



BOOST YOUR WEDDING BUSINESS

with Social Media

miller
Miller Media Management

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How to use social media to boost your wedding business



ATTRACT AN AUDIENCE

Have an inspiring and unique POV. Talk story.



BUILD ENGAGEMENT

Encourage user generated content and comments.



COLLECT RESULTS

Rank higher in search and maps

WHAT MAKES YOUR BUSINESS UNIQUE?

Do you specialize in a certain location?

Have you been featured in magazines?

Have you received any awards?

Do you have a unique point of view?

Do you have special connections?

Do your reviews consistently mention something special?

Write a 150 character description that will make people want to follow you.

ATTRACT AN AUDIENCE

Keywords and Hashtags



Use 25 trending hashtags on every Instagram Post.

#Mauiwedding (98k)

#Mauiweddings (21k)



Use 5-20 specific hashtags on Pinterest.

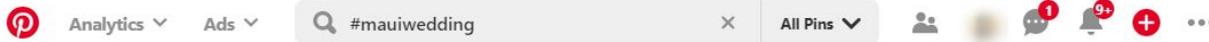
#GoldWeddingDress

#TropicalBouquet

#PinkWedding

Think about engaged couples planning a destination wedding in Maui. Which hashtags might they have followed recently?

PINTEREST



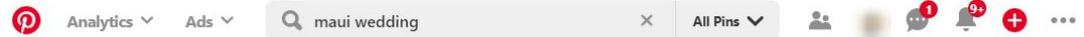
Hashtag search results are time sensitive. Newest will show first.



Pink Head wedding



Hawaii Hawaii



Asher and Lyric | Travel.
17 top Hawaii packing list items + what to wear & NOT to...

Promoted by Asher and Lyric | Travel. Family...



Keyword search results are based on popular pins and feature the "Guided Search" bar

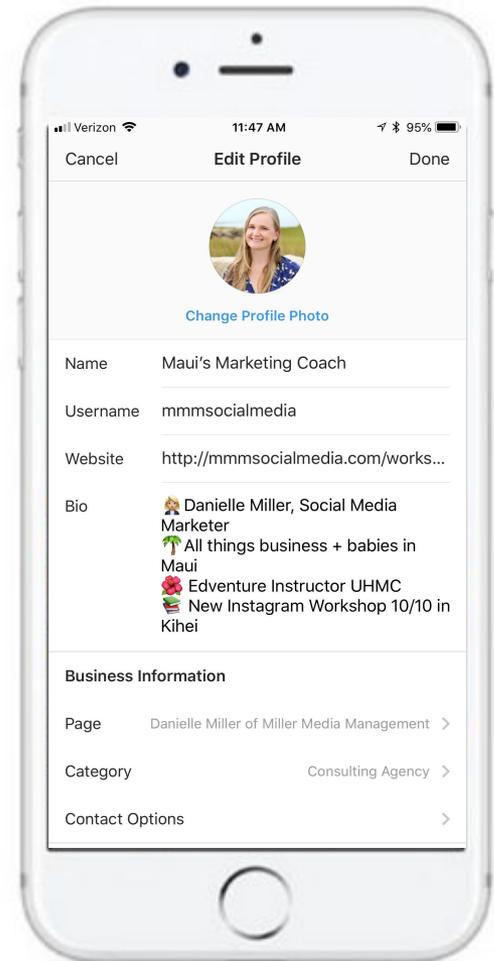
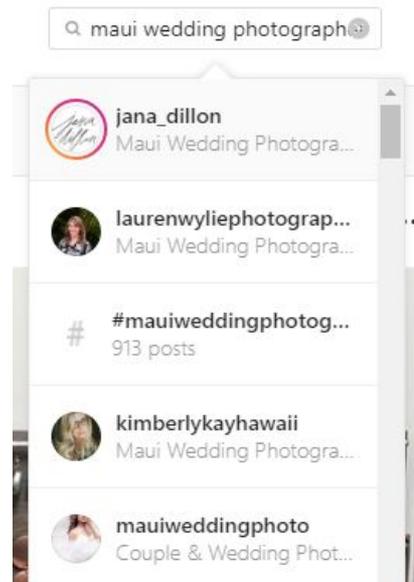


INSTAGRAM

Sell your Instagram Account, not your product!

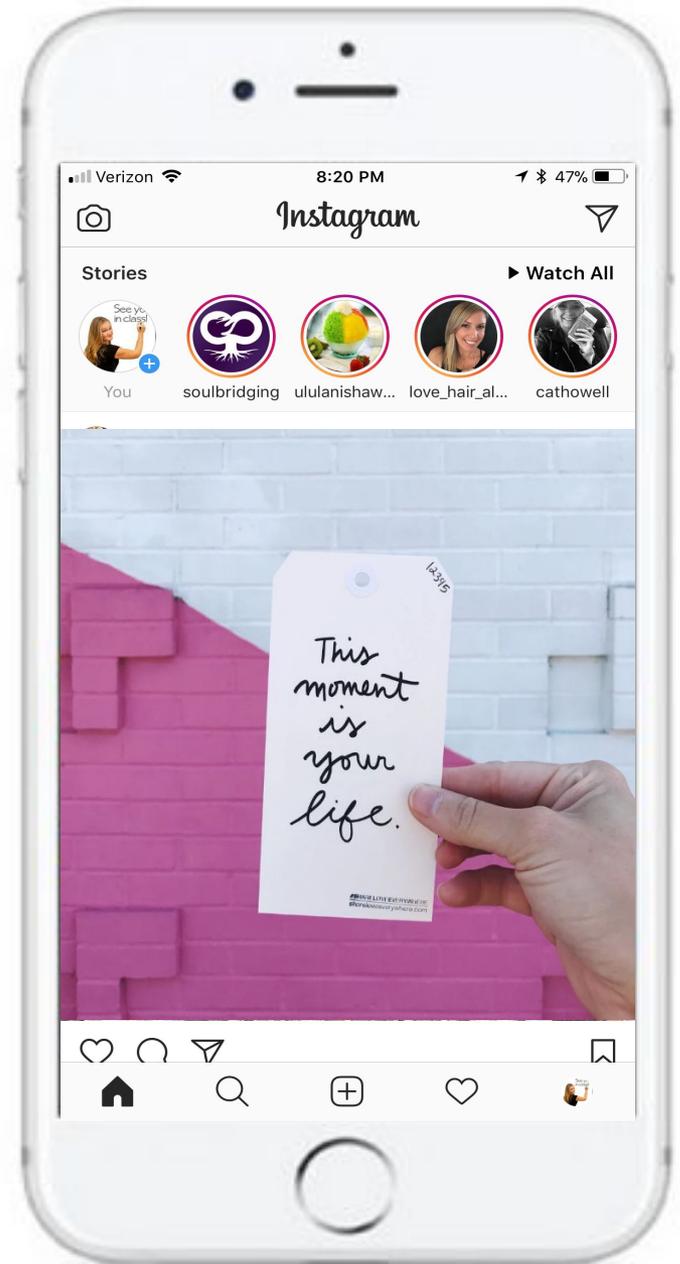
- ✓ **Make the Most of Your “Name”**
(30 characters) Treat your name like a tagline:
ex. “Maui Wedding Photographer”
ex. “Affordable Maui Weddings”
ex. “Full Service Maui Weddings”

- ✓ **Focus on the Follow**
Give profile visitors a reason to follow your account. What makes you unique? What will you post about?



TRY THIS!

Send love notes to your ideal brides and grooms. Tell them the things they need to hear to feel excited to work with you.



ATTRACT AN AUDIENCE

Outreach and Partnerships



Tag others and spark discussions. Leverage trends and sharing to stories.



Get your posts shared in groups. Contact group admins to be featured or create share-worthy memes.

FACEBOOK GROUPS

Search for relevant Facebook groups and identify admins for potential features.

This screenshot shows the Facebook search interface for 'destination weddings'. The search bar at the top contains the text 'destination weddings'. Below the search bar, there are navigation tabs for 'All', 'Posts', 'People', 'Photos', 'Videos', 'Marketplace', 'Pages', 'Places', and 'Groups'. The 'Groups' tab is selected. On the left side, there is a 'Filter Results' section with two categories: 'SHOW ONLY' and 'MEMBERSHIP'. Under 'SHOW ONLY', there are radio buttons for 'Any group' (selected), 'Public Groups', and 'Closed groups'. Under 'MEMBERSHIP', there are radio buttons for 'Any group' (selected) and 'My groups'. The main content area displays a list of search results for Facebook groups. Each result includes a group profile picture, the group name, a '+ Join' button, the number of members, the number of posts per day/week, and a brief description. The groups listed are: 'Weddings Abroad - Destination Weddings' (4.3K members, 10+ posts a day), 'Destination Weddings - Weddings Abroad' (6.1K members, 10 posts a day), 'Destination Weddings' (396 members, 9 posts a week), 'The Wedding Connection' (73K members, 10+ posts a day), and 'Destination Weddings for Brides' (762 members, 6 posts a week).

This screenshot shows the Facebook group page for 'Destination Weddings - Weddings Abroad'. The search bar at the top contains the text 'Destination Weddings - Weddings Abroad'. The group name is 'Destination Weddings - Weddings Abroad' and it is a 'Closed group'. There is a '+ Join Group' button and a 'More' button. The 'Description' section states: 'Destination weddings. A group for all to share advice and tips about getting married abroad. Suppliers and venues from all corners of the world.' The 'Group Type' is 'General'. The 'Members' count is 6,142. The 'Admins' section shows three profile pictures: Zante wedding photography and video, Jason Rodgers Wedding Photography, and Jason Rodgers. Below the admins, it says: 'Zante wedding photography and video, Jason Rodgers Wedding Photography and Jason are admins.'

TIME TO SPRINT

1 Minute Commenting

Choose a location and leave comments on the *top posts*.

1 Minute Liking

Choose a popular and relevant hashtag. Like the *most recent posts*

1 Minute Following

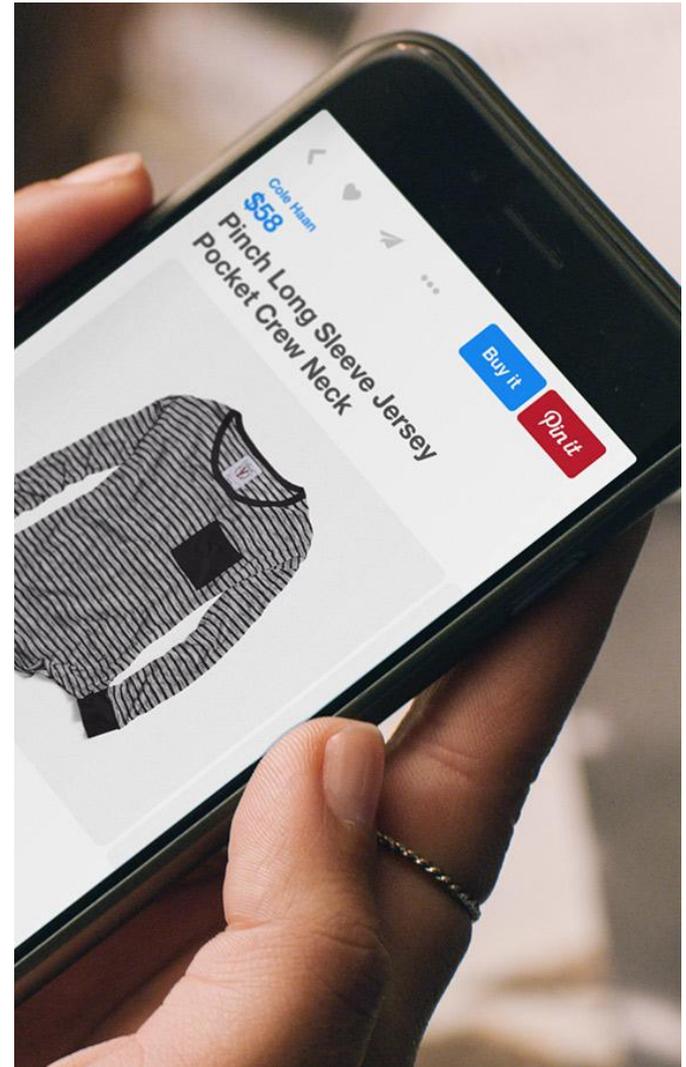
Choose an *influencer* account and follow their followers
(MAKE SURE YOU QUALIFY THEM FIRST!)



TRY THIS!

Post pinnable photos and videos on your website that represent your unique positioning in the wedding industry. Then pin them to Pinterest **group boards**.

(pingroupie.com)



BUILD ENGAGEMENT

User Generated Content

How to Get More User-Generated Content

1. Ask for it. Then ask for it again.
2. Make sure your username is easy to find and tag
3. Take a selfie with them
4. Send them a welcome gift
5. Create a hashtag campaign
6. Photo ops on location
7. Partner with other businesses
8. Work with influencers

TRY THIS!

Encourage comments by asking **easy to answer questions** and sharing personal stories. Don't be afraid to take a stand and express your unique POV.



COLLECT RESULTS

Rank Higher in Search and Maps

Optimize content for social sharing.



1200 x 1200 pixels
Video 1 min or less
Frequent Stories



Galleries with 6+ images
Videos 3 min or longer
Forward IG stories

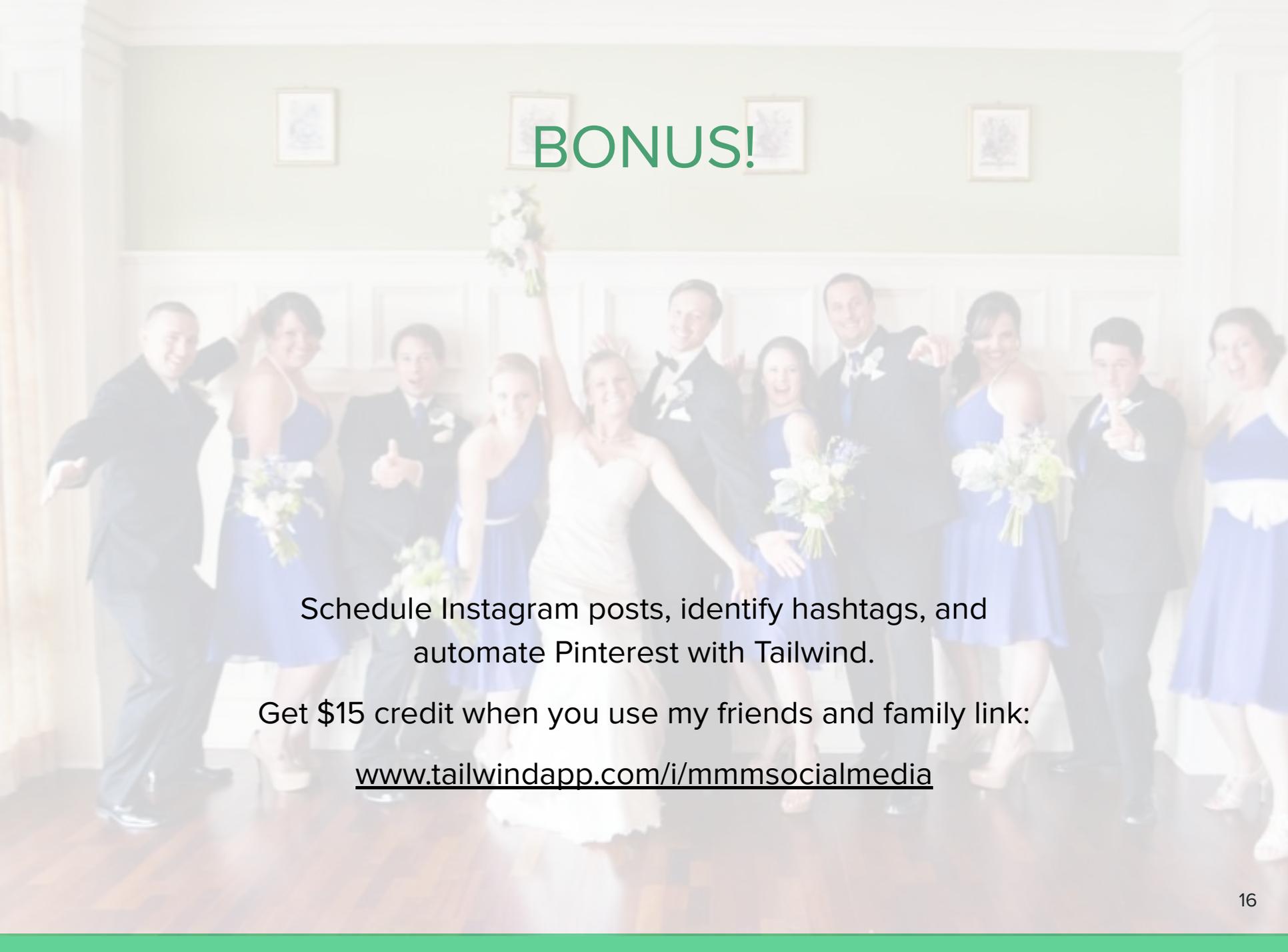


Vertical images
2:3 aspect ratio
Power pin blogs

TRY THIS!

Use [Buzzsumo](#) to find out which content has received social engagement by searching for your content keyword.





BONUS!

Schedule Instagram posts, identify hashtags, and automate Pinterest with Tailwind.

Get \$15 credit when you use my friends and family link:

www.tailwindapp.com/i/mmmsocialmedia