



**Wedding
Sales
and Social
Media
Marketing**

By Bill Todd

Selling to Brides, Grooms and Their Parents **During the Pandemic Recovery**

Finally, some good business news as we recover from both the Delta and Omicron Covid variants. In 2020, many couples set their eyes on 2021 to host their big day. We all had hopes of a semi-normal summer after a year of uncertainty.

That normal summer did not materialize. It was a busy summer because nearly half of couples with wedding dates in 2020 successfully postponed their receptions until 2021 according to a study by The Knot.

That means we will be seeing a lot more weddings than normal this year. If all goes well the wedding boom is likely here to stay for at least another year. The Wedding Report estimates that there will be 2.5 million weddings in 2022 — that is more than we've seen in almost 40 years.

As Martha Steward said, "As the world continues to find its footing amidst another new variant, it's important to remember that weddings find a way." In fact, Covid may spark a new all-time record for engagements in 2022. Why? Two years of pent-up demand!

Tens of thousands of couples who would have become engaged in 2021 postponed their engagement until 2022.

2022 will be the industry's busiest yet.

That is great news because your local market(s) is about to become flooded with lucrative sales prospects.

The competition to contract with venues, country clubs, hotels, caterers, photographers, and florists will become fierce. Discounts will be a thing of the past.

In short, the wedding industry has gone from famine to feast.

During the last six months of 2022, couples will be offering suppliers record fees just to secure a date.

These engaged couples are poised to spend a lot of their own savings. This is in addition to the large amount they will gladly charge to their credit cards.

According to BusinessInsider.com, future couples will soon return to the days when an average couple spent \$38,700.00 on their wedding.

In 2022, weddings should generate substantial new sales at breathtaking profit margins. The couples who will become engaged this year must now compete with the couples who postponed their 2021 ceremony – and plan to marry this year.

According to The Wedding Report, 2022 will see a surge of weddings, bringing the total to 2.70 million versus a normal year of about 2.12 million. In 2022, the average cost of a wedding will be about \$18,000, before inflation. This will result in a total market of \$60 billion. The dramatic spike in weddings during June through December will bring record sales to many wedding professionals.

According to WeddingWire.com, couples budget \$16K for their wedding ceremony/reception but can spend over \$27K once they begin to understand the true cost of each element.

[To see the exact cost of a wedding in your state – pre-pandemic - click here](#)

The wedding services industry is extremely fragmented and is composed of a wide variety of highly specialized suppliers. These include including planners, florists, DJs, photographers, venue providers and wedding gown retailers. Estimates had over 568,000 U.S. business generating sales from the weddings market pre-pandemic.

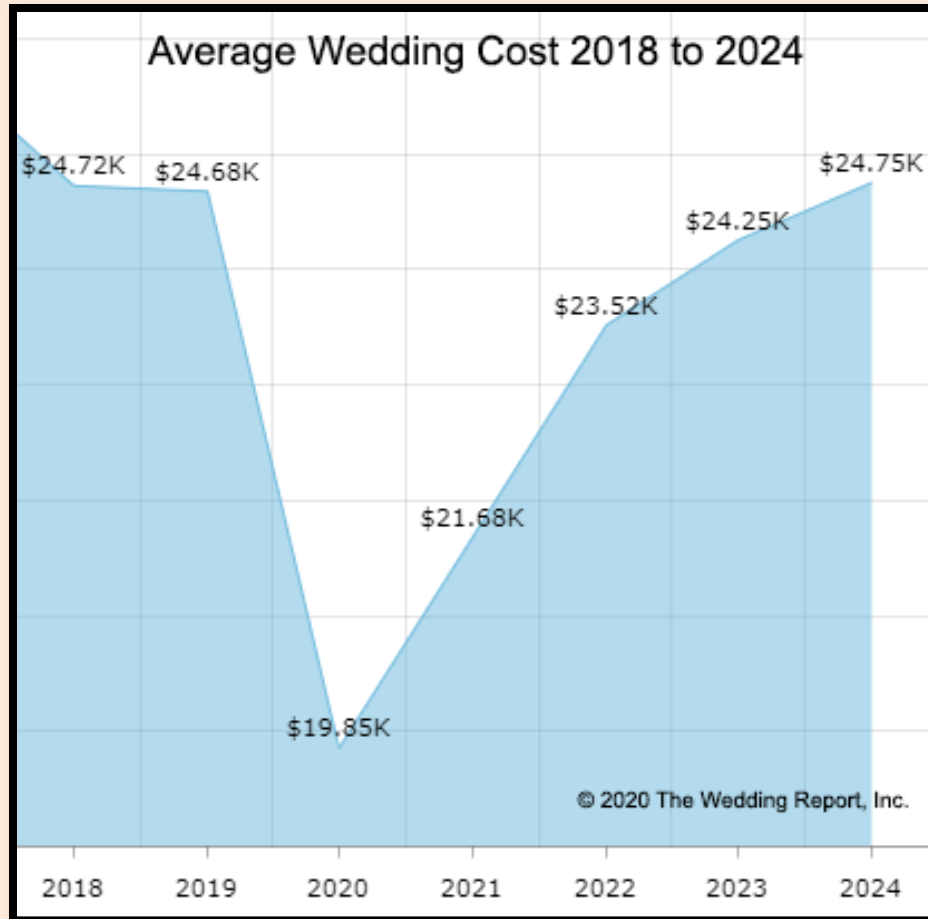
The good news is that this year the largest block of engagements will take place around between Thanksgiving 2021 and Valentine's Day 2022. So once the dresses are selected and the location for the ceremony is decided, the wedding couple will turn their attention to the details for their rehearsal dinner, wedding reception and honeymoon.

WeddingStats.org reports that, the average cost of a U.S. wedding in 2022 will be \$26,544. (Honeymoon not included) the average couple will spend \$36,000 on their wedding when you factor in the cost of the Honeymoon.

All the sales ideas, and marketing tactics in this report were taken from Thinkific's new online course: Wedding Sales, Marketing and Social Media.

To see all the sales ideas and social media strategies just click on the laptop!





Prior to the pandemic, couples collectively spent over four billion dollars just to rent the function space for their rehearsal dinner and reception plus and an additional \$390 million for hotel rooms on their wedding night. (Theweddingreport.com)

Hotels, resorts, and venues with limited function space often get intimidated by these big numbers. In 2022, small weddings are a major source of new sales for them as well.

In 2022 weddings with fewer than 20 guests will surpass the record of 177,000 set in 2019.

Recently I took a brief sabbatical from the travel industry to serve as vice president of sales for a large national wedding

photography company. What I learned allowed me to return to the travel industry and book more weddings in an average month than I used to contract in an average year.

My most important piece of advice is to immediately start cultivating relationships with professionals who can refer wedding business to you. These key people can serve as your “partners in profit” for years to come. Everyone is struggling with this relentless pandemic.

Initially, I recommend focusing on businesses who traditionally communicate with the wedding couple before they begin planning their rehearsal dinner, wedding reception, or honeymoon. A wonderful place to start is the jeweler who provided the engagement ring. Next, focus on building relationships with companies where wedding gowns and bridesmaid dresses are sold.

One of my best investments in time was spending every Saturday during the months of January and February in some of the busiest bridal stores across North America. I arranged with the owner to pay a commission on any business my team booked from their customers and prospects alike.

The bride, mother, and maid-of-honor remained focused on finding just the right dresses. Frequently, however, the father of the bride was present, but seemed more isolated from the shopping. I booked a significant amount of business by focusing on these lonely dads. After spending time with the fathers, they would in turn share positive information about my services with the bride and groom. In short, they became walking, talking billboards for my brand.

During the work week, I focused on establishing relationships with wedding planners, clergy, jewelers, limousine companies, and tuxedo rental stores.

I also collaborated with caterers and restaurant managers who had already booked the engagement party.

Every one of these professionals has the potential to send you profitable, quality leads. Brides and their parents are not experienced event bookers, which is why word-of-mouth referrals are extremely important. These referrals represent a major source of new revenue for your company. In fact, according to Immediate Impact Marketing, you are eleven times more likely to close a sale from a referral vs. a traditional cold call.

I strongly recommend that you also establish a referral network with florists, bakers, musicians, DJs, printers, photographers, and videographers. You can refer business to them and generate a commission back to your company. Don't be timid about asking for a commission. You are providing them with a valuable marketing service, and you should be compensated. At the same time, be prepared to pay a commission or a "trade-out" if you close a booking from a referral.

Take the time to get to know your competition. Make sure that you and your team understand very clearly the benefits, services, and prices your competitors are charging. The best way to accomplish this is to "mystery shop" the five companies you most frequently lose business to. First, pose as a future bride or groom and make an inquiry via their website.

Next using a second name, send an initial inquiry via email. It is important to track their response time. Finally, call your competition. Ask all the questions a prospect would ask. It is important to record these calls and review them with every member of your team who speaks with clients.

About the Author

Bill Todd is the author of 2022's most popular wedding sales, social media and marketing course entitled, *Wedding Sales, Marketing and Social Media, Booking Record Business During the Covid Recovery*.

He is one of North America's most sought-after sales and marketing keynote speakers. Todd serves as the president and CMO of [Hospitality Impact Marketing](http://HospitalityImpactMarketing.com).

Bill has enjoyed over twenty-five years in coaching sales, marketing, and social media.

Prior to launching his speaking career, Todd served as vice president of sales and industry marketing for the 5000+ hotels and seven brands of Choice International. He also served as vice president of sales and marketing for Marriott International's Corporate Lodging Division.

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