

SELLING & PRICING

KEEP IT SIMPLE

- Offering too many choices is not always better. Too many choices can make it too difficult to decide.
- Three packages: Good, Better & Best.
- Packages labels "most popular" or "best value" will generally be the most booked.
- Include visuals with proposals so potential clients can see the vision.

PRICING: WHY THEY ASK

- 88% of couples want a price BEFORE they contact a professional.
- If pricing isn't easily accessible you may appear unaffordable.
- Best way to respond (to email request for pricing) is with a price range.
- Most people will expect to pay the first price they hear

PRICE VS VALUE

- Sell value, not price. Value is what something is worth to the buyer. Price is what it costs.
- Wanting a good deal doesn't mean they want the cheapest.
- Don't assume they can't afford you because they ask about price.
- Asking for pricing is the sign of a buyer.
- Asking for a lower price is an even stronger signal
- Show your top package and take away items until it's what they want to spend.
- Be brutally honest: "I can keep removing items, but it won't be the wedding you want. It will be the price you like."
- Couples buy based on emotion and then justify it financially.

EMAIL COMMUNICATIONS

WHAT TO SAY

- Personalize your message; 80% of couples are more likely to do business with a company that offers a personalized experience.
- Avoid autoresponders, but always respond.
- Reference a detail from their original email.
- If responding to pricing question, it's best to offer a range with request for meeting to get details to personalize.
- Use your "authentic" voice. Read your message out loud. Does it sound like you?

HOW TO SAY IT

- Keep it brief. Messages with fewer than 200 words are more successful.
- If responding to a question or request, answer within the first 4 sentences.
- Use the same channel they did. If they email, respond via email. 48% of couples get frustrated when you don't.

WHEN TO SAY IT

- Immediately! Couples are 9 times more likely to choose a vendor if they respond in the first 5 minutes.
- They expect a response within 24 hours. Only 39% of professionals respond that quickly.
- 50% of couples will choose the professional that responds first.

MARKETING MATERIALS

CONTENT

- Design to play to emotion. Couples buy with emotions, then justify the cost.
- Calm the fear. All couples have fears of what can go wrong. Show how they don't have to worry about it with your company.
- Specialize. When you're marketing to weddings, only talk about weddings. (Florists, don't mention funeral wreaths).
- Words to reach them: Fashionable, Modern, Trendy, Selection, Unique, Many Options
- Photos are a MUST.
- Photos should not be too busy. Keep them free of distractions. Be aware of EVERYTHING in the photo.
- Photos should sell the vision; tell the story.
- Human subjects have a greater impact than non-human. It's easier for the bride to envision herself in the place of a human subject.
- More color. Color draws the eye.

REVIEWS

- 95% of couples use reviews to select their wedding pros
- 84% of couples will trust an online review as much as an in-person review
- Most reviews are written 2 to 3 weeks after the wedding (except photo and video, which take longer to produce product)
- 98% of couples trust brand more when it offers transparency.
- **Do Not Duplicate Reviews.** Reviews should be unique to each channel. Duplicating reviews hurts SEO

2019 TRENDS FORECAST – THE KNOT

- Moody hues: Navy, burgundy, rich colors
- Creative venue options:
 - If you're a standard venue, decor can create unique images
 - Use images of rooms that can be transformed in marketing
- Buttoned-up barns: Adding luxury to rustic venues
- Bold Typography
- Floral jewelry (necklaces, bow ties)
- Return to retro cameras (disposables on tables)
- Creative lighting
- Scenting your wedding with candles, etc.; scenting different rooms differently for a different experience.
- Surprise entertainment
- Private vows with only necessary witness, THEN a big reception
- Experiential favors
- Posh comfort foods (lobster mac & cheese), presentation is key
- Dark hued cakes. The cake becomes part of the design decor
- Branded sips/Signature drinks
- Having a band AND DJ
- Glam guest bars (blotting papers, hair spray, curling irons, etc.; freshening up rooms)
- Structured dresses, which require...
- ...Natural hair & makeup
- Custom formal wear for the men

Please note:

These facts, ideas and tips were culled from presentations made by a variety of speakers at the 2018 WeddingMBA.