

// CLEAR A BIT OF TIME OUT OF YOUR SCHEDULE – AN HOUR MAX. MAKE A CUP OF YOUR FAVOURITE DRINK AND A BISCUIT OR THREE. COMPLETE EACH SECTION – GO CRAZY! COMMIT TO THIS! YOU CAN DO IT! DON'T STRESS, YOU CAN KEEP TWEAKING.

// **GOAL**

What is the main goal of your marketing efforts?

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// **STRATEGY - PLAN OF ACTION**

What strategy is going to help you achieve the goal?

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// **KPI'S - TRACKING MY SUCCESS**

How can you measure the success of your marketing efforts?  
Choose metrics related to your goal

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// **MY IDEAL BRIDE**

Who is she? What does she value? What is she worried about?  
See the "My Dream Bride" Worksheet to create a detailed profile.

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/ **PLACEMENT**

Where to advertise & market to reach your Dream Bride What Magazines/Blogs does she read?  
What social media platforms/accounts does she follow?

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// **BUDGET**

How much will you spend? Do you have an annual budget for marketing?

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// **TIMING**

When is the best time to start a campaign in relation to achieving your Goal? How long will the campaign go for?  
What season, holiday or events will you take advantage of? Create a timeline

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// **UNIQUE SELLING PROPOSITION**

What makes you different or better than your competitors?  
What makes you the perfect wedding professional for your Dream Bride?  
What makes you stand out? What needs/problems do you solve for your Dream Bride?  
Why should your Dream Bride choose you?

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// **THE BIG BENEFIT**

What one big benefit are you going to promote?

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// **CALL TO ACTION**

What do you want your Dream Bride to do?

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## // EXAMPLE MARKETING CAMPAIGN

### / MY IDEAL BRIDE

Youthful, vibrant, urban, slightly boho with a love for matcha tea and long shaggy hair.

She buys &/or follows - Hello May, Nouba, Frank Body, Hope X Page, Spell, Alexis Russell Jewelry, Friend in Fashion, Samantha Wills, Collective Hub, The Beach People.

\*Refer to your Dream Bride Profile Creator

### / PLACEMENT

Where to advertise & market to reach your Dream Bride What Magazines/Blogs does she read?

What social media platforms/accounts does she follow?

### / CAMPAIGN GOAL

To increase enquiries during the quiet season

### / STRATEGY - PLAN OF ACTION

Reach my Dream Brides via FB ads and IG posts.

Offer extra value with a wedding information booklet and encourage booking consultations early.

Within the booklet, promote booking a consultation, the benefits and how to do it.

### / KPI'S - TRACKING MY SUCCESS

Use a specific landing page to capture email enquiries & send out the booklet.

Simply ask where they found us. FB Ad Analytics

### / PLACEMENT

I will place the ads on Facebook (here you can include details regards the custom FB demographics)

I will post in Instagram using the hashtags – bohowedding, urbanbride, sydneybride, sydneywedding, etc.

### / BUDGET

Budget of \$10 p/day for 2 weeks in June = \$140 max

### / TIMING

At the start of June when Winter has just started, then book consults throughout June & July.

It will go for 2 weeks at the start of June so as to increase enquiries throughout the colder months.

Post on Instagram twice a week during this time.

### / UNIQUE SELLING PROPOSITION

You're vibrant & positive with a customer experience focused service.

Youthful branding

You take the stress out of the wedding process

You are fun and professional.

You connect with her youthful relaxed modern style.

### / THE BIG BENEFIT

To be ready wedding ready before the busy summer months, which means she has less stress in the lead up to her wedding.

### / CALL TO ACTION

Email or call to enquire about booking a consultation.