

Social Media in the World of Weddings

Social media, social networking, Twittering, Blogging. . . the world is all a buzz with the thousands of new ways to communicate. What does this mean for us in the wedding and special events industry? In a nutshell, if these avenues have the eyes and ears of our clients, then it is yet another way to market our own products and services. Where our clients are, we too must be!

Blogging is becoming increasingly easier with companies like Word Press offering free blog sites and Google providing free analytics so you can study your traffic patterns and effectiveness. Having a blog attached to your website is a good way to create awareness and generate traffic and followers, but it is also key to link to other people and sites, comment on other favorite sites, and create your blog titles with an awareness that the words in those titles are “search words” by which people can find you. So, make sure the titles have the word “wedding”, “party”, “event”, whatever it is you are talking about. Talking about trends, tips, ideas, décor, food & beverage, favor ideas. . . it’s all of interest to our blogging brides!

To check out some really super good blogs that cater to brides, look at ones like **Style Me Pretty** and the **Wedding Bee**. They are fantastic! As we all know, brides become very loyal and obsessed with certain things. Right now, blogs and Twitter are two of them, as they provide up to the minute, fresh ideas and creative innovations.

As we have known for a long time, brides want to hear from other brides, and whoever is the hot topic on the latest blogs are going to be getting some good free press. Also remember, brides and event hosts want to know who it is they are talking to (it’s all about the relationships!), so make sure you put your photo and a little bio on the site. They need to know what makes you an expert in the advice you’re giving!

For more information on the **Beverly Clark Hospitality Training Programs**, please contact **Lynne LaFond DeLuca** at lynne@beverlyclarkenterprises.com and visit our website at www.beverlyclarktraining.com

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