

Bouquets & Bustles



SOCIAL MEDIA MARKETING PLAN

Wedding Planning & Coordination

FALL, 2024
MKTG 410 SOCIAL MEDIA
MARKETING
SECTION 2, TEAM 2

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MEET THE TEAM



Carinne Adams

Bio: My name is Carinne Adams, and I am from Charlottesville, VA. I am a Marketing major with a Digital Marketing concentration and a minor in British Media and Communications. In my free time I like to lift and make arts and crafts.



Emma Baldwin

Bio: My name is Emma Baldwin, and I'm from Blacksburg, VA. I am a Marketing major with a concentration in Digital Marketing and a Music Industry minor. In my spare time, I enjoy sunset walks, being with friends, and listening to new music.



Gretchen Smeins

Bio: My name is Gretchen Smeins and I am from West Chester, PA. I am a Marketing major and Global Supply Chain Management minor with a concentration in Digital Marketing. In my free time I like to watch sports, go on hikes, and hang out with friends.

MEET THE TEAM



Olivia Smith

Bio: My name is Olivia Smith, and I'm from Wenonah, New Jersey. I'm a Marketing major and Business Analytics minor. On campus, I'm involved in Phi Sigma Pi, SafeRides, and Beta Gamma Sigma. In my free time, I enjoy going on hikes and exploring Harrisonburg.



Emma Tetreault

Bio: My name is Emma Tetreault, and I am from Loudoun County, Virginia. I'm a Marketing major with a concentration in Digital Marketing. Outside of class I am on the Marketing Committee for the American Marketing Association. I also love painting, photography, traveling, and using my creativity.

EXECUTIVE SUMMARY

Bouquets and Bustles is a business built on community connection and trust between Lauryn and her clients. A strategic social media is the perfect way to promote these ideals and foster a digital community centered around Lauryn's brand. This plan will be directed towards three target personas, namely "Millennial Mary", "Sophisticated Sarah", and "Mother of the Bride Betsy", each with their own behaviors and needs from Lauryn's business. These personas encompass prospective clients (seeking various levels of services from Lauryn) and hold the potential to be more than just clients, but advocates for Lauryn's services.

Throughout this plan, there are various strategies that are meant to achieve the five business goals that Lauryn Kelley from B&B provided, which are:

- Increasing overall awareness of B&B
- Increase site traffic
- Increase inquiries - potential clients completing contact form
- Increase wedding coordination services booked
- Strengthen & maintain vendor relationships through social media

The social media marketing goals in this plan align closely with the client's overall business and marketing objectives, creating a cohesive strategy to drive growth and engagement.

By aiming to increase social media followers by 30% by the end of 2025, this directly supports the goal of increasing overall awareness. Boosting website traffic from social media by 40% within six months and generating 25% more inquiries through targeted ad campaigns aligns with increasing site traffic and business inquiries. Additionally, showcasing client success stories and testimonials weekly not only enhances engagement but also strengthens and maintains vendor relationships by demonstrating their value.

To achieve these goals, this plan includes three strategic campaigns:

- A paid campaign called "Wedding 101 Showcase" leveraging targeted ads to promote events that connect the Lauryn Kelley with her vendor network
- An earned media campaign called "Share Your Experience" encouraging attendees to create user-generated content in exchange for incentives
- An owned media campaign called "Dream Day," which includes creating Pinterest boards that inspire future brides to work with B&B.

Together, these campaigns integrate seamlessly with the client's objectives, creating greater visibility, interaction, and bookings.

COMPANY AND INDUSTRY OVERVIEW

Company Overview

Bouquets & Bustles, owned by Lauryn Kelley, is a Bridal Society-certified wedding planning business, that specializes in creating dream weddings in the Shenandoah Valley. Lauryn aims to provide exceptional wedding coordination services by fostering strong relationships with vendors and other planners, promoting a sense of "community over competition." To enhance her business, Lauryn seeks to boost her social media strategy by increasing word-of-mouth marketing, driving traffic to her website, generating more inquiries, and securing bookings for her wedding coordination services. Strengthening vendor relationships is also a key priority for Lauryn, aligning with her commitment to collaboration and community-building within the wedding industry.

Industry Overview

Over the past 5 years, the wedding planning industry has experienced an increase in revenue, however, there is an expected decrease of 0.9% in the coming years (Yang, 2024). Marriage is becoming less crucial for young adults, causing a delay in weddings. Because of this, fewer couples are hiring wedding planners, especially when their budget is lower. 55% of revenue is generated through full coordination services and 30% being partial coordination (Yang, 2024). The remainder is from day-of coordination but Bouquets & Bustles does not partake in these particular services. Virginia has a relatively low business concentration of 3.6%, allowing for more opportunity to increase visibility amongst potential in-state clients, (Yang, 2024).

SOCIAL MEDIA AUDIT

Bouquets and Bustles social media pages are simplistic, aesthetically cohesive, and showcase some of Lauryn's amazing work. Lauryn is able to fully encapsulate the beautiful aspects of each wedding she gets to be a part of through her social media accounts. Her Instagram, Facebook, and Pinterest all are very organized and professional looking. Through each platform, she is hoping to inspire an emotional connection with followers while promoting her services and offerings. Within her Facebook and Instagram, she is posting the same content that are all centered around the brides and grooms and intimate wedding details while her Pinterest boards highlight wedding inspiration such as table settings, invitations, and florals. Common tactics Lauryn is using between the different platforms include mentioning vendors in her captions, tagging the photographers to increase her reach, and highlighting some of her employees to show gratitude for their hard-work.

Lauryn has a very steady following between Facebook and Instagram whereas her Pinterest lacks engagement. Although her accounts follow an organized pattern of 3 photos per wedding, we believe that incorporating reels will help her engagement rate grow even more. Videos are proven to attract and retain viewers better than photos so we are recommending that Lauryn make reels about the weddings, behind the scenes, informational videos for brides and grooms, and any other topics that her viewers would find interesting. There are also varying demographics between Facebook and Instagram so Lauryn should think about differentiating the content she is posting between the two platforms.

Overall, Lauryn has used her social media platforms to try and increase her awareness and broaden her reach. We believe the content she is using right now, although it may be working well for her, it can definitely be improved. Utilizing reels on Instagram, using the features that Facebook offers, and posting more frequently will allow Lauryn to create more captivating postings to attract and retain new and current followers.



BOUQUETS & BUSTLES



PLATFORMS UTILIZED



AVERAGE ER POST

Facebook: 52.6%
Instagram: 26.89%
Pinterest: N/A



FOLLOWERS PER PLATFORM

Facebook

- Followers: 267
- Likes: 235

Instagram

- Followers: 727

Pinterest

- Followers: 8



COMMUNICATION OBJECTIVES PER PLATFORM

- Inspire emotional connection with followers
- Promote services and offerings
- Encourage lead generation



CONTENT TOPICS/PILLARS

Facebook:

- Topics discussed: the bride and groom, the wedding day, the weather, the details

Instagram:

- Topics discussed: the bride and groom, the wedding day, the weather, the details

Pinterest:

- Topics discussed: table settings, florals, invitations, cake, bar inspo, wedding



TYPES OF CONTENT ON EACH PLATFORM

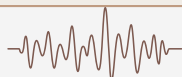


Facebook: wedding day pictures, intimate details that go into a wedding

Instagram: wedding day pictures, intimate details that go into a wedding

Pinterest: wedding inspiration for brides and grooms, details that go into a wedding

POSTING FREQUENCY



Busy Months: 3-6 times per month

Non-Busy Months: 0-2 times per month

STRENGTHS

- Color cohesion
- 3 similar posts in a row makes things clear
- Balance of different types of pictures
- Very aesthetic look to her pages
- Organized and professional looking



HASHTAGS USED

#virginiaweddingplanner
#virginiawedding
#shenandoahvalleywedding

WEAKNESSES

- No reels
- Posts are all too similar
- Lack of use of Facebook features



AUDIENCE SENTIMENT

Client's Highlight Appreciation For:

- Seamless event coordination
- Bringing creative vision to life
- Professionalism and expertise
- Personalized approach
- Attention to detail



LAURA ELIZABETH WEDDINGS

LAURA ELIZABETH
Wedding & Design Co.

LAURA ELIZABETH
Wedding & Design Co.

PLATFORMS UTILIZED



AVERAGE ER POST

Facebook: 1.94%
Instagram: 2.96%
Pinterest: N/A



FOLLOWERS PER PLATFORM

Facebook

- Followers: 193
- Likes: 164

Instagram

- Followers: 871

Pinterest

- Followers: 2



COMMUNICATION OBJECTIVES PER PLATFORM

- Showcase creativity in a variety of different wedding venues, themes, and details
- Promote services and offerings
- Drive user engagement through postings



CONTENT TOPICS/PILLARS

Facebook:

- Topics discussed: wedding details, rehearsal dinners, planning weddings

Instagram:

- Topics discussed: wedding details, rehearsal dinners, planning weddings

Pinterest:

- Topics discussed: wedding resource ideas, winter wedding ideas, garden party weddings, everything gold, colors



TYPES OF CONTENT ON EACH PLATFORM



Facebook: pictures of wedding days and details, reels of wedding days

Instagram: intimate details of a wedding, reels of photo shoots done at weddings and BTS

Pinterest: wedding inspiration for brides and grooms to use when planning a wedding

POSTING FREQUENCY



Busy Months: 6-12 times per month

Non-Busy Months: 1-2 times per month

STRENGTHS

- Showcase professional pictures as well as behind the scenes looks
- Using reels are a great way to increase engagement
- Frequent (but not constant) posting
- Appealing visuals
- Pop up events
- Linktree in bio



HASHTAGS USED



#summerromance
#marylandwedding
#rehearsaldinner

WEAKNESSES



- Very long captions
- Low engagement on posts
- Inactive on Pinterest

AUDIENCE SENTIMENT

Client's Highlight Appreciation For:

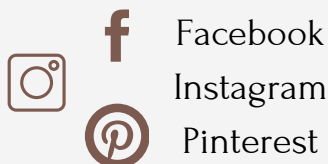
- Stress-free experiences
- Very detail-oriented
- Supportiveness
- Prioritization of meaningful details
- Maintaining cohesive designs



BOUNDLESS LOVE EVENTS



PLATFORMS UTILIZED



Facebook
Instagram
Pinterest

AVERAGE ER POST

Facebook: 0.87%
Instagram: 0.89%
Pinterest: N/A



FOLLOWERS PER PLATFORM

Facebook

- Followers: 449
- Likes: N/A



Instagram

- Followers: 2,406

Pinterest

- Followers: 172

COMMUNICATION OBJECTIVES PER PLATFORM

- Engage in two-way communication
- Promote services and offerings
- Build emotional connection with audience



CONTENT TOPICS/PILLARS

Facebook:

- Topics discussed: the groom and bride, bridesmaid dresses, bride details

Instagram:

- Topics discussed: choosing the right venue, the bride and groom, details of the wedding, BTS of wedding photos

Pinterest:

- Topics discussed: wedding inspiration, makeup, shoot inspiration, florals, office space, business, Virginia weddings



TYPES OF CONTENT ON EACH PLATFORM

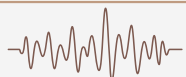


Facebook: pictures of the bride and groom, details of the wedding, wedding parties

Instagram: pictures of wedding day and wedding details, reels of bride and groom and wedding day

Pinterest: wedding inspiration, business pins, office inspiration

POSTING FREQUENCY



Instagram & Facebook: 1-3 times per week

Pinterest: monthly

TACTICS USED

- Mentions vendors in the captions to increase reach
- Shows behind the scenes of wedding days to show authenticity
- Posted a reel highlighting the past year to showcase all of her work



HASHTAGS USED



##weddingtips
#vaweddingplanner
#virginiaweddings

WEAKNESSES



- Doesn't make use of other media types like videos
- Sometimes doesn't caption posts
- Inconsistency of boards on Pinterest

STRENGTHS

- Advice to brides/more personal content
- The Lovely List Award on profile and bio lends credibility
- Use of hashtags, tags vendors, location tags, posts consistently
- Includes website URL in Pinterest bio



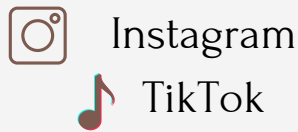
AUDIENCE SENTIMENT

Client's Highlight Appreciation For:

- Professional approach
- Skilled yet supportive planner
- Personalized weddings
- Commitment to intimacy of each wedding
- Handles challenges very smoothly



PLATFORMS UTILIZED



AVERAGE ER POST

Instagram: 4.12%
TikTok: N/A



FOLLOWERS PER PLATFORM

Instagram

- Followers: 2,144

TikTok

- Followers: 475
- Likes: 6,177



COMMUNICATION OBJECTIVES PER PLATFORM

- Highlight industry knowledge
- Promote services and offerings
- Establish knowledge of trends in the wedding planning industry right now



CONTENT TOPICS/PILLARS



Instagram:

- Topics discussed: wedding venues, wedding parties, behind the scenes of a wedding planner

TikTok:

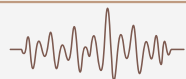
- Topics discussed: wedding venue tours, wedding tips, budget breakdowns

TYPES OF CONTENT ON EACH PLATFORM



Instagram: pictures of weddings, reels of wedding days, BTS, budgets, and venues
TikTok: videos of her at wedding venues, videos of her talking about logistics and tips for weddings

POSTING FREQUENCY



Instagram: 3-7 times per month
TikTok: 1-8 times per month

TACTICS USED

- Utilizes TikTok to reach younger demographics
- Creates informational videos to educate brides on common questions/ideas
- Pinned post of her feature in People Magazine to increase her credibility



HASHTAGS USED

#weddingdesign
#socialwedding
#weddingtok



AUDIENCE SENTIMENT

Client's Highlight Appreciation For:

- Well-organized experiences
- Attention to detail
- Calming presence
- Ability to manage complex details
- Exceeds expectations



STRENGTHS

- Content reaches people (high view count)
- High quality content
- A mixture of promoting herself and posting other content
- Great bio
- Featured in People Magazine



WEAKNESSES

- Varying levels of engagement
- Low comment numbers
- No central theme when looking at bio
- No profile picture on TT
- Not many TT followers



SWOT ANALYSIS



Strengths

- Personalized planning: Incredible attention to detail and personalization when it comes to distinction and creativity of each wedding she plans.
- Vendor relationships: Having strong relationships with vendors (venues, food, photography, etc.) allows viewers to see consistency among the weddings she plans through tags and shared posts she and/or the vendor creates.
- Client relationships: Highlights the best parts of each wedding so the bride and groom can be celebrated which creates a loyal relationship between clients. This can lead to recommendations and increased word-of-mouth.
- Increased reach and visibility: By posting both on Instagram and Facebook, she is hitting different demographics which will help her reach a larger audience.
- Usage of client testimonials: Client testimonials are a huge strength for Lauryn since they create trust and credibility among new and existing viewers.
- Awareness of competition: Lauryn is very aware of her competition so she tries to create her own content that differs from some of her competitors. While she works to differentiate her content, she still remains respectful towards her competitors and would never tear them down.



Weaknesses

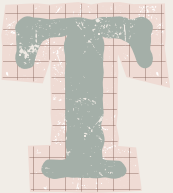
- No usage of reels: Reels is the best way to increase engagement through Instagram. It allows for viewers to see a more authentic wedding through a video rather than a stagnant picture.
- Inconsistent posting schedule: Posting 3 times in one day, once a month, is not a strategic posting schedule. Her audience is less likely to see all 3 posts which will decrease her overall engagement. She should be posting on a weekly basis so she stays consistent and relevant among her followers.
- No use of hashtags: Using hashtags will increase her discoverability and will target specific audiences. It would help to promote her business since using specific hashtags will land on targeted people's pages.
- Use the same posts for Instagram and Facebook: She has different age demographics between her Instagram and Facebook pages which means they will respond to content differently. She should be utilizing videos and fun pictures more on Instagram while keeping it more pictures/professional looking on Facebook.
- Doesn't tell the full story of weddings: She should share more of what goes into creating and planning these special days for her clients through her social media pages. Potential leads will appreciate knowing what she does behind the scenes so they can trust her to do the same for them. Sharing behind the scenes videos and pictures is an example of what could help to display this.

SWOT ANALYSIS



o p p o r t u n i t i e s

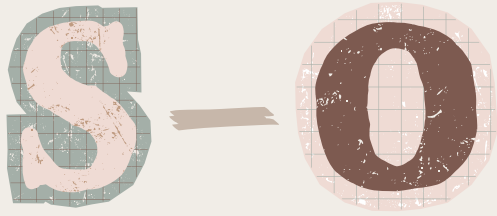
- Create a TikTok account: TikTok is currently the fastest growing major social media platform and the ages of 25-44 is over 50% of TikTok's users. The average age to get married in the U.S. is 32 so it is necessary that Lauryn is reaching her age demographics through TikTok.
- Encouraging clients to make user-generated content: Encouraging clients to create content tagging her account or using her hashtags not only helps Lauryn reach a larger audience but also highlights client experiences, fostering more word-of-mouth marketing.
- More collaborations with vendors: Despite her strong relationships with vendors, she doesn't post collaborations. These could showcase her vendor connections and how they work together to support clients. These could be created on wedding days or behind the scenes.
- More posts about Lauryn: A lot of trust is put into wedding planners/coordinators, so clients care about the person they are working with, beyond just the service they provide. If she's comfortable, Lauryn should showcase more of her personality, to build trust with potential clients and differentiate her brand.
- Curated content: A lot of her competitors do reels and posts about educating a future bride/groom about tips, tricks, and what goes into planning a wedding. Creating informational content can be used as curated content as it will always be relevant and can be used when Lauryn does not have new weddings to post about.
- Creating reels: Reels can be the best way to increase engagement and expand her reach among Instagram users. They can make her brand feel authentic and are easily discoverable for potential customers.
- Themed content: To make followers and viewers stay engaged more, creating a series that can be followed each week can help to increase consistent engagement. Some ideas are:
 - "Trend Tuesdays"
 - "DIY Wednesdays"
 - "Floral Fridays"
 - "Sweetheart Saturday"



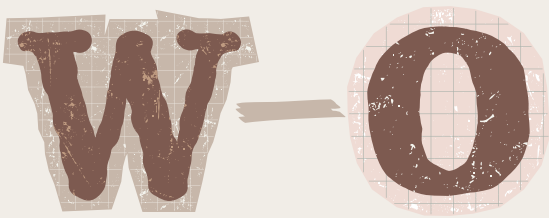
h r e a t s

- Competition: There are so many wedding planners that she has to find a way to stick out to potential clients so they choose her over her competitors.
- Changing audience trends and preferences: Trends are always shifting so Lauryn has to stay up to date to reach the correct and largest audience possible. TikTok is the fastest growing platform right now and she should be utilizing it so she can reach bigger audiences and create different content.
- Negative comments: Comments are especially important being in the WOM industry and services marketing. Managing her social media comments is essential because they shape other customer's perceptions of her business. She needs a solid strategy on how to respond to positive and more importantly, negative, comments in a respectful and informative way.
- Others post more often: Her competitors are more active on social media which could sway a potential client's decision for who they decide to hire.
- Standing out: For Lauryn to stand out, she needs to make a clear differentiation between herself and competitors. That must happen with creativity and ideas that are outside the box.

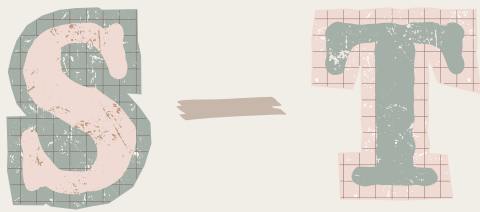
SWOT STRATEGIES



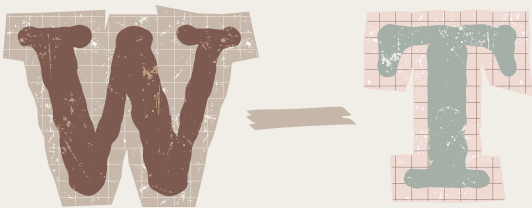
- Lauryn can utilize her use of client testimonials by asking her clients to make user-generated content. This will highlight authenticity and trust among Lauryn's current clients and potential clients.
- Lauryn can utilize her strong vendor relationships by creating vendor collaborations on her socials. They could highlight behind-the-scenes, giveaways, or spotlights to show their followers, on each of their own pages, that they have this strong relationship.
- Lauryn makes personalized plans for each wedding which could be turned into a reel that could showcase all of the details she goes through to create different and special weddings for each of her clients.



- Lauryn can improve upon her inconsistent posting schedule by doing themed content each week. This will allow her to create a new schedule of consistent posting that follows a trend or theme.
- Lauryn can improve upon her non-usage of hashtags by adding them to her new reels and/or educational and relatable videos. She will be able to reach a larger audience that is more personalized because of the hashtags used.
- By using reels and creating a TikTok, it will help Lauryn to stray away from posting the same exact content on each of her social media platforms like she is doing now.



- By highlighting client testimonials, it will help people to stray away from leaving negative comments if they see the good she is doing for her current clients. She creates great relationships with her clients so she doesn't really have to worry about them leaving any comments reviews.
- Because each of her weddings she plans are personalized, Lauryn will be able to stand out by being able to showcase a lot of differently-planned weddings.
- Lauryn is very aware of her competition so she makes sure to stay up to date about the content they are posting so she can differentiate herself.



- Lauryn needs to be more consistent in not only posting but monitoring her analytics so she can keep track of current trends and her personal engagement.
- Lauryn should start posting on a weekly schedule on multiple platforms that highlight different content that will differentiate herself from competitors while maintaining to highlight client testimonials and creating loyal relationships with clients so she will have less of a chance for negative social media comments.
- Lauryn should utilize reels and TikTok so she reaches more audiences and creates more personality among her brand. More attention will be paid to her demographics so she is in the know of audience preferences and what content they will enjoy over others.

START-STOP-CONTINUE

START...

1. Creating reels on Instagram and videos on TikTok.
2. Posting on a consistent and scheduled basis.
3. Using hashtags so your content will reach larger and more specific audiences.

STOP...

1. Posting the same content on every platform you have.
2. Posting 3 times in one day.
3. Not filming content on wedding days.

CONTINUE...

1. Posting testimonials.
2. Highlighting beautiful moments and details from your client's weddings with tags of vendors used.
3. Posting personalized pictures from each wedding to show differentiation in your planning.



SOCIAL MEDIA GOALS & OBJECTIVES

Client's Business/ Marketing Goals	Social Media Marketing Goals that Support your client's overall goals	Relevant Target Market/Persona	Social Platforms that will be utilized	SMART Social Media Objectives	KPI's - how will you measure your success
Increase overall awareness of her business, enhancing visibility within the local market through targeted social media campaigns	Grow social media follower by 30% in the next year by posting engaging content, leveraging local hashtags, and collaborating with local vendors in the wedding industry	Millennial Mary M-O-B Betsy Sophisticated Sarah	Instagram Facebook TikTok Pinterest	IG: Gain 250 new followers over the next year using relevant & local hashtags, collaborating with 3 local wedding vendors each quarter FB: Increase page likes by posting weekly content and running two specific targeted ads per quarter TT: Create and share 12 engaging videos showcasing tips, trends, and planning insight, aiming for 3,000 views on each video within 6 months	IG: -Total followers -Impressions and reach per post -Engagement rate (likes, comments, shares) FB: -Number of page likes -Reach of posts (total and per post) -Engagement rate TT: -Total followers -Video views -Engagement rate Pinterest: -Monthly views -Board pins -Followers -Pin Saves
Grow online presence through optimizing SEO and website engagement (organic traffic and inquiries)	Increase website traffic from social media by 40% in six months by regularly posting relevant content, client testimonials, and portfolio highlights across all platforms, driving followers to the website.	Millennial Mary M-O-B Betsy Sophisticated Sarah	Instagram Facebook	IG: Include a link to the website in every bio update aiming for a 40% increase in website visits from Instagram within 6 months FB: Increase website traffic from Facebook by 40% over the next 6 months by sharing 2-4 posts per week in differing formats (collages, singulars, albums).	FB: Insights and Google Analytics -Website traffic from FB -Clicks of post links shared -Avg time spent on site from FB referrals IG: UTM parameters - Clicks on Bio link -Engagement on posts linking to website content - Google Analytics from SEO generated traffic (PowerBI if preferred)

SOCIAL MEDIA GOALS & OBJECTIVES

Client's Business/ Marketing Goals	Social Media Marketing Goals that Support your client's overall goals	Relevant Target Market/Person a	Social Platforms that will be utilized	SMART Social Media Objectives	KPI's - how will you measure your success
Expand client base over the next 12 months through referral programs and networking with local businesses	Generate 25% more inquiries through social media platforms by launching targeted ad campaigns and promoting special offers or package deals aimed at engaged couples.	Millennial Mary M-O-B Betsy Sophisticated Sarah	Instagram Facebook TikTok	IG: Promote a limited- time wedding package and aim to receive at least 20 direct messages or comments from interested couples within the promotional period of 3 weeks FB: Generate at least 10 new inquiries per month through targeted ads and special offers, tracking conversions through Facebook Insights for 6 months. TT: Create a TikTok page, launching wedding related challenges aiming for 200 shares per 3 videos to drive in	FB: Insights -Number of inquiries generated -CTR's -Conversion rate (inquiries to bookings) IG: UTM parameters -Clicks on Bio link -Number of inquiries tracked from stories/posts -Direct messages or comments related to promotions TT: -Number of participants -Shares on promotional content -Inquiries from videos
Boost client engagement through implementing content strategies that include social media updates, (possible blog posts/newsletters) to engage potential clients providing valuable wedding planning tips.	Achieve steady increasing (20-35%) engagement rate on social media posts by posting interactive content such as polls, Q&A sessions, and live planning tips, fostering community interaction and conversation.	Millennial Mary M-O-B Betsy Sophisticated Sarah	Instagram Facebook TikTok Pinterest	IG: Post interactive content (polls, quizzes) bi-weekly, aiming for a minimum of 200 interactions per post within the next 3 months. FB: Achieve a 25% engagement rate on posts by hosting monthly live Q&A sessions and interactive polls for 6 months. TT: Create a series of "Wedding Planning Tips" videos, aiming for 10 comments per video by asking viewers to share their planning questions, over 8 videos in 2 months.	IG: -Interaction rate on interactive content -Comments and Shares per post -Engagement rate on stories and reels FB: -Engagement rate during lives (views comments reactions) -Total interactions per post TT: -Avg comments per video -Shares and re-uses of interactive content -Engagement rate on video series Pinterest: -Monthly views -Board pins -Followers -Pin Saves

SOCIAL MEDIA GOALS & OBJECTIVES

Client's Business/ Marketing Goals	Social Media Marketing Goals that Support your client's overall goals	Relevant Target Market/Persona	Social Platforms that will be utilized	SMART Social Media Objectives	KPI's - how will you measure your success
<p>Increase (maintain) customer satisfaction and recommendation rates through improved feedback loops from clients post- wedding/ honeymoon, to gather better insights and improve services</p> <p>- Additionally, incentivize special promotions for referral clients</p>	<p>Share client success stories and testimonials weekly, aiming for a >90% positive feedback rate on social media interactions, while encouraging past clients to engage with posts and share their experiences.</p>	<p>Millennial Mary</p> <p>M-O-B Betsy</p> <p>Sophisticated Sarah</p>	<p>Instagram</p> <p>Facebook</p>	<p>FB: Share one client testimonial or success story each week for 6 months, aiming for a 90% positive sentiment rate in comments and reactions.</p> <p>IG: Create a highlight reel for client testimonials, stories, and niche or unique things previous clients have done, aiming for at least 100 views and 4-5 saves per story within the first month of launching.</p>	<p>FB:</p> <ul style="list-style-type: none"> -Number of positive comments and reactions -Sentiment analysis of comments -Repeat engagement rate from previous clients <p>IG:</p> <ul style="list-style-type: none"> -Views and saves -Comments and shares on client story features -Increase in follower count from previous client's engagement with the content



TARGET PERSONA #1



Millennial Mary

Inspiration Seeker: Mary is in the early stages of wedding planning, focusing on discovering trendy and sustainable ideas.

Age: 25	Charlottesville
Sex: Female	Bachelors Degree
Engaged, no kids	Income: \$50k

Interests: Social media trends, eco-friendly products, DIY projects, and hiking

CONTENT WANTS/NEEDS

Visual inspiration, craft guides, stories, and reels showcasing unique wedding ideas.

TYPICAL BEHAVIORS

- Wants trendy experiences so researches trends
- Books at normal times
- Wants sustainable options
- Actively researches and seeks inspiration
- Engages with influencers
- Creates Pinterest boards
- Engages in social media groups

BUYING TRIGGERS

- Seasonal sales
- Influencer recommendations
- Limited-time offers
- Eco-friendly

SOCIAL NETWORKS

Instagram, TikTok, Pinterest

- Devices used: phone, iPad
- Active times: evenings, weekend
- Content preferences: visuals, craft guides, stories
- Brands/Influencers followed: Sustainable fashion brands, lifestyle influencers
- Hashtag engagement: #SustainableBride, #WeddingInspo
- Social Media Persona type: Conversationalist

PAIN POINTS

- Overwhelmed by choices
- Concerns about staying within budget
- Desire for originality without excessive costs.

RELEVANT SERVICES:

- Budget-friendly planning consultations.
- Curated vendor lists for sustainable options.
- DIY wedding workshops
- Most interested in coordination services.

TARGET PERSONA #2



Sophisticated Sarah

Perfectionist Planner: Sarah values high-quality, exclusive wedding planning services that align with her high standards and busy lifestyle.

Age: 35	Harrisonburg
Sex: Female	Masters Degree
Engaged, no kids	Occupation: Marketing Manager

Interests: Gardening, volunteering, family gatherings, and cooking

CONTENT WANTS/NEEDS

High-quality visuals, curated content, testimonials, and blog articles about weddings

TYPICAL BEHAVIORS

- Gets help researching to find the best options for her high-end wedding services/products
- Wants to secure top-tier service so books far in advance
- Engages with high-end brands

BUYING TRIGGERS

- Recommendations from trusted sources
- High-quality branding
- Exclusivity.

SOCIAL NETWORKS

Facebook, Pinterest, Instagram, LinkedIn

- Devices used: laptop and iPad
- Active times: mornings, lunch breaks, evenings
- Content preferences: High-quality visuals, curated content, testimonials, and blog articles
- Brands/Influencers followed: High-end fashion brands, fashion icons
- Hashtag engagement: #ElegantBride, #WeddingPlanning #highendwedding
- Social Media Persona type: Critic

PAIN POINTS

- Stress around details
- Desire for perfection

RELEVANT SERVICES

- Full-service wedding planning.
- Luxury vendor sourcing and management.
- High-End Product Sourcing

TARGET PERSONA #3



Mother of the Bride Betsy

Supportive Decision Maker: Betsy plays a secondary but influential role in wedding planning, often advising and coordinating with her daughter.

Age: 60	Staunton
Sex: Female	Bachelor's Degree
Married with kids	Income: \$70k

Interests: Fine dining, travel, shopping, and fitness

CONTENT WANTS/NEEDS

Informative articles, sentimental stories, family-oriented ideas, and DIY guides.

TYPICAL BEHAVIORS

- Look for affordable options
- Books at normal times
- Seeks advice but final decisions are between her and her daughter
- Shops locally
- Frequently reaches out to friends and family for advice

BUYING TRIGGERS

- Recommendations from friends and family
- Local vendor promotions
- Emotionally resonant content.

SOCIAL NETWORKS

Facebook, LinkedIn

- Devices used: Laptop
- Active times: During the day
- Content preferences: Informative articles
- Brands/Influencers followed: Local vendors, family bloggers
- Hashtag engagement: #MotherOfTheBride, #WeddingPlanning, #FamilyTraditions, #WeddingTips
- Social Media Persona type: Critic





PAIN POINTS

- Feeling overwhelmed by wedding planning
- Navigating family dynamics
- Balancing costs while maintaining quality.

RELEVANT SERVICES:

- Budget-friendly coordination packages.
- Emotional support and family-centered consultations.
- Local vendor recommendations.
- More interested in coordination services

SOCIAL MEDIA PLATFORMS

Social Platform	Mission Statement/Communication Objective for Platform
 <p>Instagram - used frequently</p>	<p>Promote interest in Lauryn and her brand through visuals and emotional appeals. Focus on creating a strong feeling and increasing positive brand sentiment. Target clients at the top of the funnel who are exploring their options and curating their vision.</p> <p><u>Primary Persona:</u> Sophisticated Sarah</p>
 <p>Pinterest - used moderately</p>	<p>Prompt inspiration for customers and make communication of expectations clearer. Used as a supplementary tool in the wedding planning process, not to draw in leads. Target existing clients who are looking for inspiration and want to simplify the daunting process of wedding planning.</p> <p><u>Primary Persona:</u> Millennial Mary</p>
 <p>Facebook - used frequently</p>	<p>Promote wedding planning and coordinating services via information and explain the benefits of Lauryn's services. Focus on being a source of information for potential and existing clients. Target potential and existing clients who are eager to get more information about Lauryn's services.</p> <p><u>Primary Persona:</u> Mother of the Bride Betsy</p>
 <p>TikTok - not currently used</p>	<p>Give behind-the-scenes view and a more personal approach into the life of a wedding planner. Target potential and existing clients who care about the personal relationship they would have with a planner/coordinator and/or are looking for entertainment.</p> <p><u>Primary Persona:</u> Millennial Mary</p>

STRATEGY CAMPAIGN #1 PAID MEDIA

‘B&B’s Wedding 101 Showcase’ Campaign

This campaign will be used to promote and host an event acting as a “mini farmer’s market” of wedding-related services (i.e., photographers, vendors, florists, MUAs, bakeries, etc.) The local businesses will have individual booths/tables where attendees can browse where interested, ask questions, take photos, and enjoy interacting with B&B and other offered service options. .

Platforms

Primary: Instagram 

Secondary: Facebook 

Who?

- Target personas are Sophisticated Sarah, Millennial Mary, and Mother of the Bride Betsy
- Content will come from photos and reels of the event itself, and organic promotional posts leading up to it.
- Lauren will create advertisements on Canva that will run via primary and secondary platforms, and organic content

What?

- Lauryn will run promotional advertisements catered to bring awareness to the event and gather content during the event.
 - Additional organic posts will be made in correlation to the ad campaigns.

STRATEGY CAMPAIGN #1 – PAID MEDIA

Client marketing goal supported by this campaign?	Awareness/Exposure: By utilizing paid media, we are aiming to reach a broader audience and move them through the AIDA funnel. Using paid media campaigns will allow us to target new people who will either be interested in using B&B for themselves or be able to recommend B&B to friends and family who could utilize their services.
Target audience(s) campaign will appeal to?	Millennial Mary/Sophisticated Sarah/Mother of Bride Betsy
Relevant buyer's journey stage?	Targeting new potential clients, they will most likely be in the attention phase of AIDA so we are trying to make engaging content that will expose them to B&B.
Campaign concept - Who/what will the campaign feature?	This concept is to promote an in-person bridal services event through social media ad campaigns to further awareness and inform the targeted audiences (personas). The ads will run through meta-based platforms (Instagram & Facebook) on a well-curated pulsing schedule to allow enough time for peak reachability before the event.
Need/Social/Psychological appeal?	The focus will be to fulfill the target audience's needs. The ads are to appeal and compel them to take that first step of the 'planning process' by attending, which alleviates the internal stress the targeted audiences may face. It will also appeal in social form as they can meet Lauryn and the businesses/people she works closely with, enjoy the atmosphere, and make connections.
Start and end dates of campaign?	April-August 2025
What is the campaign message?	Communicating the importance of community and relationship building in the wedding industry, shedding light on incredible local businesses, and showing a supportive and welcoming environment are precisely the services B&B will provide.

STRATEGY CAMPAIGN #1 – PAID MEDIA

Tone?	Upbeat, Inspirational, Warm, Inviting
Hashtags used?	#Wedding, #WeddingVendor, #VirginiaWedding, #WeddingPlanner, #EventPlanning, #VendorShowcase #BridalEvent, #B&B
Resources required?	Content, B&B materials, vendor materials, location availability
People or organizations needed to execute campaign?	Vendors or venue partnership for event
Estimated costs of resources needed?	\$2,255 (Paid Ads + Location for Event Cost)
KPIs?	Likes, comments, shares, gained followers, direct messages, new inquiries



STRATEGY CAMPAIGN #1

Schedule & Post Examples

Date and Time	Platforms - remember to cross promote.	Tactic/ Content Type (Event, Reel, Text + Photo posts, etc.)	Written content	Description of visual/ alt text	Intention of post/action you want your audience to take or message you want them to receive
April 14, 2025, 1:00 PM	Instagram, Facebook	Reel	Don't miss out on B&B's first showcase on July 19 at 1:00PM. We are partnering with our valued vendors to give you an inside scoop on how to plan the perfect wedding with reliable vendors. We will have food, drinks, and raffles that could earn you some wedding-related trials. Register on our website through the link in our bio. Online registration closes the night before the event.! You won't want to miss it! #WeddingInspo #BridalEvent #VendorShowcase	Reel describing what the event will be and all of the details regarding time, place, people involved, etc. AD	To create awareness of the event happening and drive traffic to her website.
May 12, 2025, 3:00 PM	Instagram, Facebook	Post	Join us for a day of wedding inspiration at our event! Don't miss this chance to connect with top wedding vendors and start planning your dream day! Register on our website through the link in our bio. Online registration closes the night before the event so don't miss out! #WeddingInspo #BridalEvent #VendorShowcase	Flyer posted with event details AD	For viewers to be aware of the event and share the post with family and friends who would go to the event as well as visit her website.
June 13, 2025, 12:00 PM	Instagram, Facebook	Carousel	Don't miss out on the bridal event of the summer! Register on our website through the link in our bio. Online registration closes the night before the event so don't miss out! #BridalEvent #WeddingPlanning #VendorShowcase	Picture, title and small description of each vender attending AD	For viewers to consider going to the event and share the carousel with people they want to go with as well as visit her website.

STRATEGY CAMPAIGN #1

Schedule & Post Examples

Date and Time	Platforms - remember to cross promote.	Tactic/ Content Type (Event, Reel, Text + Photo posts, etc.)	Written content	Description of visual/ alt text	Intention of post/action you want your audience to take or message you want them to receive
July 18, 2025, 11:00 AM	Instagram, Facebook	Post	Tomorrow is the day! We are can't wait to set up and see all of the beautiful people who show up. The event starts at 1:00 PM, so don't miss out on some amazing opportunities with B&B and my vendors! If you don't get the chance to sign up by tonight, no worries! You can register at the event. See you guys tomorrow! #WeddingEvent #WeddingPlanning #WeddingVendors #VendorShowcase	Graphic about the Event AD	For viewers to commit to going to the event and share the post with others who they want to also go to the event as well as visit her website.
July 25, 2025, 1:00 PM	Instagram, Facebook	Story	Thank you so much to everyone who attended B&B's Vendor Event last week! We are so grateful to all of our valued vendors who participated and all of you lovely people who attended! If you have the time, we would love it if you could take this quick survey to let us know what you loved about the event and areas you think we could improve upon for a future event. Again, thank you so much for coming and stay tuned for our next event coming soon! (insert link to survey)	A story thanking guests for attending and a asking them to participate in a survey	For guests to share their own experiences from the event

STRATEGY CAMPAIGN #2 – EARNED MEDIA

‘Share Your Experience’ Campaign

This campaign will encourage user-generated content and promote the target audiences/event attendees to share their stories and pictures uniquely in a way that incentivizes them to win possible raffle prizes and build a relationship with B&B. The paid and earned campaigns will work hand-in-hand, making them more effective and efficient. In addition, this campaign will create a sense of cohesiveness amongst brand content.

Platforms

Primary: Instagram 

Secondary: Facebook 

Who?

- Target personas are Millennial Mary and Sophisticated Sarah.
- Content will come from the event attendees who are interested in B&B’s services (potential clients)
- Lauren will create call-to-action posts in multiple formats (i.e., photos, carousels, reels, etc.).

What?

- Lauryn will post the CTA content on the primary and secondary platforms to encourage the attendees to share their experiences and further build relationships with these potential clients.

STRATEGY CAMPAIGN #2 - EARNED MEDIA

Client marketing goal supported by this campaign?	Expand client base over the next 12 months through referral programs and networking with local businesses // Generate 25% more inquiries through social media platforms by launching targeted ad campaigns and promoting special offers or package deals aimed at engaged couples.
Target audience(s) campaign will appeal to?	Millennial Mary, Sophisticated Sarah
Relevant buyer's journey stage?	Consideration // Advocacy
Campaign concept - Who/what will the campaign feature?	The campaign will feature photos taken by attendees at the event discussed in the paid media campaign. The incentive for attendees to take/share photos with B&B is to be entered into giveaways or competitions where they can win prizes or features on the B&B social media platforms. Along with the photos, attendees can share their experiences from the event and what they learned from Lauryn as a bride-to-be.
Need/Social/Psychological appeal?	The appeal to this campaign for the target audiences will be social to feel active in the bridal community B&B has online, along with the psychological want of sharing their engagements online.
Start and end dates of campaign?	July-December 2025
What is the campaign message?	The campaign message should coincide with 'Share Your Experience and Celebrate Your Love Story'. The campaign represents a welcoming environment that B&B wants potential clients to embrace by sharing their experiences, whether from attending the showcase event or a first anniversary.
Tone?	Authentic, heartfelt, personal, and encouraging

STRATEGY CAMPAIGN #2 - EARNED MEDIA

Hashtags used?	#WeddingsbyBandB #BBVendorShowcase #BBWeddingExperience #VirginiaWeddings #FutureBrides #WeddingInspo
Resources required?	Client/event attendee photos, couple testimonials, vendor photos
People or organizations needed to execute campaign?	B&B Vendors that are already within her network, and possible new interested vendors, event attendees, (maybe a social media intern).
Estimated costs of resources needed?	N/A
KPIs?	Number of user-generated posts, tagged mentions, new followers, engagement rate (likes, comments, shares), direct inquiries, and number of contest entries, UGC testimonials



STRATEGY CAMPAIGN #2

Date and Time	Platforms - remember to cross promote.	Tactic/ Content Type (Event, Reel, Text + Photo posts, etc.)	Written content	Description of visual/ alt text	Intention of post/action you want your audience to take or message you want them to receive
July 16, 2025, 3:00 PM	Instagram and Facebook	Photo	<p>"We're excited to see you at the B&B Vendor Showcase! Don't forget to take lots of pictures and tag us for a chance to win exciting wedding prizes. 🌸💍</p> <p>#BBVendorShowcase #WeddingsbyBandB"</p>	Graphic featuring possible event attendees, vendor booths, and a reminder to post and tag B&B.	Encourage attendees to share their favorite moments, creating a sense of community, and excitement to post pictures from the event to enter contests and increase event visibility.
July 19, 2025, 12:00 PM	Instagram and Facebook	Story	<p>📸 The photo contest is live! Share your favorite moments from the B&B Vendor Showcase with #B&BVendorShowcase for a chance to win a [free wedding consultation]! Winners announced on August 1st."</p>	Graphic for the photo contest	Encourage continued participation in the contest after the event.
July 20/21st, 6:00 PM	Instagram and Facebook	Photo	<p>Snap, Share & Win! 💍</p> <p>Did you attend the B&B event? Share a picture of your favorite moment — whether it was meeting the perfect vendor, or just enjoying the atmosphere.</p> <p>#WeddingsbyB&B #BBVendorShowcase</p>	A graphic asking attendees to share there photos from the event	Drive engagement by asking attendees to post their photos, building brand visibility and excitement about the next vendor showcase. The goal is to turn attendee memories into opportunities for future promotions.

STRATEGY CAMPAIGN #2

Schedule & Post Examples

Date and Time	Platforms - remember to cross promote.	Tactic/ Content Type (Event, Reel, Text + Photo posts, etc.)	Written content	Description of visual/ alt text	Intention of post/action you want your audience to take or message you want them to receive
July 31, 2025, 3:00 PM	Instagram, Facebook, Tiktok	Carousel Post	"Check out the winners of our Vendor Showcase contest! 🎉 These creative photos and experiences show what our events are all about. ❤️ Stay tuned for more fun announcements, We LOVE seeing your love stories!!	Recap of event photos, highlighting contest winners and thanking everyone for their submissions.	Celebrate winners and encourage future engagement by showcasing how easy it is to participate in B&B's events.
August 5th, 2025, 2:00 PM	Tiktok	Video	👀 Attention Brides! Want to be featured on our social media? If so, send in content from the vendor showcase and tell us how your day was. #WeddingsByBandB #BrideSpotlight	Video requesting brides content	Focuses on the bride's journey and how the variety of services and vendor relationships that can elevate a wedding
October 11 /November 30, 2025, 5:00 PM	Instagram and Facebook	Post	It's that time of yearrrrr!! 💌 Post those ONE YEAR anniversary pictures, tagging @BouquetsandBustles and use #oneyearcomplete to get a lil gift gift sent to you and yours!! 🎁❤️	A simple graphic body copy embedded on previous couple photo (or Lauryn herself)	Encourage and increase engagement through previous clients showcasing their success and personal love stories. ,



STRATEGY CAMPAIGN #3 OWNED MEDIA

“Dream Day” Campaign

This campaign will be used to increase customer satisfaction and confidence, ultimately increasing Word of Mouth and positive customer reviews. Unlike other campaigns aimed at increasing customers, this campaign focuses on building loyalty and advocacy.

Platforms

Primary: Pinterest 

Secondary: Instagram and Facebook  

Who?

- Target persona is Millennial Mary
- Content will come from existing photos taken by Lauryn's photography vendors
- Lauren will create the boards and publish them, she will also post the Instagram and Facebook posts

What?

- Lauryn will post themed Pinterest boards
 - Focused on individual weddings and venues and vendors
 - Focused on “vibes” (ex. Coastal Chic, Rustic Charm, Vineyard Escape)
 - The venue boards would feature photos she already has through her photographers
 - Secondary platforms will be used to drive those followers over to Bouquets and Bustle's Pinterest account and strengthen holistic brand image

STRATEGY CAMPAIGN #3 – OWNED MEDIA

Client marketing goal supported by this campaign?	Increase (maintain) customer satisfaction and recommendation rates through improved feedback loops from clients post- wedding/ honeymoon, to gather better insights and improve services.
Target audience(s) campaign will appeal to?	Sophisticated Sarah
Relevant buyer's journey stage?	Loyalty and advocacy (both with clients and vendors/venues)
Campaign concept - Who/what will the campaign feature?	The campaign will be Lauryn creating themed Pinterest boards around individual weddings and venues and vendors. She could also compile similar weddings into a “vibe board” (ex. Coastal Chic, Rustic Charm, Vineyard Escape). The venue boards would feature photo’s from venues she regularly partners with. These will serve as a starting place for inspiration for brides, making communication and the planning process simpler. It will also serve as an easy way for clients to review her past works and select the venues that best fit their goals. She will direct followers to check out her Pinterest through her other social media platforms.
Need/Social/Psychological appeal?	This will help to relieve the audiences’ psychological need to reduce stress and increase their confidence and security. It will also socially appeal to them as they feel reassured by the positive experiences of others who worked with Lauryn. Confirms that they made the correct choice in choosing Bouquets and Bustles and guides them through next steps of the process.
Start and end dates of campaign?	March-September 2025
What is the campaign message?	“Dream Day”
Tone?	Inspiring, excited, proud, confident, curious.

STRATEGY CAMPAIGN #3 – OWNED MEDIA

Hashtags used?	#designyourday #getinspired #virginiawedding #shenandoahwedding #diywedding #dreamday
Resources required?	Photos from vendors
People or organizations needed to execute campaign?	Venues Lauryn partners with to provide photos, clients who have Pinterest accounts, and Lauryn herself
Estimated costs of resources needed?	\$0 for content
KPIs?	Pinterest followers, pins, monthly viewers, pin saves



STRATEGY CAMPAIGN #3

Schedule & Post Examples

Date and Time	Platforms - remember to cross promote.	Tactic/ Content Type (Event, Reel, Text + Photo posts, etc.)	Written content	Description of visual/ alt text	Intention of post/action you want your audience to take or message you want them to receive
March 15, 2025, 2:00pm	Pinterest	Board showcasing potential invites	Board Title: You're Invited! Board Description: With Bouquets and Bustles, Lauryn will connect you with vendors to create your perfect invites! Here are some samples of previous work. Photo credit to Bessie Black Photography.	Alt text: Collection of photos of wedding invites.	To showcase various weddings invites that Lauren's vendors have created. Give's a more realistic starting point for clients.
April 2, 2025, 12:00pm	Pinterest	Board for Rustic Charm	Board Title: Rustic Charm in the Valley Board Description: A beautiful barn lit by candlelight, filled with all your loved ones. Inspiration of Bouquets and Bustles weddings that fit the Rustic Charm aesthetic.	Alt text: Collection of photos from Bouquets and Bustles planned/coordinated weddings that fit the rustic charm aesthetic.	To showcase Lauryn's work and display how the same visual goals can be achieved using different vendors and locations. Audience will take away that their Pinterest ideas can and have been created in real life by Lauryn.
April 5, 2025, 2:00pm	Instagram	Instagram Post of different board titles and photos	Bouquets and Bustles wants to help you design your Dream Day! Visit our Pinterest (link in bio) to explore the breathtaking work of our talented vendors, discover your perfect wedding vibe, and relive the unforgettable moments of past brides.	Alt text: Bouquets and Bustle's Pinterest Account, check it out!	To direct Instagram followers to explore the B&B Pinterest. There are way more followers on B&B Instagram, so this will redirect that following to her other platform, Pinterest.

STRATEGY CAMPAIGN #3

Schedule & Post Examples

Date and Time	Platform s - rememb er to cross promote.	Tactic/ Content Type (Event, Reel, Text + Photo posts, etc.)	Written content	Description of visual/ alt text	Intention of post/action you want your audience to take or message you want them to receive
April 30, 2025, 3:00pm	Pinterest	Pinterest Board of photos of cakes	Board Title: Sweet Dreams Board Description: Delicious, dreamy cakes and sweets from previous weddings planned/coordinated by Bouquets and Bustles.	Alt text: Collection of photos of wedding cakes and other sweets.	To showcase different wedding cake vendors that Bouquets and Bustles works with.
Septem ber 5, 2025, 11:00am	Facebook	Facebook post graphic directing followers to B&B Pinterest	Do you follow Bouquets and Bustles on Pinterest? If not, it's time to head over to @ bouquetsandbustles to be inspired and get excited for your own big day!	Alt text: Follow Bouquets and Bustle's Pinterest Account for inspiration	To direct Facebook followers to explore the B&B Pinterest. There are way more followers on B&B Facebook, so this will redirect that following to her other platform, Pinterest.

2025 CONTENT CALENDAR

DATE	CONTENT
January 1st	New Years Day
<i>February 14th</i>	Valentine's Day
March 1st	(Womans History Month)
<i>March 8th</i>	International Womens Day
March 15th	<i>Campaign 3 -Post #1</i>
<i>April 2nd</i>	<i>Campaign 3. -Post #2</i>
April 5th	<i>Campaign 3 - Post #3</i>
<i>April 11th</i>	<i>National Pet Day</i>
April 14th	<i>Campaign 1 - Post #1</i>
<i>April 20th</i>	<i>Easter Sunday</i>

2025 CONTENT CALENDAR

DATE	CONTENT
<i>April 22nd</i>	Earth Day
<i>April 30th</i>	Campaign 3. - Post #4
<i>May 11th</i>	Mother's Day
<i>May 12th</i>	Campaign 1. - Post #2
<i>June 13th</i>	Campaign #1-Post #3
<i>June 15th</i>	Father's Day
<i>June 30th</i>	Social Media Day
<i>July 1st</i>	START No Full Planning/Coordination Services
<i>July 6th</i>	International Kissing Day
<i>July 15th</i>	Social Media Giving Day
<i>July 16th:</i>	Campaign #2-Post #1

2025 CONTENT CALENDAR

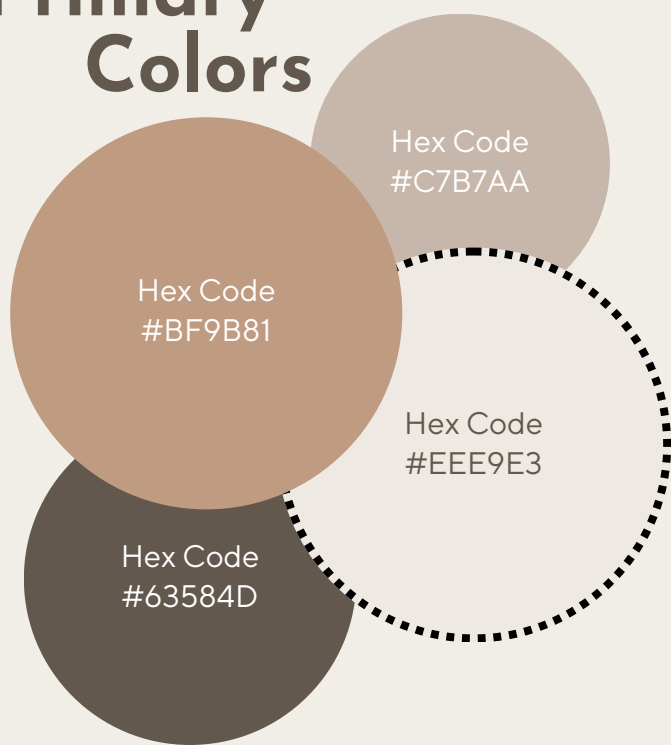
DATE	CONTENT
July 18th	Campaign #1-Post #4
July 19th	Campaign #2-Post #2
July 20th/21st:	Campaign #2-Post #3
July 31st:	Campaign #2-Post #4
August 1st	Campaign #1-Post #5
August 5th	Campaign #2-Post #5
August 19th	World Photo Day
August 26th	National Dog Day
August 30th	END No Full Planning/Coordination Services
September 5th	Campaign #3 -Post #5
October 11th	National Coming Out Day Campaign #2-Post #6

2025 CONTENT CALENDAR

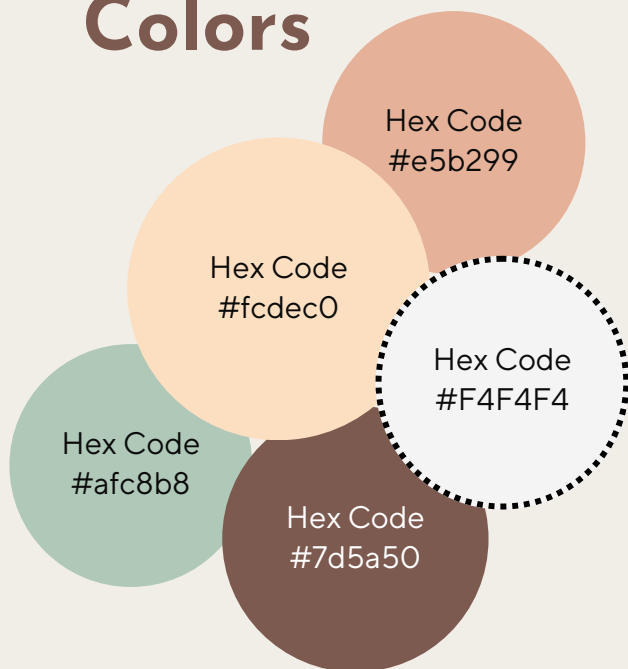
DATE	CONTENT
<i>November 27th</i>	<i>Thanksgiving</i>
<i>November 13th</i>	World Kindness Day #WKD
<i>November 30th</i>	Repeat post #6
<i>December 25th</i>	<i>Christmas</i>
<i>December 31st</i>	New Year's Eve

BRAND GUIDE & BRAND VOICE

Primary Colors



Secondary Colors



LA LUXES SERIF

For Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ1234567890
!@#\$%^&*()

Josefin Sans Normal

For Subheaders

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZabcdefghijklmnopqrstuvwxyz
yz1234567890!@#\$%^&*()

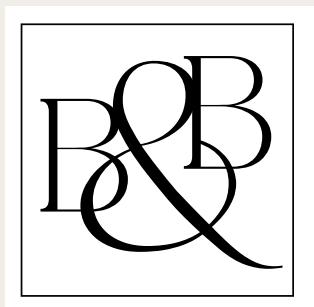
Forum

For Bodycopy & Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZab
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BRAND GUIDE & BRAND VOICE

Primary Logo Features



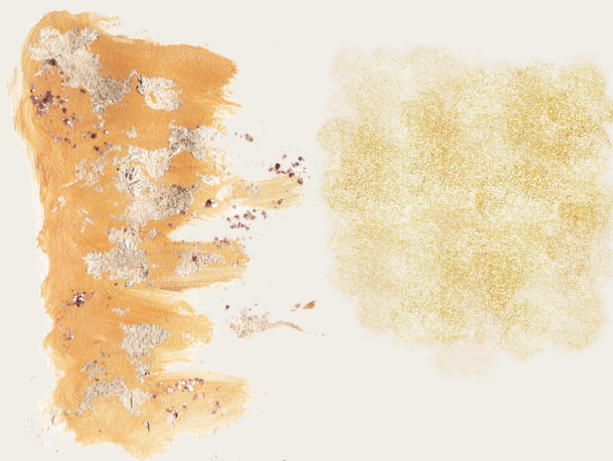
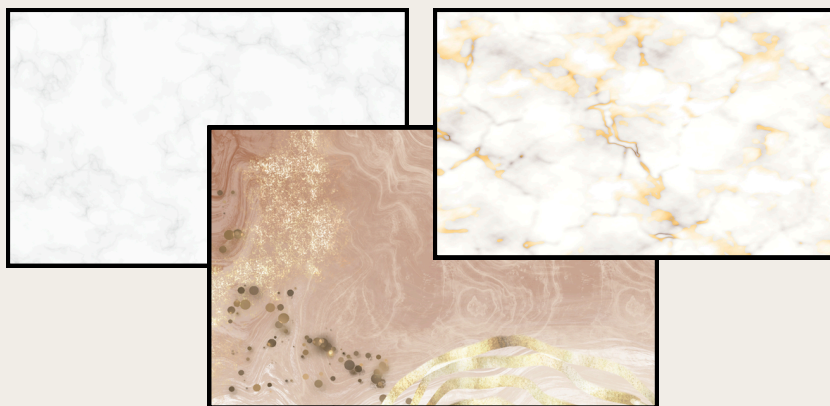
Logo Variations



WEDDING PLANNING
WEDDING COORDINATION

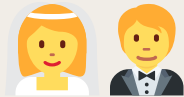


Suggested Textures:



BRAND GUIDE & BRAND VOICE

Primary Emojis:



Archetype: Caregiver

B&B is service-oriented but fundamentally utilizes core values (i.e., Community Over Competition), which shows empathy and willingness to give for and to clients. The frontmost importance is providing what the client/clients need at any moment, from the planning process to the ceremony day.

Tone and Voice Guidelines:

- 1 An uplifting, encouraging, and supportive tone should be consistent in all platform content and correlating punctuation to enhance consistency further.
- 2 Avoid language that feels pushy or sales-driven; tone should always feel generous, gentle, and genuinely client-centric as if offering guidance rather than trying to sell a service.
- 3 Acknowledge the emotional aspect of planning a wedding, showing clients you understand their excitement and any anxieties they may have.
- 4 Use clear language to give clients a sense of security. Avoid jargon or overly technical language; prioritize directness, as this builds trust.
- 5 Emphasize gratitude for being part of such an important event. This helps reinforce the nurturing caregiver role and strengthens the connection with clients.

PLATFORM SPECIFIC: TACTICS & TOOLS

Instagram:

Tactics & Features

Paid Advertisements:

Promoting the event using Instagram Ads (Carousel and Single Photo formats).



Reels:

To promote event teasers, highlight vendors, and show BTS content



Comments, Mentions, and Stories:

Engage with followers using polls/Q&As, build connections within the online community, and encourage UGC from followers.



Tools used:

Meta Ads Manager: Track ad performance metrics (reach, impressions, CTR, etc.)

Instagram Insights: Analyze organic content performance (engagement rate, reach, and follower growth).

Hootsuite and Brand24: Monitor mentions and hashtags to track user-generated content.

Facebook:

Tactics & Features

Paid Advertisements:

Promoting the event using Facebook Event Ads targeting the local area



Events Page:

To centralize details for the Wedding 101 Showcase (or any other future events)



Organic posts:

To share testimonials, vendor previews, and countdown posts to build excitement (organically)



Tools used:

Meta Ads Manager: Track ad performance and campaign-specific metrics. (Event responses, impressions, CTR, reach, etc..)

Facebook Analytics: Measure engagement on the event page, including shares, likes, and RSVPs.

Hootsuite: Monitor B&B mentions and hashtags to track user-generated content and manage posting schedule/content performance

PLATFORM SPECIFIC: TACTICS & TOOLS

Pinterest:

Tactics & Features

Thematic Boards:

Create thematic boards (e.g., Coastal Chic, Rustic Charm, etc.) highlighting various options, and past works for clients

Linked Pins:

To direct traffic back to the B&B website and social media platforms for additional content.

Tools used:

Pinterest Analytics: Monitor pin performance (saves, clicks, and impressions) to identify popular themes.

TikTok:

Tactics & Features

Short/Long Video Creation:

Post BTS event preparation, vendor spotlights, and fun challenges for event promotion.

Evergreen Content:

Repurpose certain content (wedding tips, testimonials, etc.) in creative formats aligning to TikTok trends.

Tools used:

TikTok Analytics: Analyze video performance, including views, shares, and engagement rates.

Hootsuite: Schedule TikTok posts and manage performance insights (factoring in the lifespan of trends are >30 days).



CONTENT DEVELOPMENT

Lauryn is a very busy woman and it's essential that she has many options and sources of content at her disposal. These different sources give her choices and will allow her to keep a frequent posting schedule!

Developing Original Content

- Utilize ChatGPT and other AI tools for idea generation
- Follow relevant hashtags, especially on Instagram and Pinterest, to track trends and develop content relevant to her brand
 - #weddinginspo #viriniaweddings #weddingcolors #weddingaesthetic #dreamwedding #weddingtrends #2025bride #2026bride #2027bride

Curated Content

- Follow relevant hashtags about industry trends and wedding tips pages
 - #weddingadvice #diywedding #weddingetiquette #trendingwedding #brideonabudget #weddingtips
 - @shesgivingbride @everylastdetailblog @bridetobe.boulevard
- Arrange for curated content to be for specific days (ex. Monday, first of the month, etc.) to make them predictable
- Keep curated content to be mostly information based (tips, DIY ideas, wedding statistics) rather than visuals or other client's weddings

Cross-utilizing Content

- Use short-form content for both Instagram and TikTok when possible

Breaking Apart Content

- Instagram photos can be combined selectively to create Pinterest boards (ex. use last 5 wedding's boutonniere photos to create a boutonnieres inspo board)
- Static content used in Instagram or Facebook can be made into video content for Reels and Tik Tok as "swiping" videos

MONITORING, TRACKING, MEASURING, AND EVALUATING

Client's Goals	Social media goals	KPIs	KPI formulas	KPI Performance Targets
Increase overall awareness of her business, enhancing visibility within the local market through targeted social media campaigns	Grow social media followers by 30% in the next year by posting engaging content, leveraging local hashtags, and collaborating with local vendors in the wedding industry	IG: -Total followers -Impressions and reach per post -Engagement rate FB: -Number of page likes -Reach of posts (total and per post) -Engagement rate TT: -Total followers -Video views -Engagement rate Pinterest: -Monthly views -Board pins -Followers -Pin Saves	-Engagement rate (%): $\frac{\text{Total Engagements}}{\text{Total Followers}} \times 100$ -Follower Growth Rate: $\frac{\text{New Followers} - \text{Starting Followers}}{\text{Starting Followers}} \times 100$	-Grow social media followers by 30% in the next year -50-100 interactions (likes, shares, comments) per post
Grow online presence through optimizing SEO and website engagement (organic traffic and inquiries)	Increase website traffic from social media by 40% in six months by regularly posting relevant content, client testimonials, and portfolio highlights across all platforms, driving followers to the website.	FB: Insights and Google Analytics -Website traffic from FB -Clicks of post links shared -Avg time spent on site from FB referrals IG: UTM parameters - Clicks on Bio link -Engagement on posts linking to website content - Google Analytics from SEO generated traffic (PowerBI if preferred)	-Engagement rate (%): $\frac{\text{Total Engagements}}{\text{Total Followers}} \times 100$ -Website Traffic from Social Media: $\frac{\text{WebsiteVisits from SocialMedia}}{\text{TotalWebsiteVisits}} \times 100$ -CTR (Click-Through Rate): $\frac{\text{LinkClicks}}{\text{Total Impressions}} \times 100$	-Increase website traffic from social media by 40% in six months -CTR: 5-8% on posts linking to website
Expand client base over the next 12 months through referral programs and networking with local businesses	Generate 25% more inquiries through social media platforms by launching targeted ad campaigns and promoting special offers or package deals aimed at engaged couples.	FB: Insights -Number of inquiries generated -CTR's -Conversion rate (inquiries to bookings) IG: UTM parameters -Clicks on Bio link -Number of inquiries tracked from stories/posts -Direct messages or comments related to promotions TT: -Number of participants -Shares on promotional content -Inquiries from videos	-Conversion rate (%) = $\frac{\text{Total Conversions}}{\text{Total Clicks}} \times 100$ -Promotion Participation Rate: $\frac{\text{Total Participants}}{\text{Promotion Reach}} \times 100$	-Generate 25% more inquiries through social media platforms -20% of users engaged with promotional posts

MONITORING, TRACKING, MEASURING, AND EVALUATING

Client's Goals	Social media goals	KPIs	KPI formulas	KPI Performance Targets
Boost client engagement through implementing content strategies that include social media updates, (possible blog posts/newsletters) to engage potential clients providing valuable wedding planning tips.	Achieve steady increasing (20-35%) engagement rate on social media posts by posting interactive content such as polls, Q&A sessions, and live planning tips, fostering community interaction and conversation.	IG: -Interaction rate on interactive content - Comments and Shares per post -Engagement rate on stories and reels FB: -Engagement rate during lives (views comments reactions) -Total interactions per post TT: -Avg comments per video - Shares and re-uses of interactive content - Engagement rate on video series Pinterest: -Monthly views - Board pins -Followers -Pin Saves	-Engagement rate (%): $\frac{\text{Total Engagements}}{\text{Total Followers}} \times 100$ -Interaction Rate= $\frac{\text{Total Responses} + \text{Interactions}}{\text{Views}}$	-Achieve steady increasing (20-35%) engagement rate on social media posts -Engagement Rate: 15-20% per post -10-15% story viewers responding
Increase (maintain) customer satisfaction and recommendation rates through improved feedback loops from clients post- wedding/ honeymoon, to gather better insights and improve services - Additionally, incentivize special promotions for referral clients	Share client success stories and testimonials weekly, aiming for a >90% positive feedback rate on social media interactions, while encouraging past clients to engage with posts and share their experiences.	FB: -Number of positive comments and reactions -Sentiment analysis of comments -Repeat engagement rate from previous clients IG: -Views and saves -Comments and shares on client story features -Increase in follower count from previous client's engagement with the content	-Sentiment Analysis= $\frac{\text{Positive Feedback Count}}{\text{Total Feedback Count}}$ -Repeat Engagement Rate= $\frac{\text{Likes} + \text{Comments from Past Clients}}{\text{Total Past Clients Engaged}}$	-Aiming for a >90% positive feedback rate on social media interactions



BUDGET BREAKDOWN

EXPENSES	COST
Hootsuite	\$1,200.00
Intern (video/photo)	\$1,050.00
Canva Pro	\$120.00
Final Cut Pro	\$375.00
Paid Ads	\$2,025.00
Location for Event	\$230.00
Total	\$5,000.00



SOCIAL ROI

Used in revenue calculations:
\$5,000 per full planning service
\$2,000 per coordination service

Annual Growth Rate	# of Full Planning	# of Coordinations	Revenue from Full	Revenue from Coordination	Total Revenue	Social ROI
0%	2	7	$\$5,000 \times 2 = \$10,000$	$\$2,000 \times 7 = \$14,000$	\$24,000	380%
10%	2	9	$\$5,000 \times 2 = \$10,000$	$\$2,000 \times 9 = \$18,000$	\$28,000	460%
25%	2	12	$\$5,000 \times 2 = \$10,000$	$\$2,000 \times 12 = \$24,000$	\$34,000	580%
50%	2	18	$\$5,000 \times 2 = \$10,000$	$\$2,000 \times 18 = \$36,000$	\$46,000	820%

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