

The Ultimate Digital Marketing Checklist for Wedding & Events – Businesses and Enterprises

It starts with YOUR brand.

It is not enough to have a great wedding or events brand – you need to understand that buying decisions are emotional, more than practical. You need to engage the consumer with the right emotions. Then need to feel they know your brand. For this, you need to build brand consistency. A dependable experience and sameness across all channels of communication is vital.

For this to happen, check and ensure that your logo design, the corporate colour pattern & palette, the fonts, the Name-Address-Phone Numbers-Email... are all consistent across all platforms. Does your communication have a consistent tone of voice, is it informative, does it call for action?

Website PERFORMANCE counts

No wedding or events customer has time to wait for your site to open – they can always move to your competitor's site. So your site needs to load fast, it has to be informative, must have a snazzy design and easy navigation. Simply put, the technology, architecture and performance of your website translates into your success.

40% of all wedding and events customers abandon a website that takes more than 30 seconds to load. So test your website to ensure speed. Optimize all images, Use a good Content Delivery Network, Reduce number of plugins, Never use Flash (it has been discontinued), Enable browser caching

and the most important of all - Network, DNS, and Firewall are critical for connectivity and access. So choose a reliable hosting service provider like Private Host.

- How to measure MOBILE friendliness?

Check out:

<https://www.google.com/webmasters/tools/mobile-friendly/>

How to measure SITE performance?

Visit: <http://www.WebPageSpeedTest.org>
or <http://tools.pingdom.com/fpt/>

Why CONTENT marketing is vital

People visit your wedding or events site for a reason – they want information and access to the best services. For this it is necessary to build a community of loyal customers, provide good free information and give them good reason to trust your brand. Publish wedding and event content regularly and make your brand the 'authority' on your area of business. Inspire discussion, allegiance and provoke thought on the business segment. This will inspire them to buy your products or services.

The importance of BLOG

Good content on wedding and events lead to compounding rate of return – leading prospective customers and visitors to your site, leading to sales. Content is a 'permanent' asset on the web, which keeps on growing when articles are posted regularly. They are always available and help to drive sales on your

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wedding and events site. Your posts have a multiplying effect on Social Media like Facebook, Twitter, YouTube, Pinterest etc., getting copied and reposted to reach even more prospective customers.

What goes into a wedding or events blog? Any information that is valuable to a prospective customer. Articles, weddings and events that you have conducted, fantastic images and imaginative videos – that's what they want too. Private Host can help you with great Content Marketing services that ensure clicks to your site and footfalls at your businesses.

Template for your CONTENT

Have a good template of content structure which is consistent with your brand values and should have design sameness throughout without being boring or redundant. Make the venues interesting, make the people the heroes. Project happiness, success and reliability.

Content development services offered by Private Host ensures that the content developed for you has the right keywords like "Venue + Wedding + date" and such. The URL structure leads to the event. The headings and subheads are thoughtfully and creatively done. The entire body of the text will have numerous keywords and cross links to ensure greater SEO ranking for your site and business.

How to PROMOTE your content

Today a whole lot of work goes into the delivery of your content as in its creation. The delivery

will involve your blog linked to your website which will be again linked to your Facebook, Twitter, Instagram, Pinterst, Youtube and other social media sites. Your site can be promoted through a consistent Email marketing of current and prospective customers including the referrals gathered from your site and responses to your content. You can also post your content links on 3rd party sites and link to referral sites. You can cross link with your vendors, other service providers and create symbiotic relationships. Make sure all your contact forms work – so that you get the responses you worked so hard to get.

Social MEDIA Marketing steps

After creating compelling content, you need to achieve your marketing objectives. Here are a few valuable tips:

- Promoting your content of social media can be periodic. You can use an editorial calendar template for planning your posts.
- Visuals are key to getting more engagement – Tweets, Facebook pages and LinkedIn all get more engagement with good images. Pinterest, Instagram and Snapchat all are based on images and so it helps to ensure that you have a great stock of interesting photos.
- Better titles and subheads lead customers to your site. Tools like BuzzSumo help you create effective titles for your content to match the social network you wish to post on. So an attention grabbing headline, a fantastic picture and a compelling but short

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description or headline can lead to great clicks.

- Determine your goals and promote your brand through Paid Options on Social Media. This helps build a symbiotic relationship with the social media wherein your site becomes valuable for the social media.
- Constantly analyze and measure your Ad-Words and advertising keywords adjusting and tweaking it for maximizing results and responses.
- Grab the attention of influencers – they are industry experts whose job is to find

great content and share it so that more readers in the industry can benefit from it. Get their attention and constantly give them valuable content.

- Make your presence felt on platforms where your customers visit regularly. In some cases it will be Facebook and YouTube. In other cases it can be Instagram, Pinterest etc. Use the communities actively discussing your business area or segment. Be actively involved in those.
- Make it easy for those who respond connect with a real person and even chat with them to close the deal.