return.**

**It takes you no time and generates actions and leads rather than just likes.**



**Here's How Our Program Works**



**We will spotlight your business through the effective and precise advertising tools offered by Facebook and Instagram. They allow us to identify recently engaged women in your exact geographic area.**

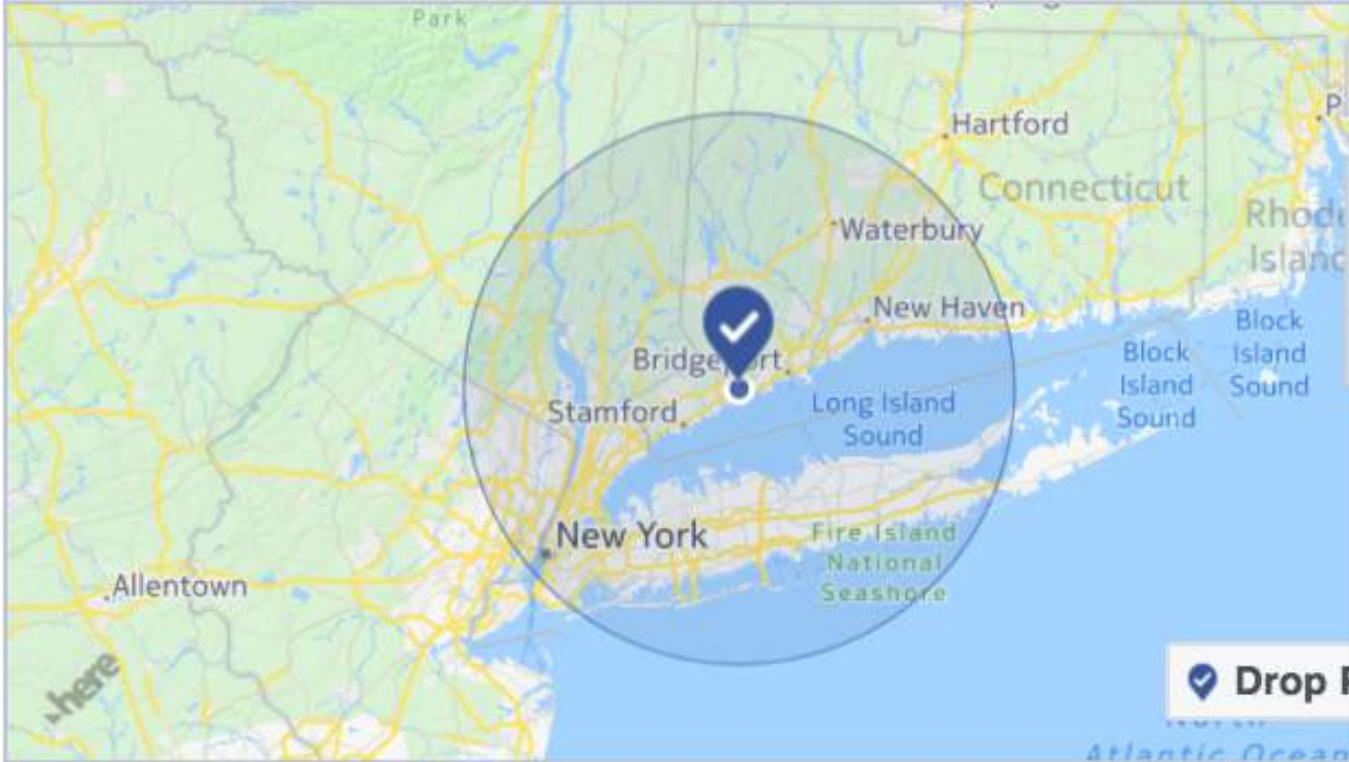
# Step 1. Use Facebook's Audience Creation tool to target brides in your area

**Locations** ⓘ **People who live in this location** ▼

United States

📍 **Westport, Connecticut** + 48mi ▼

📍 Include ▼ Type to add more locations | **Br**



[Add Bulk Locations...](#)

**Age** ⓘ 25 ▼ - 55 ▼

**Gender** ⓘ **All** **Men** **Women**



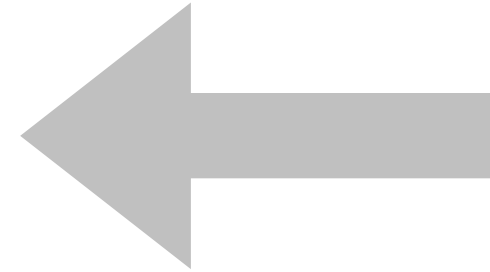
Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Life Events

Newly engaged (1 year)

Newly engaged (3 months)

Newly engaged (6 months)



Add demographics, interests or behaviors

| Suggestions

| Browse

**To help you zero in on your niche, we can even target by household income, net worth, education level, ethnicity, etc.**

**After the audience is created, we will work together set a budget, create an ad with compelling photos and text highlighting your wedding business, and watch the magic happen.**



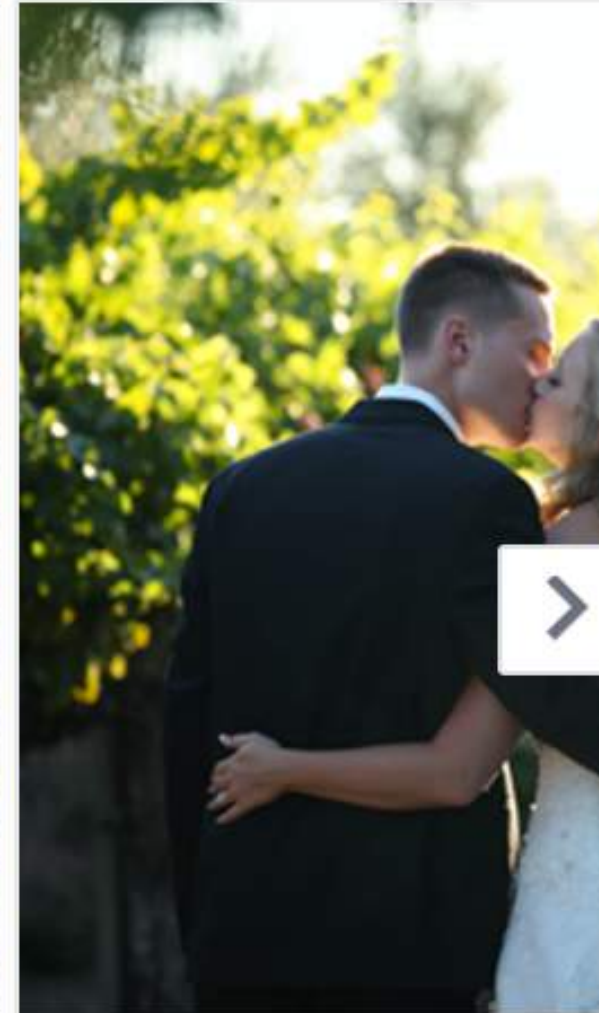
August 2 · 🌸

Say "I Do" in Northern California's Beautiful and Idyllic Wine Country.



Begin your lives together

[Learn More](#)



At our romantic wine country property

**Every single recently engaged woman that is in your targeted audience sees your ad on Facebook and/or Instagram.**

A grayscale background image of a bride in a white dress holding a large bouquet of white roses. The text is overlaid on this image.

# **It gets even more precise to generate results**

**Facebook uses data collected from every single bride-to-be in your audience to determine where the ad should be placed for each individual for maximum response.**



A grayscale background image showing a close-up of a man's torso. He is wearing a dark suit jacket, a light-colored shirt, and a dark tie with a small white polka-dot pattern. A boutonniere with white roses and greenery is pinned to the lapel. A white pocket square is visible in the jacket pocket. The text "Step 2: Re-Marketing to your Website Visitors" is overlaid in the center in a bold, black, sans-serif font.

# **Step 2: Re-Marketing to your Website Visitors**





**Once a person clicks on your ad and navigates to your website, Facebook tracks every visitor to your site and creates a file of all visitors.**

**In addition, they track all website visitors that aren't coming from the ad.**



# **How Facebook Tracks Visitors to Your Website**

**Facebook provides a custom code that can be embedded into your website.**

**We can install this for you. This code tracks any and all visitors to your website with a Facebook account.**

# **This Strategy is Used by Top Marketers, like Amazon**

**If you're not already familiar with retargeting or re-marketing (same thing)... you know how when you go to a site like Amazon.com and you visit a product page but don't end up buying the product?**

**Then later that day you're surfing the Net and you see an Amazon ad for that same product you were looking at? That's retargeting...and it's awesome.**



**You can set the criteria for your website visitors, whether you want to target every visitor to your website, or just visitors who visit specific pages.**

## Create a Custom Audience ✕

**Choose the type of audience you want to create on Facebook.**

This process is secure and the details about your customers will be kept private.



### **Customer List**

Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook



### **Website Traffic**

Create a list of people who visit your website or view specific web pages





**Vintners Inn and John Ash & Co.**

August 2 • ✨

Call Stacey at 595-5055 to set up an appointment to visit our beautiful property nestled in the heart of California wine country.

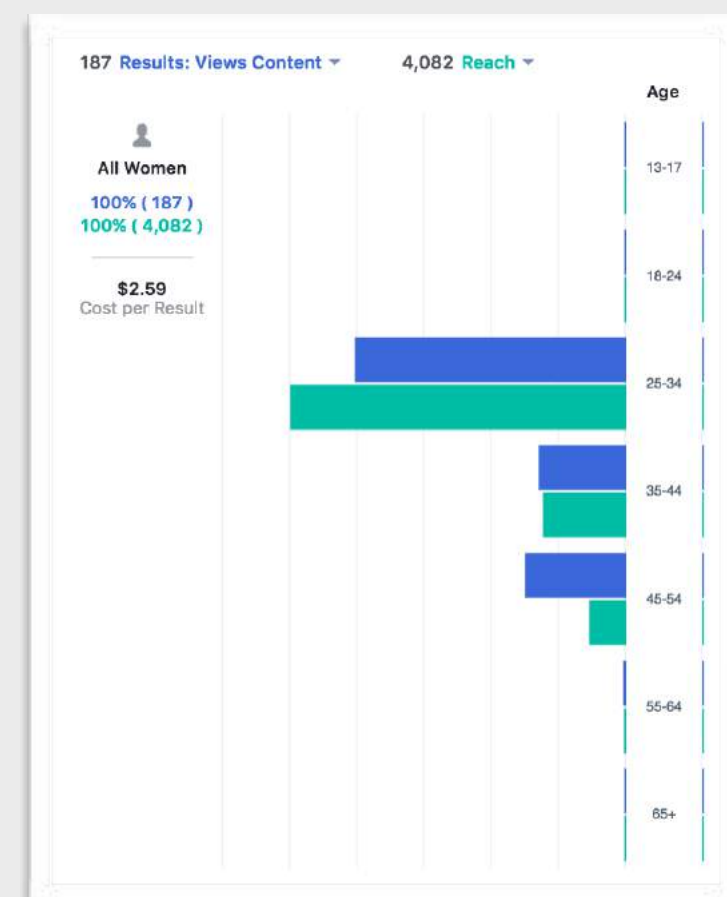


**Call Stacey at 595-5055**

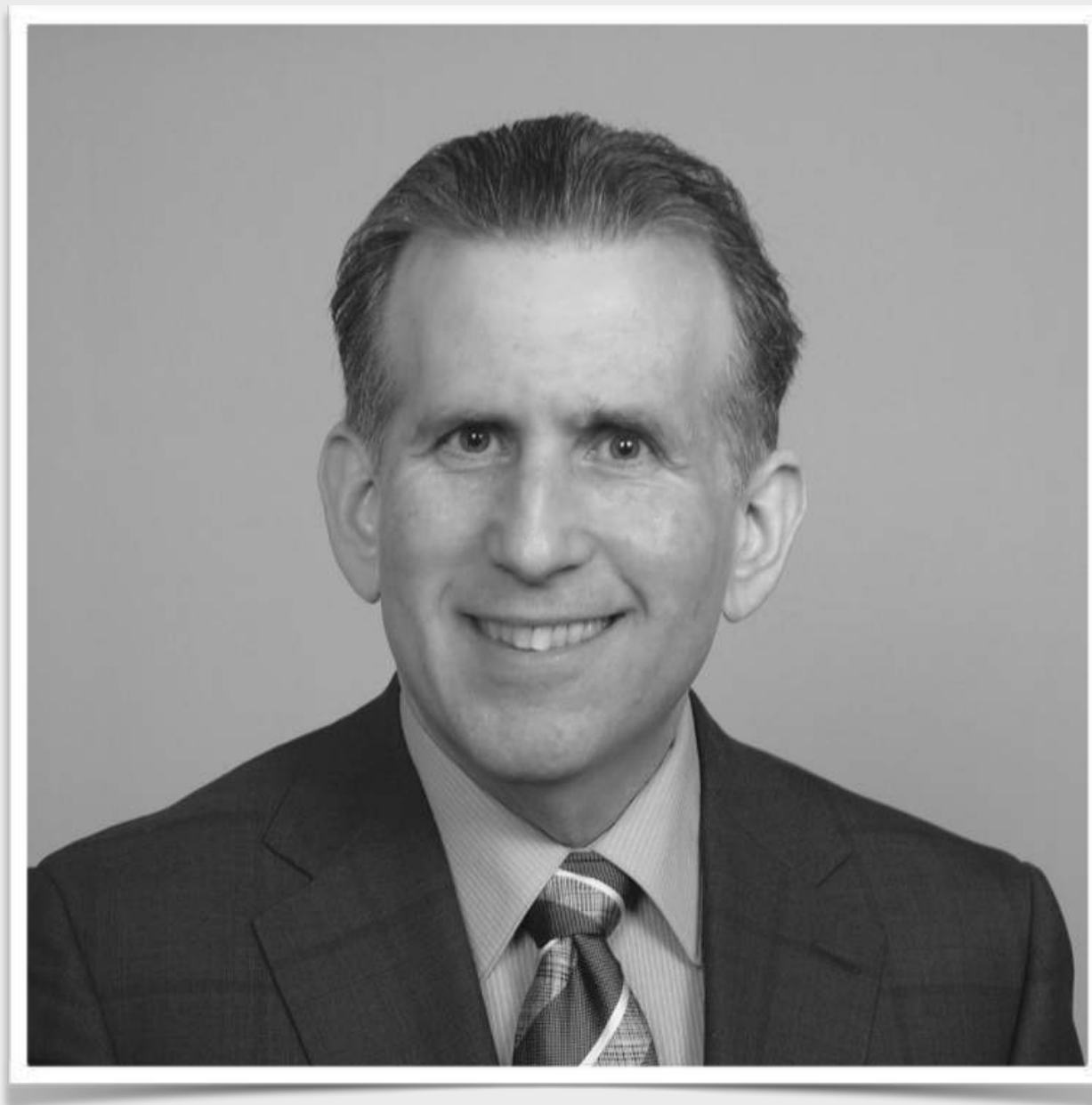
**Every single  
website visitor  
(and bride-to-  
be) will see your  
second ad with  
a call-to-action!**



Each ad will generate a report with metrics to let you know how successful it was.







*Brian Lawrence, Wedding Industry Marketing Expert*

**Ready to get started?**

**Email [Brian@BrianLawrence.com](mailto:Brian@BrianLawrence.com)**