

5 TOP TIPS TO ATTRACT MORE CUSTOMERS IN YOUR WEDDING BUSINESS



Gemma Naylor - Business Growth



THANK YOU

for downloading my free PDF guide! 5 Top Tips To Attract More Customers In Your Wedding Business!

One thing I get asked most with by our clients is 'How can I attract more customers and get more sales!'

The most important aspect of gaining more clients and converting sales is building the know like and trust factor, people buy from people so if they feel they know you and can trust you they are much more likely to buy from you!

The tips below will help you in gaining that now like and trust factor with in you business and can be implanted across all social media channels and on your website



1. MAKE SURE YOUR SOCIAL MEDIA IS ON POINT!

When a potential client or customer is looking for your product or service when planning their wedding they will take to social media for ideas, recommendations and inspiration... So, your social media accounts are your shop window, so make sure the first impression they see of you is a fantastic one! You need content and images that WOW, make sure your bio explains exactly what it is you do and shows them you are the expert and why they need to choose you! ... You have only seconds to make a first and lasting impression.

2. GET VISIBLE, GO LIVE & REALLY LET THEM GET TO KNOW YOU!

You need to build the know like and trust factor with your potential clients and customers and the best way to do this is to go live on social media and let them see your face! People buy from people so if they feel they know you they are far more likely to buy from you. Let them see your personality and really get to know you. Show some behind the scenes and personal content so they can get to know you.





3. CONSISTENCY IS KEY!

There is no point posting on social media once a week! you need to be posting every day, giving away valuable content to your followers. Think about your client's pain points and post about how you can solve them, let them see you as the expert. Social media works on algorithms and if your not posting regularly they will not show your content to as many people as they potentially could.

Schedule your posts and plan your content in advance, you can use scheduling tools such as hootsuite, planoly or meet edgar and plan weeks in advance

4. CUSTOMER REVIEWS & TESTIMONIALS

Gaining customer reviews and testimonials are worth their weight in gold! Couples will do their research before investing in your product or services, so if you can show them that you have happy customers and provide an outstanding service it presents greater credibility. It will show them that they can trust you and they are far more likely to book with you or purchase what you are selling.

Make sure you have your reviews tab turned on, on your Facebook page and your website has a reviews/testimonials section. Don't forget about Google Business reviews as this is one of the most important ranking factors for local SEO. Always make sure you add the persons full name or where they come from so they know its genuine or if you can get a video testimonial even better!





5. MAKE SURE YOU HAVE CLEAR CALL TO ACTION ON YOUR POSTS & WEBSITE

Make sure when you are putting out your content on social media or on your website you have a very clear call to action... you may think its obvious but its not! Make sure you put a link to your website, details of how they can contact you or a Shop Now/Book Now/Learn more button. People like to have information at their finger tips and if they have to go digging to find out how they can contact you or get more information they will lose interest and move on! So don't risk losing potential clients by not having clear call to actions on your content and website.

I hope you found these tips useful in helping you gain more clients, grow your business and make more money!

Have you joined my free [Facebook group](#) The Wedding & Event Business Community? If not head over and join me! It is a supportive group filled with fellow wedding business owners! I provide help, support tips and guidance as well as regular free training sessions on various topics to help your business thrive

Need more help?

I can help individuals on a one to one basis, or through my supportive membership group to build and grow your businesses, whether your brand new and need to know the basics or an established business and need to nail your strategy to grow to the next level I can help. With over 20 years self employed experience and 12 years in the wedding industry I have built multiple successful businesses, I can help you grow your business too - Contact me via my Facebook page @GemmaNaylorCoaching-BusinessGrowth for more details