

Favorite Wedding Business "Drivers"

The wedding industry is a \$1.2 billion industry! Are you capturing your share of this lucrative market segment? Here's a few of the most productive ways to help to drive your wedding business. As you read through, consider this - what can you add to your current marketing plans right now to help increase your wedding and wedding-related business between now and the end of the year?

- Send out e-mails to all prospects with information on rehearsal dinners, engagement parties, showers and post-wedding Sunday Brunch
- Offer complimentary golf (if applicable) for the groom with the booking of a "groomsmen golf outing"
- Host an open house for all your "booked" brides & grooms where you showcase all the wedding "frills"! Specialty linens, upgraded wine & hors d'oeuvres tasting, favors, wedding accessories, chocolate fountains, champagne station with mixers, gourmet coffee stations - anything you offer as an upsell! See how much you can upsell in one night!
- Offer overnight accommodations packages in conjunction with your wedding packages
- Invite all your favorite wedding-related vendors for an evening (or lunchtime) of networking, sharing leads, and discussing how to make each other more successful this year!
- Advertise your open dates on your website and with local event planners and other catering directors in the area
- Offer incentives for Friday and Sunday weddings
- Market "Wedding Vow Renewals" packages
- Contact local churches and establish a relationship with their wedding coordinator for referrals to your property
- Timing is everything - offer incentives (ice carvings, percentage off partnered vendors) for short-term available dates. It's best to book some revenue (with an appropriate minimum, of course) rather than let the room sit open!
- Partner with wedding consultants about available dates and upsell opportunities
- Offer an incentive to employees for referrals
- Offer the bride an incentive (dinner for 2, etc.) if she refers one of her bridal party to you and they book either a shower or their own wedding!
- Call bride to get the name of the maid of honor who will be hosting the bridal shower and or couples event (spa for the girls, golf for the guys, then meet for cocktails & tapas!)
- Offer a "multi-event discount" on the rehearsal dinner if they have the ceremony and reception already booked with you.

Whatever you do, remember that brides are very visual, so make every communication appropriately pretty!

"Imagination: The art of seeing things invisible." Jonathan Swift