

WEDINSIGHTS

# Making the Most of Reviews

Why reviews have become  
instrumental to every wedding  
business's success

WEDDINGpro

The power of *the knot* +  WEDDINGWIRE



**Manolo Doreste**  
Manolo Doreste Photographer



# A Special Note From the Team

Collecting reviews is one of the most important things you can do to help your business stand out. They provide information about your business' personality, quality of work and professionalism that couples may not see through your marketing materials.

## In this guide, we'll answer questions such as:

- How couples compare well-reviewed vendors
- How to get reviews
- Why helping couples helps you

After reading this report, we hope you'll walk away with a better understanding of the newlywed mindset and how to get the best reviews for your business.

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## METHODOLOGY

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In order to provide the most relevant and up-to-date data, The Knot Worldwide conducts a variety of research throughout the year with more than 50,000 wedding professionals, engaged and newlywed couples across the country.

In this study, we surveyed 512 females who were engaged or recently married within the past year. Respondents represent couples from all over the country — including various ages, ethnicities and income levels.



# Reviews Are High Importance to Couples

## Reviews connect you to couples

**Before deciding which vendors to contact:**

**78%** of couples find it important to read reviews. Millennials place even more importance on reviews than older Gen X couples.

**When it comes to choosing who to book:**

**80%** of couples read the reviews of wedding professionals either often or always.

**How important are reviews when deciding which wedding vendor to contact?**



Source: Reviews Survey - Couples 2018

## Couples read reviews everywhere

Couples plan their weddings at home, at work and on the go! Their usage of both computers and cell phones to read reviews reflects the time-consuming task of planning a wedding. Make it easier for couples by maintaining your online presence!

## What information are couples looking for when reading reviews?

**Overall review rating:**

This gives a quick and easy view into couples' satisfaction with a vendor.

**Recency of reviews:**

**70%** of couples pay attention to how recently a review was written. Be sure to actively request reviews so that the experiences couples see are up to date!

**Photos:**

Asking your couples to share their wedding photos along with their review makes it even more compelling to future couples.

The reviews helped guide us towards selecting trustworthy vendors who provide a positive customer experience.

— FEMALE, 28 YRS.

The overall rating gave me an initial impression of the vendors, but I would read each review closely to have a more accurate context each review.

— FEMALE, 31 YRS.





We were always careful to read reviews when narrowing our search for wedding vendors. Any negative review that had to do with something we found very important led us to eliminate that vendor from our list. Some reviews we chose to take with a grain of salt because we felt the reviewer overreacted or that the issue was not as important to us.

— FEMALE, 28 YRS.

## How Many Reviews Does It Take?

**More is more:** The more reviews you have, the more confidence couples will have in choosing you. Couples read more reviews for venues and photographers than other categories on average (> 7). For other categories, couples read approximately four to six reviews to get the full picture of how you do business.

### No matter what, you should respond to all reviews

Having a few less-than-favorable reviews doesn't bother most couples. In fact, **72%** would be more likely to consider a vendor with both positive and negative reviews than no reviews at all.

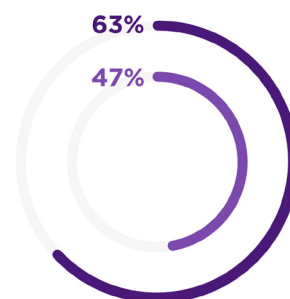
#### RESPOND TO NEGATIVE REVIEWS

Demonstrate responsiveness and show how much you care by responding to negative reviews. Keep in mind that:

**63% of couples** find these situations helpful and your response can make a difference!

#### AND THE POSITIVE ONES AS WELL

**47% of couples** appreciate when you take the time to respond to their positive feedback.







# How Couples Compare Well-Reviewed Vendors

## Once couples have created a short list

The next step is to choose who among them is the best fit for their wedding. Things like reviews, budget, availability and meeting you in person play into the couple's final decision.

## When it comes to picking between vendors

The most popular comparisons of vendors that had highly-positive reviews were between the narrative content, recency and consistency of reviews across multiple sites.

## Top considerations when comparing wedding pros with positive reviews

1. CONTENT OF NARRATIVE

2. RECENCY OF REVIEWS

3. CONSISTENCY OF RATINGS ACROSS MULTIPLE SITES

4. TOTAL NUMBER OF REVIEWS

5. QUALITIES OF THE REVIEWER

# How to Get Reviews

## Don't be afraid to ask

- **71%** of couples report that they are very willing to write a review regarding your services because they want to support your business and help future engaged couples.
- Don't do yourself a disservice. Even though it's clear that couples are willing, some vendors fail to ask them to write a review. Approximately **42%** of surveyed couples were not asked to write a review, which is a missed opportunity.
- Most couples (**89%**) write positive reviews! As a professional, allow couples to highlight the hard work you've put into making their special day happen.

## Reminders may be needed

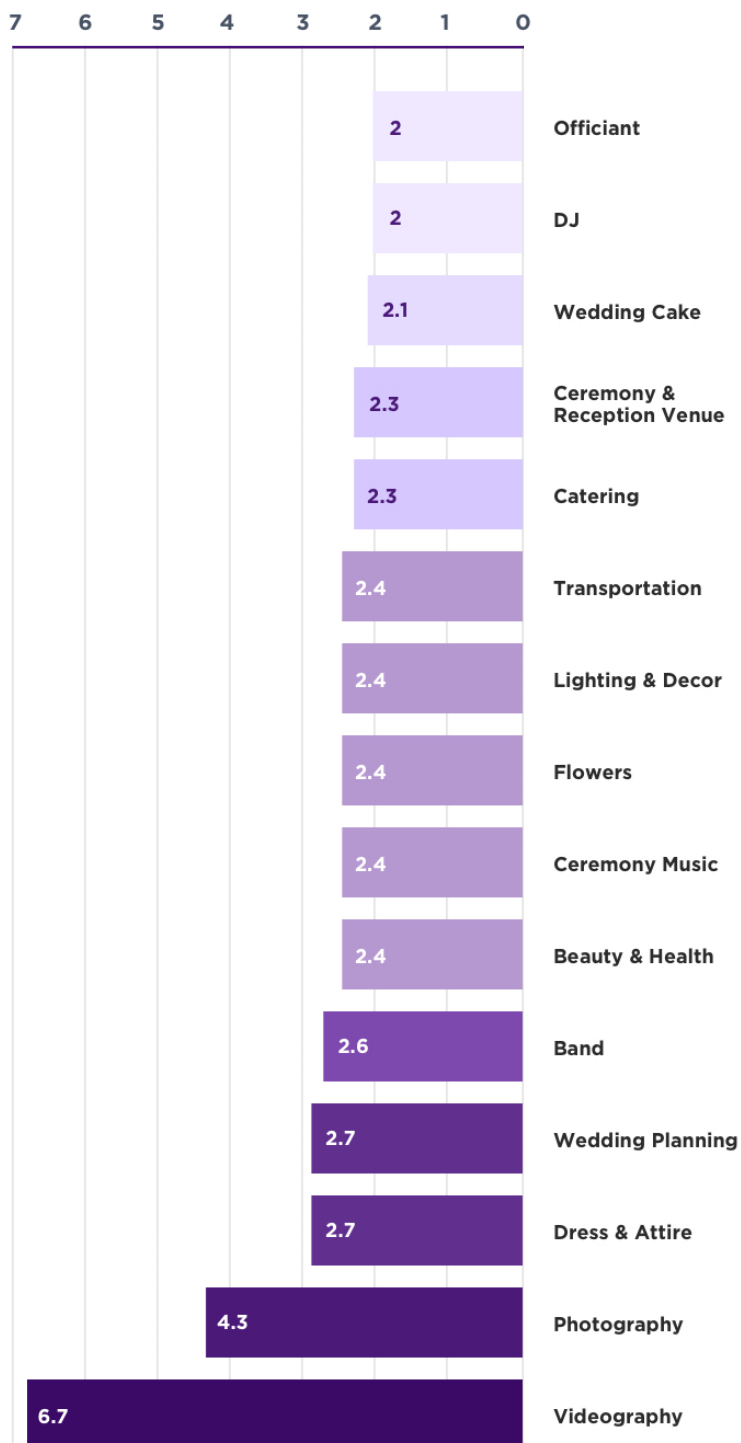
- Couples most often fail to write reviews because they "didn't have time," "forgot to write a review," or "the vendor didn't ask them to write a review".
- You can prevent the most common reasons for not getting a review by asking your couples to write a review and reminding them to do so after their wedding. Overwhelmingly, **68%** of couples preferred to be reminded via email.

## Consider the timing

- Most couples (**84%**) write reviews after their wedding. This can occur as early as 2 weeks post-wedding for categories like DJs and officiants. However, the average time to write reviews for photographers is 4 weeks post-nuptials and for videographers is nearly 7 weeks-post wedding.

## Reviews submitted based on wedding date

### WEEKS AFTER WEDDING

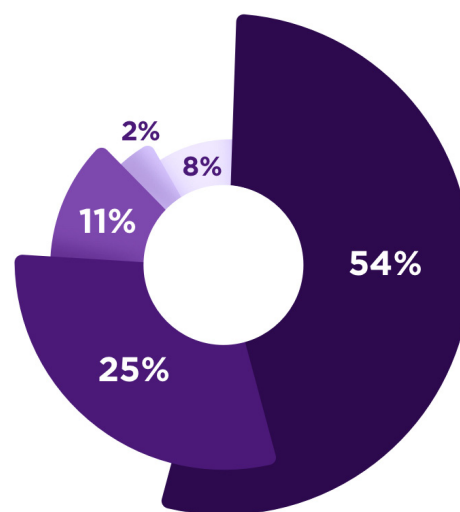


# Wedding Pros Recognize the Importance of Reviews

In our annual survey of vendors, **74%** acknowledge that reviews are crucial in getting couples to contact your business.

## How often wedding pros request reviews

- **54%** All/Nearly all weddings that we served
- **25%** Most weddings
- **11%** A few weddings
- **2%** One or two weddings
- **8%** Didn't request any reviews



Source: End of Year, Vendor Survey 2018

## Final Thoughts

1

### Reviews are an essential component in the couples' vendor search

Because couples only anticipate their wedding happening once in their lifetime, hiring reliable wedding professionals is crucial. The opinions of other couples who have been in their shoes is particularly persuasive. Acknowledging the importance of reviews for couples and supporting their search is one of the best ways you can promote your business.

2

### Make their reviews stand out

Couples find certain aspects of reviews particularly compelling, especially recent reviews that include photos. By keeping your reviews current and encouraging couples to include their wedding photos not only helps your business, you'll also make it easier for future couples to appreciate your work.

3

### It never hurts to ask

Showcasing your reviews benefits you and future couples. Couples understand the value to your business, so asking them to write a review and sending a timely reminder via email can give you an opportunity to showcase a happy couple whose special day you just had a hand in.

I found reviews helpful when I was choosing my vendors and would like to return the favor to future couples. I genuinely loved my vendors and want to make sure others know how wonderful they are!

— FEMALE, 28 YRS.