

**VOLUME 5**

# **BOOST YOUR BUSINESS USING SOCIAL MEDIA**

Maximize your exposure and drive more business  
by discovering what social media sites couples  
use when wedding planning



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# INTRODUCTION

The WedInsight Series is designed to provide wedding professionals with relevant consumer and business insights. Each month, we'll focus on a particular topic – drawing on data from consumer behaviors and opinions, and provide actionable insights for your business.

In this report, we focus on **Social Media** and offer insights into questions such as:

- What social networks are the most popular and what are the latest trends?
- What social sites are couples using for wedding planning?
- Why do couples look at prospective vendors, like you, on social media?
- How can you improve your social media presence?

In order to provide the most relevant and up-to-date data, WeddingWire conducts a variety of research throughout the year with more than 50,000 wedding professionals, engaged and newlywed couples across the country. Together with behavioral data analyzed by our dedicated team of data scientists, we're able to calculate overall estimates which we present throughout this report.

## NOTE FROM THE DIRECTOR OF MARKET INSIGHTS:

*"In a tech-savvy and socially-driven world, couples are accustomed to using social media to make decisions, and this is no exception for the wedding business. Couples have come to rely on social media during the planning process to not only gather inspiration, verify business details and check out feedback from other users, but also to use the information they find on these platforms to make final booking decisions. As a wedding pro, it's essential to focus on your social media accounts and push new content to stay relevant and keep up with the competition."*



**Andy Whittaker**  
**Director of Market Insights**  
**WeddingWire**



For questions or to submit future topic suggestions, please email [wedinsights@weddingwire.com](mailto:wedinsights@weddingwire.com).



## WHY USERS CAN'T GET ENOUGH OF SOCIAL MEDIA

### MORE USERS, MORE PLATFORMS, MORE ENGAGEMENT

- Seventy-four percent of internet users are active on social media and 89% are between the ages of 18-29.<sup>1</sup>
- Facebook remains the most popular site among social media users and continues to grow user engagement, despite its increasing competition. More than **70% of Facebook users access the site on a daily basis** (50% say they access multiple times per day).
- Over the past few years photo-sharing sites have shown tremendous growth. These sites are visually appealing and consumers are able to recall visual content longer than text, which keeps users coming back. **Instagram is the second most used social network with approximately half of their users accessing the site daily.**<sup>2</sup>
- As we look at individuals between the age of 25-34, data shows they are most active on Pinterest, Instagram and Snapchat.<sup>3</sup>
- Since each network has its own features and benefits, individuals are relying on multiple platforms to fulfill all of their social needs. According to a study by Pew Research, more than half of online adults (52%) use two or more social media sites which is a 20% increase from 2013.

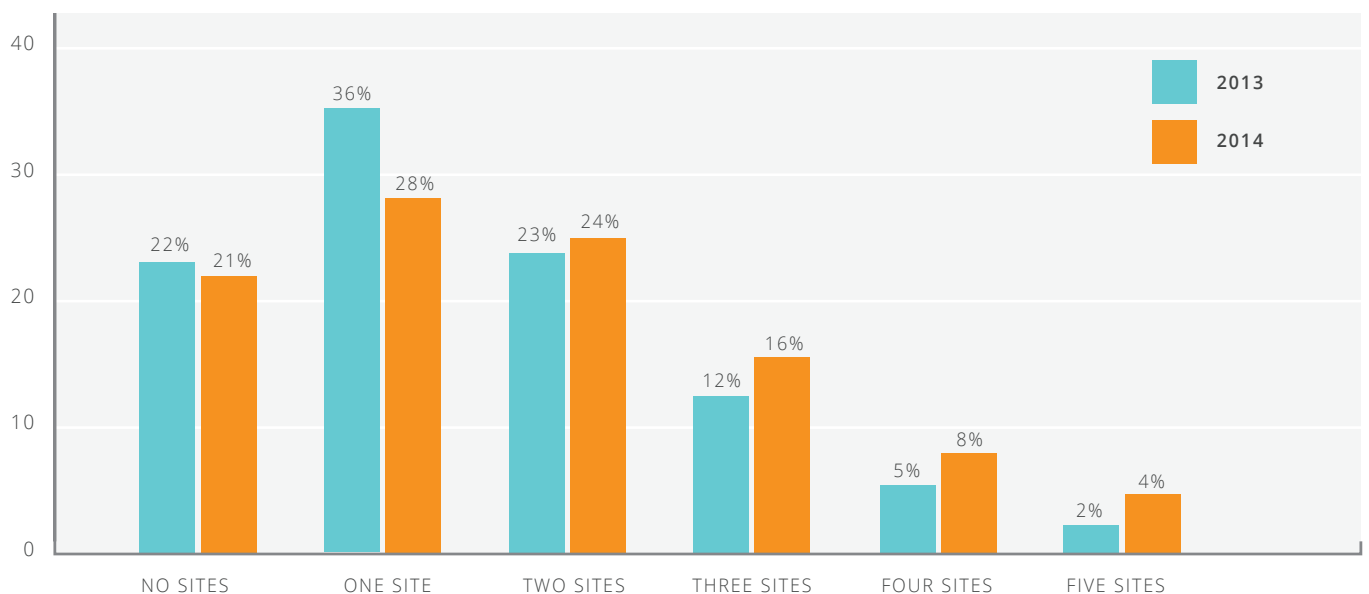


#### Types of social media:

Social networking (ex. Facebook, LinkedIn)  
 Photo-sharing (ex. Pinterest, Instagram)  
 Micro-blogging (ex. Twitter, Tumblr)  
 Video-sharing (ex. YouTube, Vimeo)



#### % OF INTERNET USERS WHO USE MULTIPLE SOCIAL SITES



Source: Pew Research Center, Q3 2014



# HOW SOCIAL MEDIA HAS CHANGED WEDDING PLANNING BEHAVIORS

## PROS SHOULD DIVERSIFY CONTENT FOR EACH SOCIAL NETWORK

- The top three most visited social media sites by engaged couples are **Facebook, Pinterest and Instagram**.
- Although other social sites like YouTube, Vimeo, Twitter, Tumblr and Snapchat are popular in the general marketplace, they are not as widely used by couples to assist in the planning process; 50% of couples say they have never used these specific platforms for wedding planning.

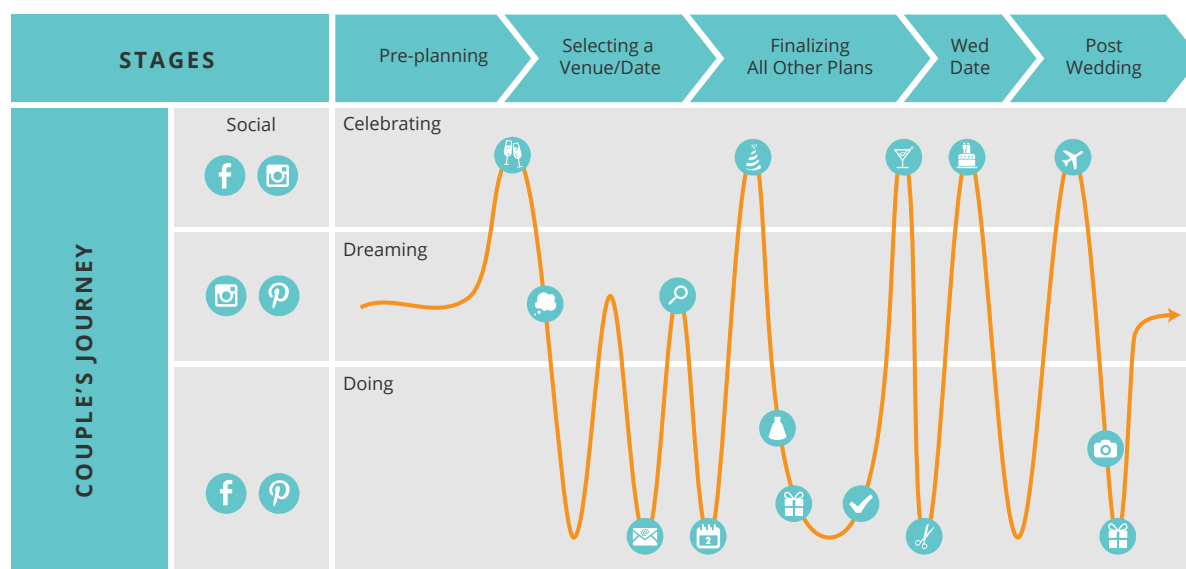


*"Pinterest is one of the social media platforms my fiancé and I are using to plan our wedding. It has really helped us pull together a theme, is very easy to share with others and the search functionality lets us find very specific ideas."*  
**– Bryan M., North Carolina**

- As we refer back to the Customer Journey outlined in [WedInsights Volume 2](#), we see that couples rely on certain social media sites during various stages of the planning process.
- **When it comes to the 'Dreaming stage', 96% of couples use photo sharing platforms like Pinterest to find inspiration**, whereas 54% use Facebook for this purpose.
- **During the 'Doing stage' 89% of couples say they use Facebook to learn more about vendors they are considering for their wedding day**. Remember, couples view your business across multiple platforms and want to see you active. Keep this in mind as you think about how to tailor your content for each channel.



## SOCIAL MEDIA USE DURING THE PLANNING PROCESS



Source: WeddingWire Social Survey // 2015

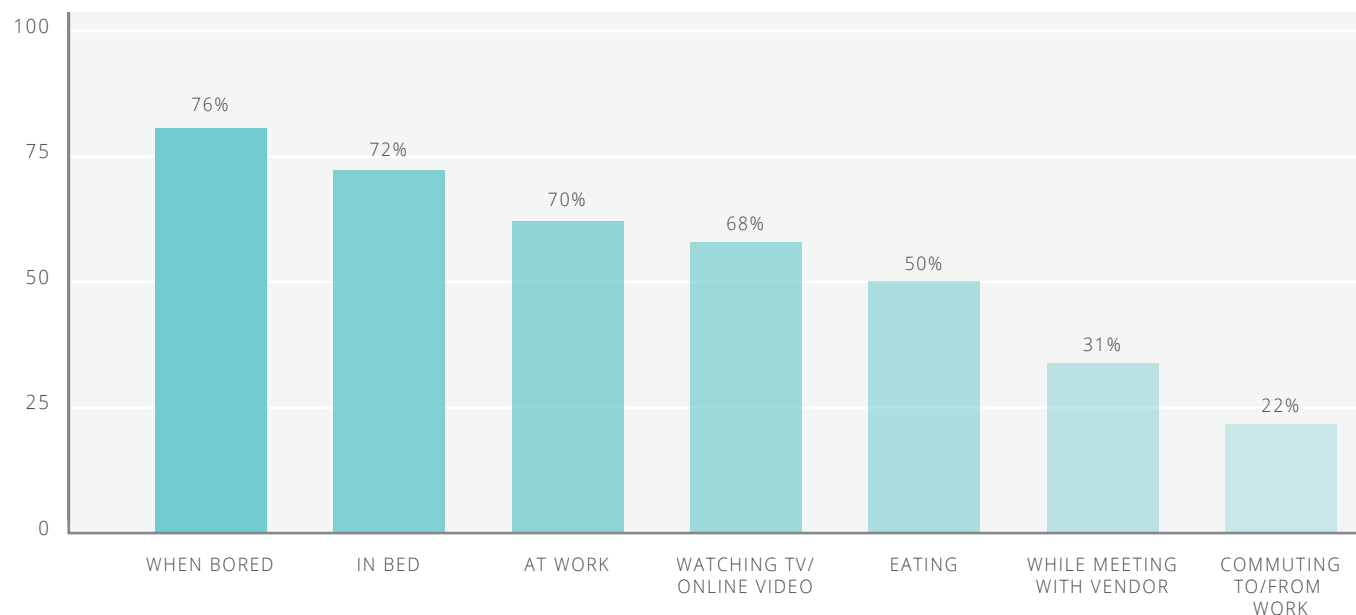


## CAPTIVATING CONTENT CAN LEAD TO BRAND ENGAGEMENT AND NEW BUSINESS

- Couples often engage with social media when they're multi-tasking, whether at work or at night when they're unwinding in front of the TV or in bed. This makes it that much more important to post interesting content, so that you can capture the short attention span of your prospective clients.



### WHEN COUPLES ACCESS SOCIAL MEDIA FOR WEDDING PLANNING



Source: WeddingWire Social Survey //2015

- While on these networks couples aren't just passively browsing, they're taking action and engaging with businesses.

» **Forty percent of couples say they comment on a vendor's post, tag their partner or friend, and/or post their own photos on a vendor's page** - proving why it's important to consistently post interesting content on your page(s).

» **Thirty-four percent of couples say they've contacted a vendor through social media.** Make sure your profiles are updated with your contact information so it's easy for clients to reach you.



We know how important it is to share content when prospective clients are looking to book their wedding vendors. Make sure you're maximizing your exposure by connecting your social accounts to your WeddingWire Storefront and adding your Reviews to your Facebook business page by using the [WeddingWire Facebook Page Designer](#).

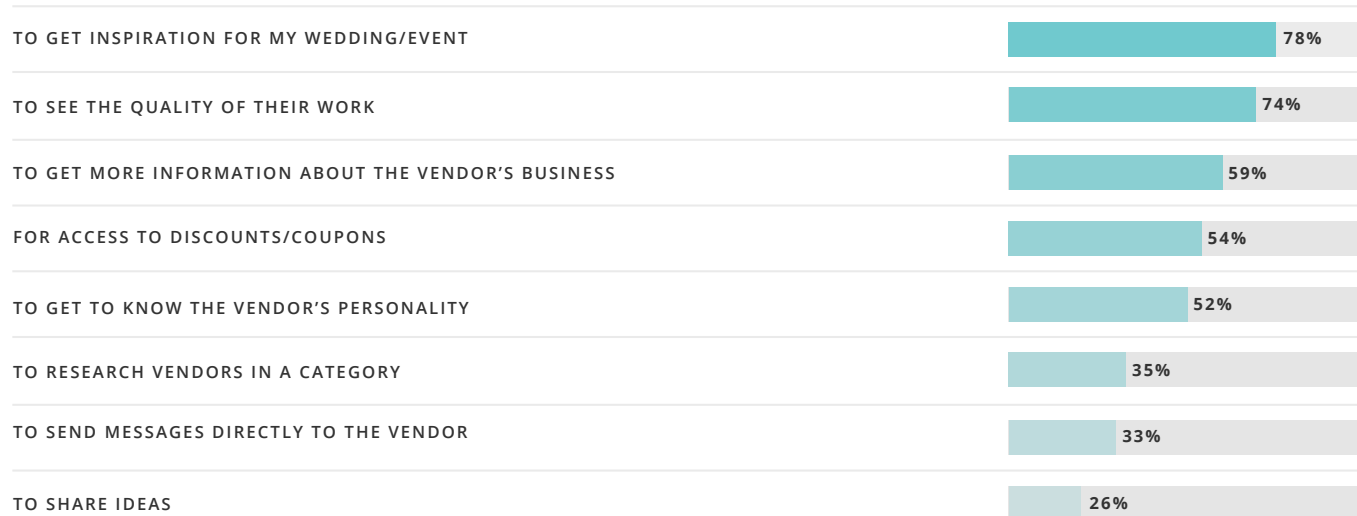


» **Sixty-one percent of couples ‘follow’ or ‘like’ a vendor’s page so that they can keep up with their feed to obtain wedding inspiration and see the quality of their work.**

Remember, if users are taking the time to follow you, this means you have the opportunity to impress, inspire and acquire them as new clients!



### REASONS WHY COUPLES LIKE/FOLLOW A VENDOR ON SOCIAL MEDIA



Source: WeddingWire Social Survey // 2015



*“I went a little instagram crazy when I first got engaged and started following a lot of popular wedding vendors. I love the daily doses of inspiration and it’s keeping the long planning process fun.”*

– Carolyn H., New Jersey



## PRO Tip

### WHAT TYPE OF CONTENT COUPLES WANT TO SEE ON SOCIAL MEDIA:

*Expert advice from WeddingWire EDU Expert Jennifer Reitmeyer, owner of MyDeejay.com*

“Social media provides the perfect opportunity to connect with your clients on a personal level. By sharing content that appeals directly to their tastes and priorities, you’re building credibility and trust. The right mix of content depends on whom you’re trying to reach, as well as your service or product type, but some successful examples include recapping your weddings (be sure to tag other vendors for extra relationship-building credit!), sharing inspirational photos, creating mood boards, offering tips and advice, posting motivational quotes, hosting contests or giveaways, and linking to creative content from other sources. For MyDeejay, I’ve found the ideal content includes a mix of “real wedding” recaps, song suggestions and music planning advice, and photos that capture the fantastic party vibe we create. Curating your content for your audience is one of the best ways to market your business and make the most of your social media presence.”





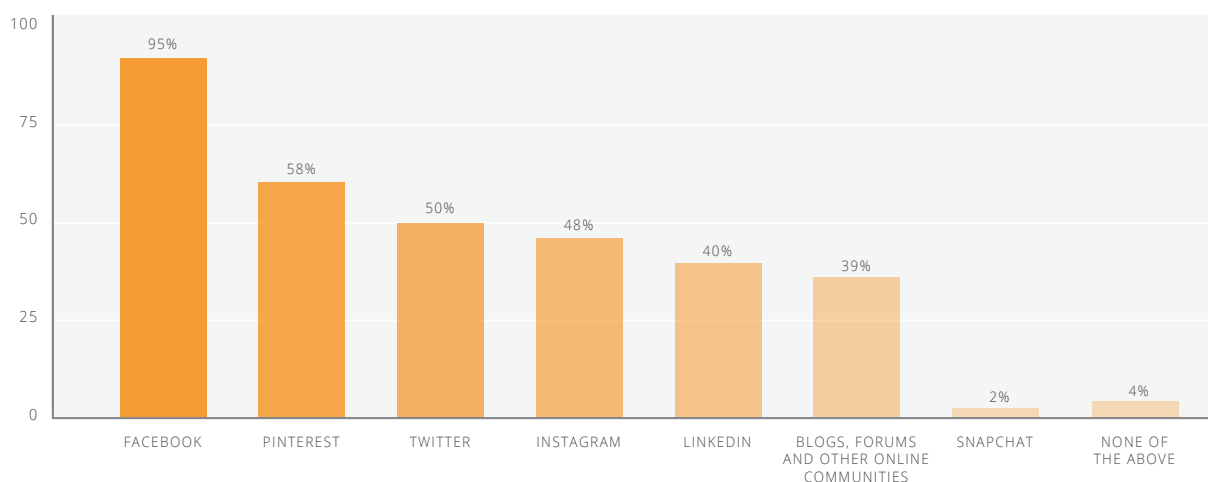
## HOW PROS ARE INVESTING IN SOCIAL MEDIA

### PROS WITH A STRONG SOCIAL PRESENCE HAVE INCREASED VISIBILITY

- It's important to be where your customers are and pros are doing it, with the majority having a presence on social media sites like Facebook and Pinterest.
- Due to the significance of these platforms during the planning process, not having a social presence on these sites could negatively impact your brand's reputation, as **62% of couples say that vendors who are not on social media seem "outdated."**



#### SOCIAL MEDIA SITES USED BY WEDDING PROS TO ATTRACT CLIENTS



Source: WeddingWire Year-End Survey // 2014

- Currently, about 4% of wedding professionals' marketing budget is allocated towards social media. However, as these sites grow in popularity with consumers, businesses plan to invest more. **A recent study suggests that 50% of businesses plan to increase their marketing on Pinterest and 42% on Instagram.**<sup>4</sup>
- Even though most Pros recognize the significance of social media, it's not always easy to keep up with best practices and the changing landscape. In fact, 14% of businesses say 'not understanding online marketing and social media' is a major hardship for their business.



*"Social Media isn't something that existed in your business 7 years ago. It requires time and effort, and making sure it's a small piece of what you do every day is important. If you're at an event or meeting with a client, taking a picture at that moment and sharing it is sometimes easier than sitting down at the end of the day and trying to remember everything along the way."*

**– Sonny G., WeddingWire Co-Founder and Chief Marketing Officer**

External Sources : <sup>1</sup> Pew Research Center, 2014 | <sup>2</sup> GlobalWebIndex, Q1 2015 | <sup>3</sup> BI Intelligence, Q2 2015 | <sup>4</sup> Social Media Examiner, 2014



# HOW WEDDING PROFESSIONALS CAN USE SOCIAL MEDIA TO WORK FOR THEM

## 5 Ways for Pros to Ace their Social Media Presence and Get More Business

# 1

### Find your voice

It's important to determine what you want to accomplish on your social media accounts. Are you looking to build your brand, gain exposure, convert customers? Based on your objective, choose which channels (Instagram, Facebook, etc.) to prioritize, and diversify your content according to your goals.

# 2

### Listen

Social media gives you a direct line to your consumers, so listen to what they're saying. What questions are they asking? What are similar brands posting and talking about? Use this as a way to tailor the conversation and engage more couples.

# 3

### Promote yourself

Instead of flipping through magazines, couples are scrolling through online feeds to find vendors for their big day. This is your chance to stand out and wow potential clients with content that appeals to your audience. Try posting examples of your work, aspirational photos, useful advice and tips, or interesting and funny links.

# 4

### Participate

Remember that the point of social media isn't just posting; it's interacting! Use your accounts to actively engage with prospective clients and other pros to build their trust and loyalty. Working with other pros allows you to expand your reach and audience.

# 5

### Be authentic

Social media allows for a more personal experience and should be a place for your clients to get to know you. Sixty-seven percent of couples say they like when a business owner posts some personal content on their business page. Your customers want to work with people they enjoy being around, so show them a little bit of your personality!

To access past volumes, visit [WedInsights.com](http://WedInsights.com).

