

The Wedding Post

BOUQUETS & BUSTLES

Social Media Plan Proposal

THE TEAM

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CLASS

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SECTION

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GROUP NUMBER

Group #4

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THE WEDDING PLANNER



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MEET THE TEAM



Jake Fitzpatrick

My name is Jake Fitzpatrick, and I am from Virginia Beach, Virginia. I am a senior marketing major, with a concentration in Digital Marketing. On campus, I am a CO-VP of Marketing at the JMU chapter of the American Marketing Association, the Director of Marketing Research & Strategy at Scratchpad, and a member of Mu Kappa Tau Honor Society.

Nan Kerner

My name is Nan Kerner, and I am from Richmond, Virginia. I am a senior Marketing Major, with a concentration in Digital Marketing. I have two summers of internship experience with W.M. Jordan, and one with NewMarket Corporation.



Austin Polhamus

My name is Austin Polhamus. I am a senior Marketing major at James Madison University with a concentration in Digital Marketing, and I am from Ashburn, Virginia. Outside of class, I enjoy working out and spending time with my friends.

Leah Trimble

My name is Leah Trimble, and I am from Virginia Beach, Virginia. I am a senior marketing major with a concentration in digital marketing. Here at JMU I am the Vice President of Membership Experience for Alpha Delta Pi, a member of Mu Kappa Tau Marketing & Sales Honor Society, and a member of the professional sales club.



Lillian Wilson

My name is Lillian Wilson and I am from Richmond, Virginia. I am a senior marketing major with a concentration in Digital Marketing. Post-grad, I am interested in working in the Digital/Social Media Marketing field or in the Sports Marketing field.

Overview

This is our carefully crafted social media marketing plan proposal for your business, Bouquets and Bustles. In this proposal, you will find our ideas and strategies that we feel will help you accomplish your overall business goals. We started this process by doing an audit of your competitors, analyzing and understanding how to best make your brand stand out among the rest. Based on this information we were able to develop target audiences, goals and objectives, and three campaigns that tie all of this together. After these details, you will see our content calendar, budget, and social ROI we created for your business.

Personas



Homecoming Hannah

- 27 year old female
- Grew up in Shenandoah Valley but moved away. She wants to return for her wedding.
- Pinterest & Instagram
- “Collector”- gaining information



Joyful Jenna & Radiant Rachel

- 28 & 30 year old females in LGBTQ+ community
- Facebook, Instagram, Tik Tok
- Conversationalists



Busy Beth

- 34 year old female living in Staunton
- Busy with her job
- Instagram, Facebook, Tik Tok
- Critic



Paid Media Campaign

This campaign is all about producing engaging content throughout her platforms to increase brand awareness and convert leads into clients.



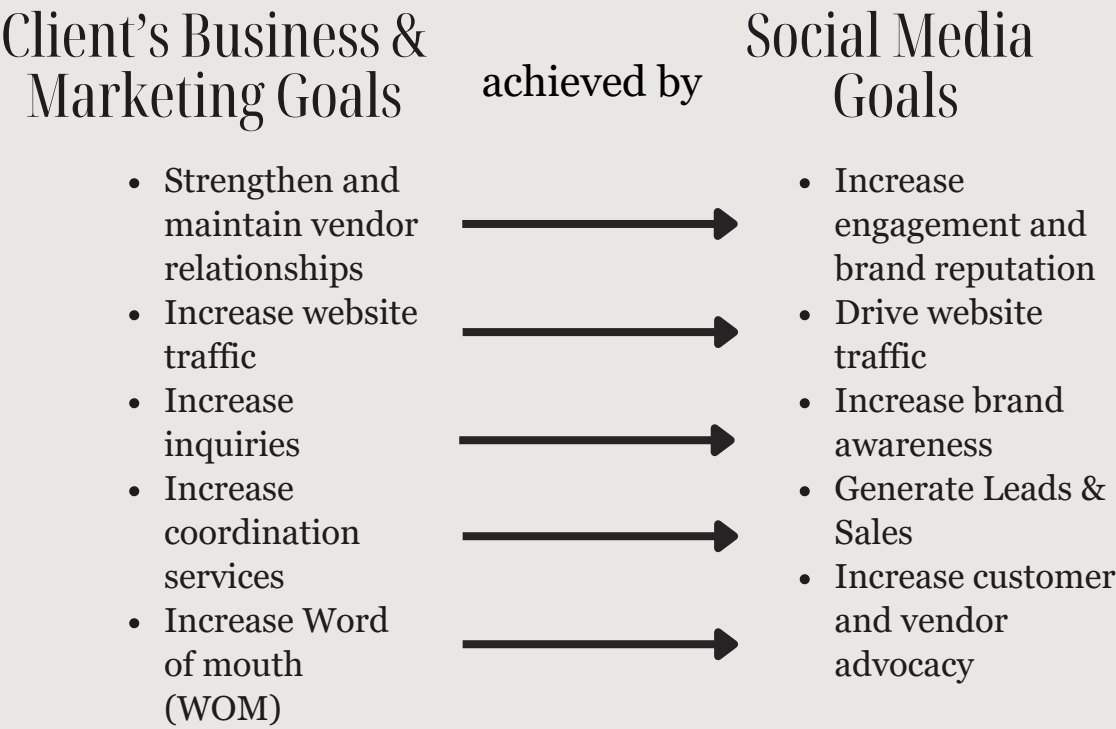
Earned Media Campaign

This campaign is all about building a strong online community by collaborating with others and creating opportunities for clients to get involved in the conversations.



Paid/Owned Media Campaign

Focused on distilling educational and inspirational content to the community and potential clients with hopes to generate engagement with the client's site and strengthen vendor relations.



Each Social Media goal has been strategically crafted to yield the highest results for the client’s business and marketing goals.

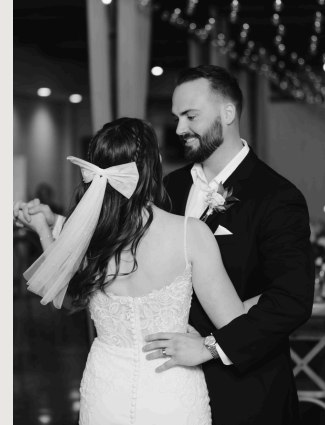
Social Media Objectives

- 1.Increase brand awareness by 20% by Fall 2025 by posting compilation videos and or carousel photos that showcase her work with branded hashtags that will increase inquiries among her target audience.
- 2.Increase leads & sales by 5% by Fall 2025 by posting and promoting content that explains the ins-and-outs of coordination services and the benefits of them in an organic and authentic way to showcase the added value B&B brings to each wedding experience.
- 3.Increase engagement and reputation by 25% by Fall 2024 by having a weekly “vendor spotlight” which highlights the vendors she has used and use the collaboration feature to encourage engagement on social and showcase B&B’s connection.
4. Increase customer and vendor advocacy by 25% by Fall 2025 by creating a branded hashtag along with posting content that fosters an increase in brand reputation and engagement.
- 5.Increase website traffic by 20% by Fall 2025 by creating educational and inspirational content about the services and value B&B offer with “Visit Site” call to action to entice viewers to learn more.

Company Overview

Bouquets and Bustles is a wedding planning service offered in the Shenandoah Valley. She offers services such as wedding coordination which is focused more on the month before the wedding and wedding planning which is full service planning. Her key customers are typically engaged women between the ages of 25 and 34. Bouquets and Bustles takes the stress off of the family and wedding couple to allow them to enjoy their big day. This company is set above the competition through valuing the community over the competition always. She works with the vendors and other wedding planners to create solid relationships throughout the Shenandoah Valley. Increasing her reach and engagement is her biggest challenge. She overthinks what to post to increase her following and build new relationships with people outside of her inner circle.

B&B
BOUQUETS & BUSTLES
B&B



Industry Overview

While the industry's life cycle stage is quantity growth, the mature industry's annual revenue is in the decline stage. Some recent trends in this industry are increasing DIY weddings, financially sound couples opting for high value services, marriage is falling out of fashion, marketing is increasingly important to compete in this industry. The main target customers are those who are between the ages of 25 and 34 who are getting married for the first time and have a larger disposable income that are looking to spend big on a wedding. Changes in technology are allowing for virtual venue tours and eco-conscious wedding planning.

Porter's 5 Forces

Barriers to Entry: Low

- Most planners obtain a certification
- Minimal start up costs
- It is important for planners to differentiate by making strong connections with local vendors
- Low-labor-intensive business

Threat of Competition: High

- There are many options for clients to choose from
- To be competitive in this industry, planners should develop a credible portfolio and maintain strong client relationships to receive positive WOM

Threat of Substitutes: Moderate & Increasing

- Major substitutes are DIY weddings
- To combat this, planners need to diversify their service offerings and promote effectively

Supplier Power: Moderate

- Planners rely on many different types of third party suppliers/vendors which can cause the budget to fluctuate
- There are enough suppliers that planners are able to compare and negotiate prices

Buyer Power: High

- Planners are forced to compete heavily on price and design
- Buyers have many options to pick which service matches their budget and preferences, so planners should be flexible with services

Bouquets & Bustles

Bouquets & Bustles, a wedding planning service based in the Shenandoah Valley of Virginia, has an ever-growing social media presence on Instagram, Facebook, and Pinterest. On Instagram and Facebook, Lauryn showcases her wedding successes and happy clients, while also collaborating with the local vendors and photographers with whom she works. Her Instagram has 732 followers and 123 posts, following the consistent pattern of posting three times per wedding. On Facebook, she has 267 followers, and sees much less engagement on the same content, than she does on her Instagram. Lauryn utilizes Pinterest as more of a planning and visual tool for her clients, with only 6 followers and 10 boards. Across all of her social media platforms, there is room for improvement from this solid start.



Social Channels: Instagram, Facebook, Pinterest

Communication Objective per platform: Instagram - increase interest by 15%, Facebook - increase awareness by 20%, Pinterest - increase consideration by 5%

Followers: *Instagram:* 706, *Facebook:* 262, *Pinterest:* 6

Average ER post: Instagram - 2.93%, Facebook - 2.34%

Content Nature & Topic: Lauryn posts gorgeous wedding collages that highlight the newlywed couple and the details of their special day. She showcases the venue along with other local vendors she worked with to plan the wedding, such as florists and makeup artists. On Instagram and Facebook, B&B posts a variety of images, more specifically wedding slideshows and reviews from clients. On Pinterest, the client creates idea folders for specific events, or the wedding as a whole.

Key Words: Florals, Perfect Day, Full Planning, Just Married

Tactics used:

- Lauryn puts "Bridal Society Certified" within the bio of each platform to boost credibility
- Her follower to following ratio suggests she is actively engaging with her community
- Centers her content around her clients and celebrating their happiest days with visually consistent aesthetic
- Strongly supports local vendors and uses location tags, and vendor tags

Hashtag: None currently used.

Audience Sentiment: Based on Lauryn's posts, her followers share many positive comments mentioning how beautiful the details are, hyping up her content, and also supporting comments from vendors tagged in the posts.

Posting Frequency: Instagram - 3 posts/month, Facebook - 3 posts/month, Pinterest - posts every few months

Strengths: Lauryn posts beautiful pictures that truly capture her wedding coordination skills and how seamlessly she does it. She is able to present her talent of wedding planning with attention to detail, through her social media platforms.

Weaknesses: The client posts the same content on Facebook and Instagram without tailoring it for each platform, yet the Instagram posts consistently receive more likes than the Facebook posts.

Laura Elizabeth Wedding & Design Co.

**Platforms with Communication objectives:**

- *Instagram*: Increase preference and consideration of the newly engaged audience by 10% by the end of 2025 by posting a variety of content formats that promote, entertain, and inspire to use Laura's services.
- *Facebook*: Increase awareness of the newly engaged audience by 15% by the end of 2025 by posting a variety of content formats that promote and inspire to use Laura's services.
- *Pinterest*: Promote inspiration and relaxation during your wedding process by curating stylized and relevant content

Followers:

- *Instagram*: 856
- *Facebook*: 194
- *Pinterest*: 2

Average Engagement Rate:

- *Instagram*: 66.59%
- *Facebook*: 2.56%

Content Nature & Topic:

- Her content shows a lot of the small details that make a wedding unique. She has a strong emphasis on the fine details of wedding planning, such as table settings and invitation cards. She collaborates with a lot of local vendors and partners in the area on weddings all across the East Coast. She primarily focuses on Weddings in Virginia and Shenandoah Valley.

Key Words:

- Shenandoah Valley
- Micro-weddings, Design
- Floral Arrangement

Tactics:

- Laura Elizabeth Weddings found success in the reels they produce to increase engagement and boost visibility. She has a regional focus and frequently tags vendors, photographers, and florists.

Hashtag:

- #weddingplanning
- #shenandoahwedding

Audience Sentiment:

- There is consistent appreciation for her work across all of her social media platforms. The comments are remarks considering her work beautiful, while also highlighting the great job of the photographers and vendors.

Post Frequency:

- *Instagram*: multiple posts per month (from 5 per month to some months of around 12)
- *Facebook*: Very few posts with latest
- *Pinterest*: every few months/years

Strengths:

- Reels are performing very well. Clients are interested in content that showcases trends such as Chateau or Barn weddings. Content that focuses on the small details truly seems to generate greater performance. She seems to have a lot of connections that she partners with often in the industry. Great reach throughout the East Coast, especially Virginia.

Weaknesses:

- Images and carousels tend to be performing at a lower level. Likes, comments, and shares are all decreased in these content styles. Additionally, her personal content seems to be performing at a lower level than her collab posts. She has a hard time getting vendors to interact and partners to comment on her posts.

Boundless Love

**Platforms with Communication objectives:**

- *Instagram:* Increase engagement of the newly engaged audience by 15% by the end of 2025 by posting a variety of content formats that promote and educate viewers to use Boundless Love services.
- *Facebook:* Increase interest and desire of the newly engaged audience by 10% by the end of 2025 by posting a variety of content formats that promote and educate viewers.
- *Pinterest:* Has the goal of bring the client's dream wedding to reality!

Followers:

- *Instagram:* 2,376
- *Facebook:* 444
- *Pinterest:* 172

Average Engagement Rate:

- *Instagram:* 85.51%
- *Facebook:* 0.87%

Content Nature & Topic:

- These are a lot of montages of each wedding. This gives the audience the full effect of what the wedding services are like. Additionally, she provides a variety of educational content efforts, like what to know before dyeing your wedding flowers. Her social content is dominated by images and carousels.

Key Words:

- Bachelorette
- Roses
- Flowers

Tactics:

- Boundless Love utilizes its social media presence well as seen through its followers. The content is varied to resonate with different segments of the audience, and often encourages viewers to share their experiences which boosts personal connection and authenticity of the wedding planner. The platforms highlight the local vendors, photographers, and florists that were used each wedding. She uses Pinterest as inspiration for her clients as she posts her own work.

Hashtag:

- #bridalshoes
- #weddingdogs
- #daddydaughtergoals
- #groomstyles

Audience Sentiment:

- Boundless Love has grown a positive platform with an engaged audience. Jordan, the wedding planner, posts content about herself occasionally to grow the personal connections her viewers have, which as seen, has grown engagement. Many of her posts invite viewers interaction, through asking for comments to share memories.

Post Frequency:

- *Instagram:* Average of 10 posts per month
- *Facebook:* Average of 5 posts per month
- *Pinterest:* Average of once a month

Strengths:

- She has beautiful content to post, her captions are engaging and happy which is important for the wedding industry, and she tags all the necessary people. Her content performs well with a great number of views.

Weaknesses:

- Her engagement rates are low, with some posts having zero likes. She has trouble getting vendors/partners to interact in the comments.

120 Events

**Platforms with Communication objectives:**

- *Instagram:* Increase awareness of the newly engaged audience by 15% by the end of 2025 by posting a variety of content formats that entertain and inspire users to use 120 events services.
- *Tik Tok:* Through Tik Tok, One- Twenty Events has the goal of creating relatable, trendy content that raises awareness for my brand.

Followers:

- *Instagram:* 2,023
- *Tik Tok:* 447

Average Engagement Rate:

- *Instagram:* 0.74%
- *Tik Tok:* 9.38%

Content Nature & Topic:

- A lot of the content is showing the wedding guests having a good time giving the audience an emotional connection. She does a lot of behind the scenes and trendy videos. Weddings seem very fun. Her content has a strong mix of style and intent.

Key Words:

- Venues
- Wedding Party

Tactics:

- 120 Event uses personal and relateable content to build a community around her wedding planning service. She shares moments of clients and focuses her messaging to emphasize the stress free and personalizations that come with her services. She tags vendors, florists, and photographers, as well as the clients to strengthen relationships while promoting herself. She uses hashtags well to increase visibility across all platforms. She also uses her platform to highlight her accomplishments and awards as a wedding planner to boost her credibility.

Hashtag:

- #weddingdesign
- #floraldesign
- #weddingtiktok

Audience Sentiment:

- 120 Events has a very supportive audience who really enjoys the content posted. Across all of her social media platforms, her comments are positive, and praise her work, the vendors, florists, photographers, and other individuals involved with each wedding.

Post Frequency:

- *Instagram:* On average each month has 5 posts
- *Tik Tok:* Usually 5 times per month but hasn't been posting much of late

Strengths:

- Content is very aesthetically pleasing, content is creative, content shows off her brand personality well. Her content has gone viral and is relatable to her industry/audience.

Weaknesses:

- Hasn't been posting consistently, relatively low engagement (on posts where analytics are visible), content is mostly similar. Little to no use of popular trends or sounds.

Strengths

- Strong visual content showcasing her wedding coordinator skills making wedding days seamless
- Has curated Pinterest boards tailored to specific clients to visually guide decisions
- Active engagement with local vendors- increasing expertise
- Utilizes photos that capture key moments and details of the wedding- show execution of all her planning
- Content shows strong understanding of the value of the Shenandoah Valley, with meaningful connections to local vendors.

Weakness

- Posts too infrequently on Instagram, with the last post being a month ago.
- She posts the same content on two platforms, with little content variety on both platforms.
- Her instagram posts get more engagement even though the facebook post is the same content
- Content doesn't show much of her and what she does to make the experience so special
- Content doesn't urge the audience to interact, missing captivating CTAs and engaging captions

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Opportunities

- Personal content which shows Lauren's personality to increase personal connection to the audience
- Content that shows why her services are more beneficial than DIY weddings
- Create collaborative posts with local wedding vendors to gain a wider reach as well as content that showcases vendor's service throughout wedding day
- Use short video formats on Tik Tok and Instagram to increase engagement- ex. weekly video tips for brides
- Sharing content of the entire planning and coordination process from start to finish

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Threats

- Competitors #2 and #3 have over 2,000 followers, expanding their reach and capturing a larger audience
- Competitors are getting more views on their content.
- Competitors share more personal content, creating stronger connections and emotional ties with their audience.
- DIY weddings are gaining popularity, which could pose a threat to planner demand.
- Competitors use a wider variety of content, catering to different audience preferences

S-O Strategy: Use relationships with vendors on social media to collaborate and push out more diverse content.

W-T Strategy: Stay informed on current social topics so that you can refine content and make sure it is appropriate. Look through comments and complaints and come up with polished statements to ease those pain points.

S-T Strategy: She can use her community relationships to give her authentic and credible word of mouth marketing which will put her above competitors who may have more followers.

W-O Strategy: Post more frequently in order to get more engagement.

Start:

- Posting more frequently throughout the month.
- Posting more content that shows the audience more about herself so that they can feel a connection with her.
- Make more diverse types of content such as reels, story poles, behind the scenes content, etc. Each piece of content will incorporate more CTAs and engaging captions to engage the audience.

Stop:

- Stop posting the same content on all platforms (Instagram and Facebook).
- Posting content that all looks the same and not having enticing CTAs and engaging captions doesn't work to engage the audience.
- Stop posting only photos as your content (can add videos and reels).

Continue:

- Continue tagging vendors, florists, photographers, makeup artists, etc. in posts to increase traffic from their followers onto your accounts.
- Continue liking comments on your posts because it shows that you care about your audience.
- Continue to post photos of previous weddings even months after you made the original post for that couple - it shows the diversity of weddings through all seasons, venues, etc.

Social Media Goals and Objectives

Client's Goals	Social Media Goals	Target Market	Social Platforms	SMART Objectives	KPI's
Increase Inquiries	Increase brand awareness	Busy Beth	Instagram TikTok & Facebook	Increase brand awareness by 20% by Fall 2025 by posting compilation videos and or carousel photos that showcase her work with branded hashtags that will increase inquiries among her target audience.	Views, reach, audience growth rate, contact form completions
Increase Coordination Services	Generate Leads & Sales	Busy Beth	Instagram TikTok & Facebook	Increase leads & sales by 5% by Fall 2025 by posting and promoting content that explains the ins-and-outs of coordination services and the benefits of them in an organic and authentic way to showcase the added value B&B brings to each wedding experience.	Conversion rates (Sales and Bookings)
Strengthen Vendor Relationships	Increase engagement & reputation	Home-coming Hannah	Instagram	Increase engagement and reputation by 25% by Fall 2024 by having a weekly "vendor spotlight" which highlights the vendors she has used and use the collaboration feature to encourage engagement on social and showcase B&B's connection.	Engagements on collab posts (likes shares), Vendor comments & referrals, mentions

Social Media Goals and Objectives

Client's Goals	Social Media Goals	Target Market	Social Platforms	SMART Objectives	KPI's
Increase WOM marketing	Increase customer and vendor advocacy	Joyful Jenna & Radiant Rachel	Instagram TikTok & Facebook	Increase customer and vendor advocacy by 25% by Fall 2025 by creating a branded hashtag along with posting content that fosters an increase in brand reputation and engagement.	Comments, tagged posts, reposts, UGC as reviews, recommendations, shares
Increase Website Traffic	Drive website traffic	Homecoming Hannah	Pinterest & Instagram	Increase website traffic by 20% by Fall 2025 by creating educational and inspirational content about the services and value B&B offer with "Visit Site" call to action to entice viewers to learn more.	Click-through rate, page views, unique visitors, conversions from social



Homecoming Hannah

2nd Grade Teacher

Age: 27 years	Location: Richmond, Virginia
Sex: Female	Education: College Graduate
Marital status: Engaged	Occupation: 2nd Grade Teacher

DEMOGRAPHICS

Hannah is a female, 27 years old. She is a 2nd grade teacher who currently lives in Richmond, Virginia. While she loves Richmond, she grew up in the Shenandoah Valley and wants to return for her wedding to be near her family, friends, and childhood memories. She is engaged and has an idea of a traditional Shenandoah wedding.

BEHAVIORS

Hannah performs online research to browse wedding planner websites and socials. Pinterest and Instagram help romanticize and plan her special day. She has also attended her friend’s wedding, where she gained preferences.

SOCIAL MEDIA PLATFORMS USED

Hannah uses Instagram and Pinterest, but also uses Facebook to connect with family and friends and search for wedding planners and ideas. Pinterest is her main form of inspiration.



SOCIAL USAGE & CONTENT PREFERENCES

Active time on social media: Evenings and Weekends - during the weekdays, she is at school teaching.

Content Preference: Instagram lives and reels, wedding blogs, Pinterest pins, ideas and boards.

Topics of Interest: Managing stress, venues, DIY, tips, authentic storytelling, making her special day go smoothly.

Content Pillar: Educational and Inspirational

Persona Type on Social: Collector

PSYCHOGRAPHICS

Hannah loves hanging out with her friends, planning her wedding on Pinterest, and being outside in nature. She loves being a teacher and is positive and excited about her married adventures ahead. She values meaningful connections and experiences over extravagant displays (Lee, 2023). She tends to be more detail-oriented than the average person.

PAIN POINTS & PROBLEMS

Managing all of the planning items in fear is a big issue for Hannah. She worries she will miss some steps to make it the perfect day, she struggles balancing her family’s vision with her and her fiancé’s, and she lacks trust that the vendors and wedding planner will put her before the money.

HANNAH’S FIT WITH B&B’S OFFERINGS

In order for Hannah to have her special day, she wants someone who knows the wedding industry and will understand all of her wants and needs. She is looking for a coordinator who knows vendors and has a timeline that has time and time again worked well for other brides. She also wants someone who knows the area well and loves it as much as she does. Sometimes, Hannah finds herself comparing her wedding vision to others on social media (Lee, 2023); she is looking for someone to validate her hopes and dreams.

Hannah will require full-time wedding planning services. She has kicked off some of the vision planning for her wedding, but is in search of a hands-on coordinator/planner who has access to the greatest vendors and establishments in the Shenandoah Valley wedding industry and has valuable expertise and passion for making a vision come to life.

B&B has the expertise, knowledge, vision, passion, and vendor partnerships to ensure that Hannah’s dream Shenandoah wedding day comes true.



Joyful Jenna & Radiant Rachel

Social Worker & Receptionist

Age: 28 years & 30 years	Location: Charlottesville, Virginia
Sex: Females	Education: College Graduates
Marital status: Engaged	Occupation: Social Worker & Receptionist

DEMOGRAPHICS

Jenna is 28 years old and Rachel is 30 years old. They have a combined income of \$90,000 with both holding a bachelor's degree. They are females and grew up right outside of Charlottesville, Virginia. Jenna is a Social Worker and Rachel is a receptionist. They are engaged and excited to be married.

BEHAVIORS

Jenna and Rachel have spent much time researching LGBTQ+ friendly vendors and venues online. They have attended many LGBTQ+ bridal expos and community events to gain ideas and insight for their big day. They have used social media to join groups who have had beautiful LGBTQ+ weddings. They also love to use pinterest to create digital mood boards with visual inspiration for their wedding.

SOCIAL MEDIA PLATFORMS USED

Jenna and Rachael are active on Facebook, Instagram, and TikTok. For their wedding research, they have mainly been using Facebook and Instagram. TikTok is a great source of inspiration for them.



SOCIAL USAGE & CONTENT PREFERENCES

Active time on social media: After work and on their lunch break, but weekends and evenings are the most active times.

Content Preference: Instagram Reels, short-form TikToks, wedding forums, blogs, Facebook photos.

Topics of Interest: LGBTQ+ couples & weddings, inclusivity, adventure, attention-to-detail with weddings

Content Pillar: Connection

Persona Type on Social: Conversationalists

PSYCHOGRAPHICS

They love hanging out together and going on outdoor adventures. They both are so excited for their wedding and are motivated to find a great wedding planner to make their day worry free. They prioritize feeling welcomed and supported and want that to be the only thing they feel on their wedding day (Lee 2023). They value inclusivity and reputation.

PAIN POINTS & PROBLEMS

Discrimination or an uncomfortable feeling from the vendors or wedding planner are issues that worry both Jenna & Rachel. They are unsure if they are able to manage every detail throughout the whole wedding planning timeline. Additionally, they are having trouble finding a wedding planner with experience with LGBTQ weddings

JENNA & RACHEL'S FIT WITH B&B'S OFFERINGS

Jenna and Rachel want LGBTQ+ friendly vendor recommendations, caterers, photographers, and venues. They also want guidance on inclusive wedding planning and decor ideas as well as resources for crafting personalized ceremonies and vows.

Jenna and Rachel want testimonials and success stories from other LGBTQ+ couples, support from both families, and content that highlights LGBTQ+ traditions and how to weave them into their wedding.

Jenna and Rachel are seeking coordination services. They are searching for a consultant that can assist them in coordinating vendor, photographer, and design planning that is LGBT+ friendly; however, they intend to handle some planning as they have a strong vision they have been building on Pinterest Boards.

B&B prioritizes inclusivity and has an emphasis on giving couples the opportunity to be fully present on their special day, which greatly appeals to the needs of Jenna and Rachel. The coordination package will allow Jenna and Rachel to feel supported and valued while also giving them freedom to plan their own vision (Bhatnagar, 2024).



Busy Beth

Business Analyst

Age: 34 years	Location: Staunton, Virginia
Sex: Female	Education: MBA Graduate
Marital status: Engaged	Occupation: Business Analyst

DEMOGRAPHICS

Beth is a 30 -year-old woman who is engaged, with a master’s degree making around \$90,000 a year. She lives in Staunton, Virginia and works as a Business Analyst for an insurance agency.

BEHAVIORS

Beth has just been proposed to three months ago and is already looking for a wedding planner to take some stress away. Her wedding is 1.5 years away. She has been dreaming about this day her whole life and needs help to streamline the entire process to make sure she doesn't miss a step. She has started to look for inspiration on socials, but has not gotten far due to her busy schedule

SOCIAL MEDIA PLATFORMS USED

Beth uses Instagram and TikTok to search for wedding-related content and inspiration. She also utilizes Facebook and LinkedIn to stay connected personally and professionally.



SOCIAL USAGE & CONTENT PREFERENCES

Active time on social media: She is mostly active right when she wakes up in the morning and then late evenings after work. She is most active on the weekends.

Content Preference: Instagram Reels, Carousels, Short-form TikToks.

Topics of Interest: Wedding tips, wedding day checklists, wedding-day content, customer testimonials, behind the scenes content

Content Pillar: Educational and Promotional

Persona Type on Social: Critic

PSYCHOGRAPHICS

Beth loves quality time with her partner and family. She enjoys her job and the feel of being successful. She is very organized and is often packing her day with work, networking lunches or dinners, as well as fitness classes. She is interested in growing her career. She believes in efficiency and prioritizes time management. While she is busy, she values free-time and relaxation.

PAIN POINTS & PROBLEMS

Beth is worried that handling the wedding herself will end with it not being the day she had imagined. She is juggling a demanding job and an entire wedding that needs to be planned; she doesn't want to miss the details. Additionally, she is unaware of the options for wedding planners and vendors out on the market today, making her information search daunting.

BETH’S FIT WITH B&B’S OFFERINGS

Beth needs a focused and organized wedding planner who can handle the logistics, vendor coordination and the timeline of the wedding decisions as well as wedding day management. Beth has such a busy work schedule that consumes her life, so she needs peace of mind and someone to manage the wedding to reduce her stress. She wants to enjoy the wedding process without it adding to her stress from work. Additionally, she is looking for digital efficiencies throughout her wedding planning process (Bhatnagar, 2024).

Busy Beth will require full wedding planning services due to her busy schedule and worries of an insufficient wedding; however, Beth still wants to keep her vision for the wedding intact, as she goes through extensive information search by asking for testimonials.

B&B has the opportunity to satisfy Beth’s need through their commitment to creating a dream wedding while ensuring a seamless timeline and efficiently managing vendors. This allows Beth to focus on other aspects of her life with the knowledge that her wedding is in good hands.

Facebook:

With more than three billion monthly active users, Facebook is still the most popular social media network worldwide, despite its decline in users (Hootsuite) (Statista). Furthermore, 91% of businesses have a presence on Facebook, so being on Facebook is crucial for success on social media (Hootsuite). On Facebook the goal is to establish connections with families and clients by targeting the Joyful Jenna & Radiant Rachael and the Busy Beth segments. These segments were chosen because the largest age demographic on Facebook is millennials, and the largest gender demographic is females (Insider Intelligence). To grow the Bouquets and Bustles Facebook account, it is recommended that various content formats are used, including photos, reels, video, resharing blog posts, events, groups paid ads. The ways these formats will be used are to use Facebook Groups to connect old and new clients, use Facebook Groups to help old clients sell their wedding items to new clients, use paid ads with CTA's to increase website traffic and gain new inquiries, use videos that share the vendor's work throughout the entire wedding, showcase photos of families at weddings, and reshare blog posts that provide wedding tips for families and clients.

**Instagram:**

Instagram has two billion monthly users and is only growing, which makes Instagram one of the best tools for promoting your business (Statista). On Instagram, the goal is to build a strong and interactive community of vendors and clients by targeting all three of our target personas: Homecoming Hannah, Joyful Jenna & Radiant Rachel, and Busy Beth. Similarly to Facebook, the largest age demographic on Instagram is millennials and the largest gender demographic is females (Insider Intelligence). To grow this account, the content formats that are recommended are single photo, reels, carousels, stories, polls, and Q&A's. The goal is to use Instagram to do collaborative posts with local vendors and other wedding coordinators to promote the brand to followers of other account while also promoting the companies in which clients can use their services, post behind the scenes content that showcases how all of the vendors and companies come together for work and how they complete the wedding, use engaging CTA's and captions to increase website visits and interest form completions on her site, do collaborative posts with local vendors for a giveaway to provide gift cards for client services for one lucky bride and groom, post stories with the option for followers to submit questions about the wedding planning process, etc. and then post the answers, and host live webinars held through the Instagram Live feature that showcase educational and inspirational content.





**Pinterest:**

Although Pinterest doesn't have the user base that social media platforms like Facebook and Instagram have, Pinterest can be an effective tool to reach your target audience. Pinterest trends take off 20% faster than other platforms and remain popular for 21% longer. Furthermore, 8/10 users say that Pinterest make them feel "positive". So, on Pinterest trends are going to be longer and people are going to be in a good mood, making them more receptive to advertising efforts. On Pinterest, the goal is to share and promote educational and inspirational content that encourages brand engagement by targeting the Homecoming Hannah segment. As is with Facebook and Instagram, the largest age demographic is millennials and is highly female-dominant (Insider Intelligence). To enhance Bouquets & Bustles presence on TikTok, it is recommended that organic boards, organic pins, and paid/promoted pins are used. This can be done by using a business account on Pinterest to connect website and track user behavior to increase site traffic, paying to promote pins that increase website traffic and engagement, utilizing rich pins that sync information from website to the pin on Pinterest, using keywords to increase SEO to further connect the target audiences to the website, and posting consistently and creating boards specific for clients during their planning process as well as inspiration boards for future clients.

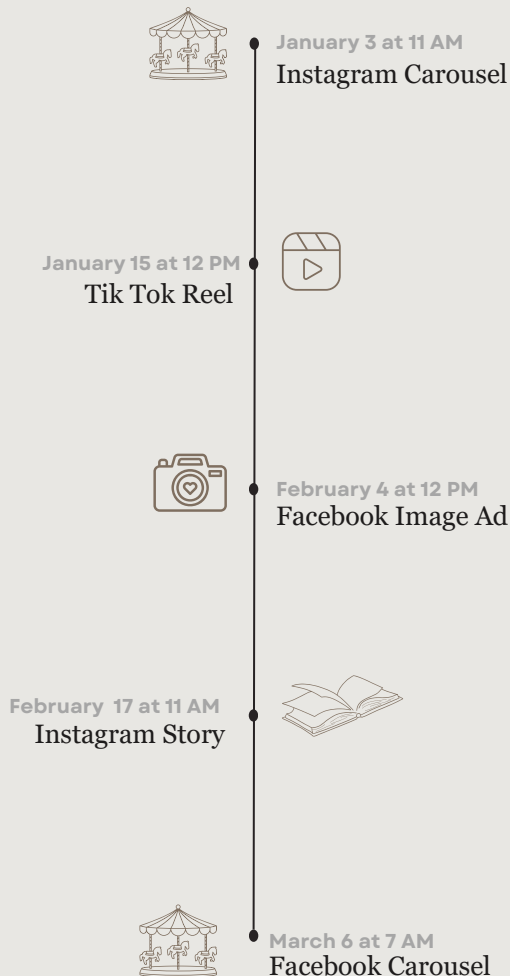
TikTok:

TikTok is a platform that currently isn't used by Bouquets & Bustles but provides a great opportunity to grow the brand. With 1.5 billion monthly active users, there is a large base of people that could be reached on the platform (Statista). TikTok is a great platform to create content that shows off brand personality and humor. One of the things that makes TikTok a great platform to use is that its engagement rate is 2.65%, which is far more than any other social media platform (Social Insider). On TikTok, the goal is to foster audience interactions through authentic and engaging content by targeting the Joyful Jenna & Radiant Rachel and Busy Beth segments. These segments were chosen because TikTok is most popular among the millennial age group (Statista). The content formats that are recommended for TikTok are short-format videos (15-60 seconds) long-format videos (up to 10 minutes), lives, and carousels. These formats will be used to post compilation videos showing how the day of wedding progresses, post photo carousels of the venues, table settings, flower arrangements, etc. of the weddings, post stories that ask for answers from her followers and repost the best responses, and use hashtags to increase video views and rank highly when those hashtags are searched.



Social Platform	Mission Statement/ Communication Objective for the Platform
Facebook 	<p>Mission Statement: Establish connections with families and clients to reach millennial females through sharing diverse content formats such as photos, carousels, videos and paid ads with a supportive tone that shed awareness on wedding tips and inspiration to connect previous clients and vendors in a way that promotes inquiries, inspires bookings, and generates customer advocacy.</p> <p>Communication Objective: Increase interest of the newly engaged female audience by 15% by posting entertaining and inspiring wedding tips and content with the vendor's she has worked with.</p>
Instagram 	<p>Mission Statement: Build a strong and interactive community of vendors and clients through sharing inspirational, promotional, and educational reels, images, lives, and carousels with an approachable tone highlighting the value of B&B's services and Lauryn's connections to local vendors and partners.</p> <p>Communication Objective: Increase awareness of wedding coordination services to the audience of newly engaged couples by 20% by posting a variety of inspiring and educational content that give an insider look into what Lauryn can provide.</p>
Pinterest 	<p>Mission Statement: Share and promote educational and inspirational content, such as promoted pins and ideas, with an empowering tone to millennial females that have a strong creative vision in a way that drives web traffic and brand consideration.</p> <p>Communication Objective: Increase consideration by 5%, reaching the engaged female audience by posting inspiring and educational wedding photos and tips to entice the audience into choosing Lauryn's services.</p>
TikTok 	<p>Mission Statement: Foster audience interactions from bride-to-be's searching for entertaining and inspirational content through generating authentic and engaging content short and long form videos with a caring tone that highlight the ins-and-outs of wedding planning, ultimately with the goal of generating positive WOM, awareness, and leads.</p> <p>Communication Objective: Increase engagements on posts by 10% through targeting soon-to-be brides by sharing entertaining and educational content that provides viewers with a behind-the-scenes look into B&B's coordination and planning efforts.</p>

Paid Media Campaign



Campaign Description:

This campaign is all about producing engaging content throughout her platforms to increase brand awareness and convert leads into clients. It will use beautiful images of past weddings, wedding tips for budgeting and planning, and use Tik Tok and Instagram to be a window into the benefits Lauryn adds to a wedding experience.

Client Goals: Increase inquiries and increase wedding coordination services

Social Media Objectives:

Objective: Increase brand awareness by 20% by Fall 2025 by posting compilation videos and or carousel photos that showcase her work with hashtags that will increase inquiries among her target audience.

Objective: Increase leads & sales by 5% by Fall 2025 by posting and promoting content that explains the ins-and-outs of coordination services and the benefits of them in an organic and authentic way to showcase the added value B&B brings to each wedding experience.

Target Audience: Busy Beth (30-year-old woman, living in Charlottesville, Virginia with a time-consuming career. She needs help planning her wedding due to her busy schedule.

Stage of Buyer's Journey: Awareness stage of buyer's journey with a promotion pillar.

Campaign Dates: 12 weeks long: January 3- March 26, 2025

Campaign Inspiration: Growth of brand awareness & conversions

Campaign Message: The wedding of your dreams should be stress-free and a lifelong memory

Tone of Voice: Approachable

Hashtags: #ExploreYourDreamWedding, #ClickToPlan, #FindYourWeddingPlanner, #LetsplanTogether

How to make the audience care: We will make the audience care by showing that with her planning services their wedding planning can be easy, organized, and a memorable process instead of a frustrating one. We will make them care about the small aspects of weddings that are easily looked over but can make the day unique and special specific to the couple.

Resources Required: Past wedding content, the wedding planner's time to make videos to give tips

People/ Orgs Needed: Previous clients and vendors/partners, for their approval of use of content

Estimated Cost: \$1,800 total

Social Metrics (KPIs) to use: Views, reach, audience growth rate, contact form completions, and Conversion rates (Sales and Bookings)

Appeal: Need

Caption

Transform your wedding day into the dream event it deserves to be—without the stress. Swipe to see unique trends to make your day be remembered!

Comment a trend you want to see in 2025

Weddings!

#WeddingCoordination #WeddingPlanning

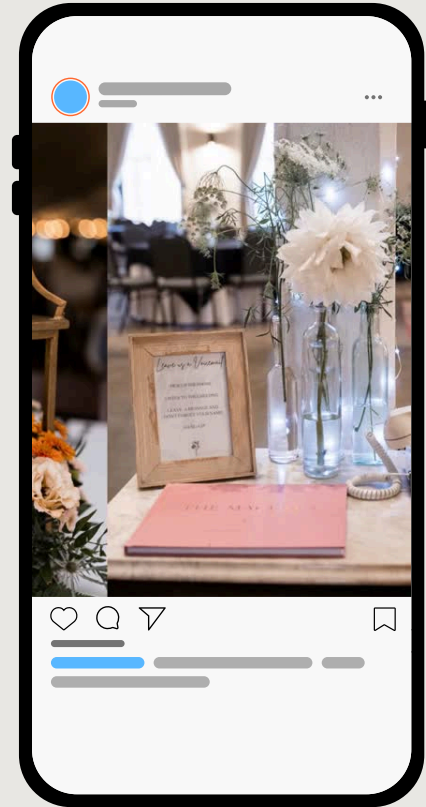
#YourWeddingDayOurPriority

Instagram Carousel

To be posted January 3rd at 11:00 AM

Intention: Intention of the post is to increase brand awareness and future leads through the use of hashtags and content showcasing her past work. The CTA “Comment a trend you want to see in 2025 Weddings?” would aim to increase engagement and relationship with her audience

Cross Promote: Use this same content as a Tik Tok slideshow post



Alt Text: Flower table arrangement, decorated table, artist painting, cake, wedding ceremony



Caption

“Let’s bring your vision to life! Watch the whole wedding day process and visit www.bouquetsandbustles.com to start planning with us!”

Tik Tok Reel

To be posted January 15th at 12:00 PM

Intention: The intention of the post is to increase engagement by prompting the viewers to visit the B&B website to “start planning.”

This reel would be entertaining and create inspiration to newly engaged people to hire a wedding planner to cut the stress and enjoy the day!

Alt Text: Wedding dress, bride getting makeup done, buttoning wedding dress, man putting on suit, mother and bride, wedding planners, wedding ceremony, wedding reception, photo booth

Caption

“Make your Dream Wedding a Reality! The Bouquets & Bustles team is here to guide you every step of the way to take the stress off of your busy schedule.”

Facebook In-Feed Ad

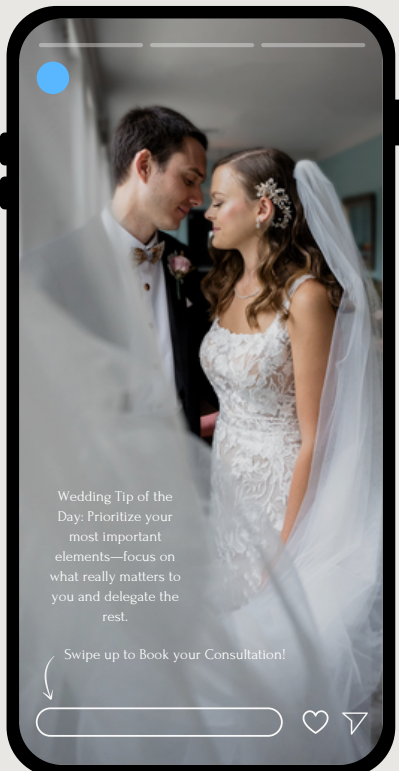
To be posted February 4th at 12:00 PM:

Intention: This ad would be based on facebook to increase brand awareness and focus on gaining new leads. The CTA would be a button on the ad saying “Click to Learn More About Joining our Community of Happy Couples!”

Cross Promote: Use this same content as an in-feed Instagram Ad



Alt Text: Bride and groom dancing on dance floor



Alt Text: Bride and groom looking at each other with veil covering screen

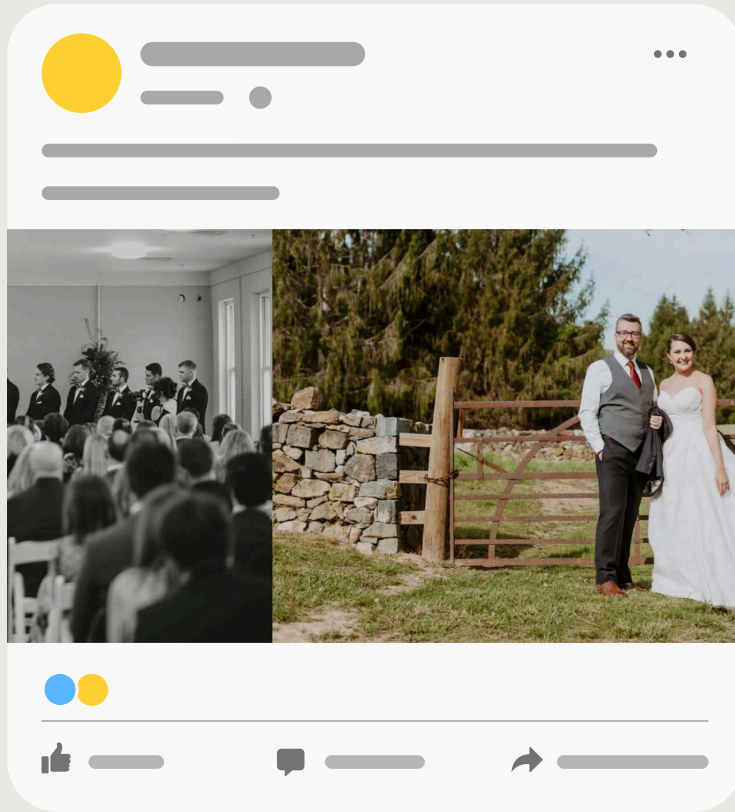
Written Content

Wedding Tip of the Day: Prioritize your most important elements- focus on what really matters to you and delegate the rest. Swipe up to book your consultation!

Instagram Story

To be posted February 17th at 11:00 AM:

Intention: This story post would have the intention to increase brand awareness and position Lauryn as the expert. The CTA saying “Swipe up to book your consultation,” would promote coordination services to increase new clients.



Caption

“We’d love to hear from all our happy couples! Share your favorite wedding day memories in the comments below. Ready to make your own wedding day a success? Visit our website to learn more!

Alt Text: Outdoor wedding ceremony, indoor wedding ceremony, bride and groom, bride and groom sitting on couch,

Written Content

First slide: "I vow to fiercely love you in all your forms, now and forever. I promise to never forget that this is a once-in-a-lifetime love." Quote By: "The Vow"

Your wedding day is one you dream about. A quote about love will enhance the meaning behind the following photos showcasing past wedding successes.

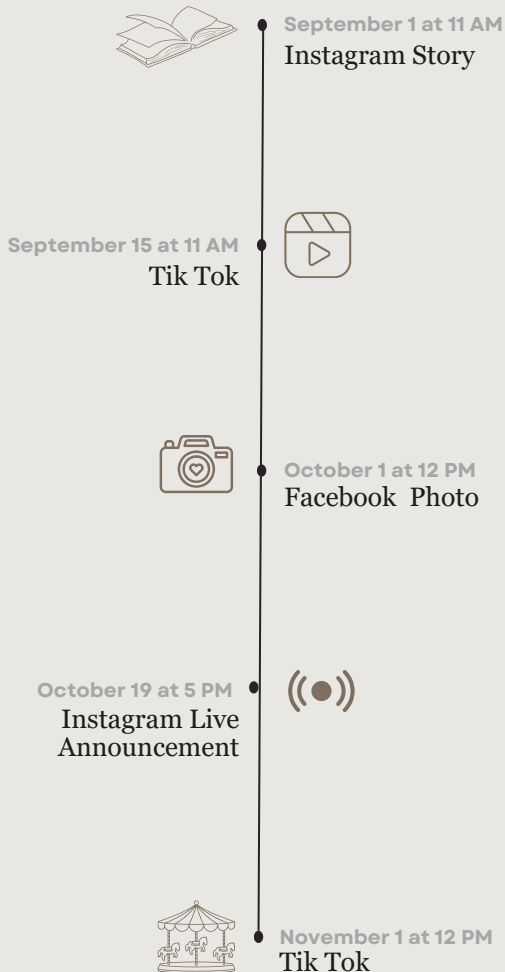
Facebook Carousel

To be posted March 6th at 7:00 AM

Intention: This post would have the objective to build brand reputation and increase awareness of Bouquets & Bustles for newly engaged couples to learn more about their planning services. The CTA of this post would be “Visit our website to find out how to make your wedding a success as well!”

Cross Promote: Use this same content as an Instagram carousel

Earned Media Campaign



Campaign Description:

This campaign is all about building a strong online community of loyal customers and vendors by collaborating with others and creating opportunities for clients to get involved in the conversations. Some visuals will include reels of the vendor's services throughout the wedding and using story features to get the audience to interact.

Client Goals: Increase word of mouth marketing

Social Media Objectives:

Objective: Increase customer and vendor advocacy by 25% by Fall 2025 by creating a branded hashtag along with posting content that encourages customers to share testimonials and responses.

Target Audience: Joyful Jenna and Radiant Rachel are a 28- and 30-year-old couple who live outside of Charlottesville. They are looking to plan a wedding which has LGBTQ+ friendly vendors. They use platforms such as Facebook, Instagram, and Tik Tok, and they are conversationalists on these platforms.

Stage of Buyer's Journey: Advocacy & loyalty stages of the buyer's journey with inspiration and promotion pillar.

Campaign Dates: 12 weeks long: September 1st- November 30th, 2025

Campaign Inspiration: Community building

Campaign Message: Coming together to make a dream a reality

Tone of Voice: Conversational and friendly

Hashtags: #IDoCrew, #CommunityOfLove, #VendorSpotlight, #PlanTogether, #shareyourstory

How to make the audience care: We will make the audience care by showing them all of the incredible vendors that could be used for their wedding along with sharing previous client testimonials to get potential clients intrigued.

Resources Required: Content from previous weddings and testimonials from previous weddings.

People/ Orgs Needed: All vendors that Lauryn uses, the audience's participation

Estimated Cost: No costs because we are creating owned media with the goal of getting earned media. It is more time intensive than it is costly.

Social Metrics (KPIs) to use: Comments, tagged posts, reposts, UGC as reviews, recommendations, shares

Appeal: Social

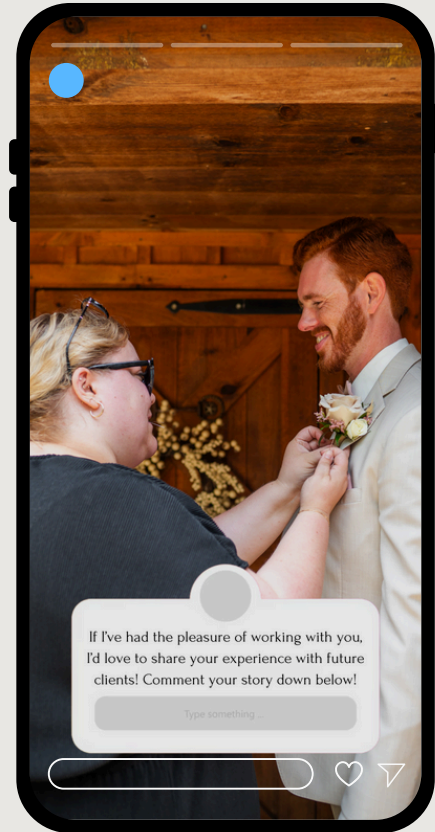
Comment Box

“If I’ve had the pleasure of working with you, I’d love to share your experience with future clients! Comment your story down below!”

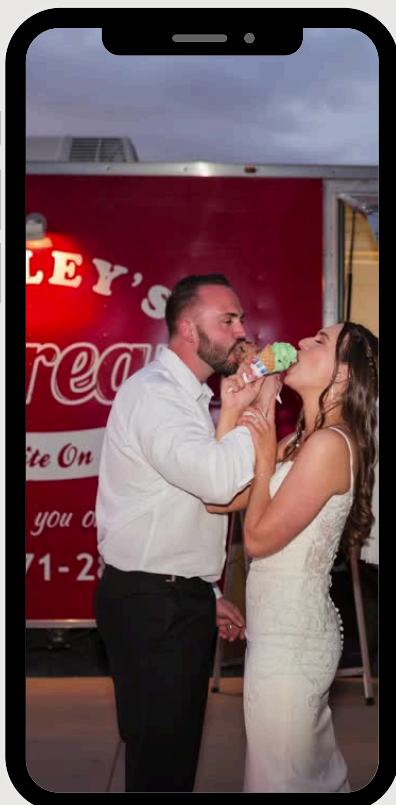
Instagram Story

To be posted September 1st at 11:00 AM:

Intention: We want the audience to interact with the post by commenting which will then allow us to repost those comments to give future clients a credible source to hear from.



Alt Text: Wedding planner putting boutonniere on groom



Alt Text: Video of wedding party eating ice cream from ice cream food truck

Caption

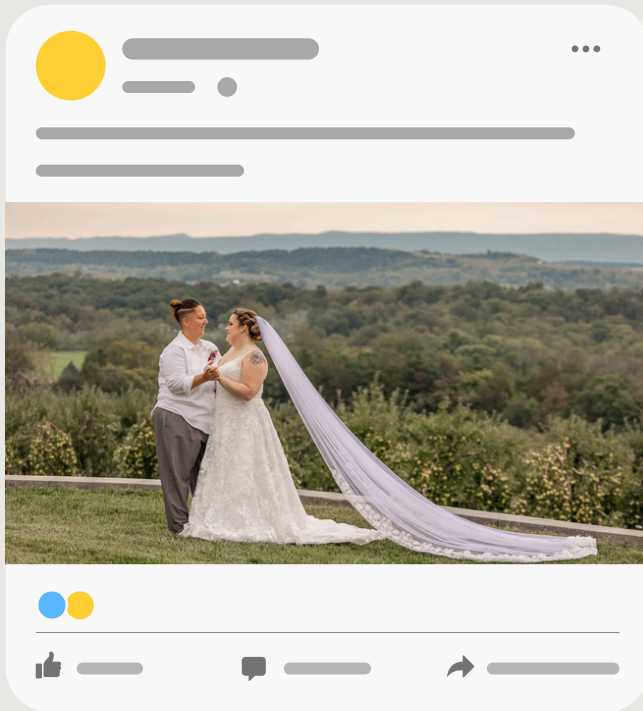
“Our definition of rich: a treat from @smileysicecream! Here is just one vendor that shaped this wedding. Share your favorite vendor story with us with the hashtag #ShareTheLove!”

Vendor Tik Tok

To be posted September 15th at 11:00 AM:

Intention: We want to show appreciation for vendors while also getting past and potential clients conversing in the comments and talking about their favorite vendors.

Cross Promote: Use this same content as a Instagram Reel



Alt Text: Two partners getting married with mountains in the background

Caption

“Share the love and join my new Facebook group with the link below! I recommend previous clients use this to sell their old wedding items to new and existing clients! #ShareTheLove”

Facebook Photo

To be posted October 1st at 12:00 PM:

Intention: The previous clients will likely get to talking with new clients when selling their items which would give Lauryn word of mouth marketing.

Instagram Live Announcement

To be posted October 19th at 5:00 PM:

Intention: By getting Lauryn and some of her previous clients together for a Q&A, potential clients will be intrigued to join and hear from credible sources. We want the audience to interact and ask questions in the comments so that they all can have a conversation.

Cross Promote: Use this same content on Instagram



Alt Text: Wedding planner and wedding party doing a cheers with their drinks



Alt Text: Video with brides and grooms
with text overlay

Caption

“Here’s some quick tips on how to rid those wedding scares! Comment down below anything you were worried about before the planning process, and how we eased those worries. Don’t forget to use the hashtag #ShareTheLove”

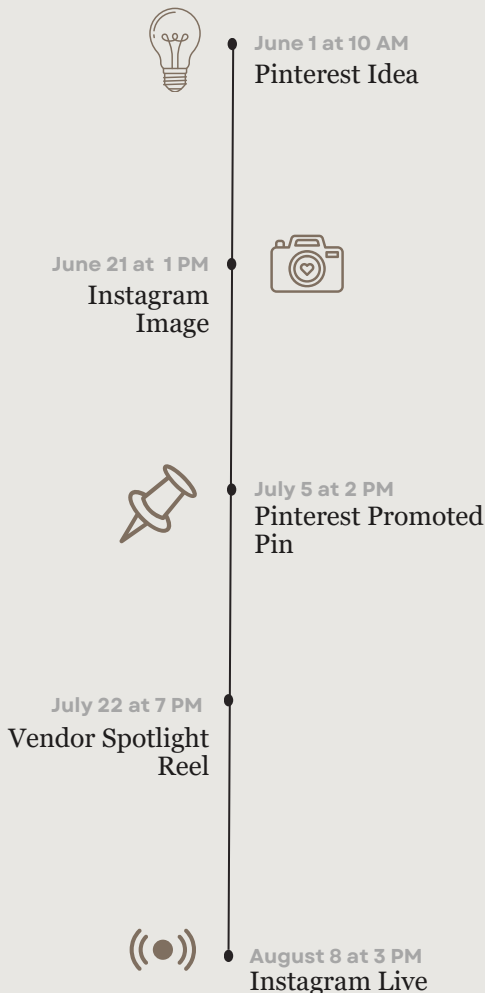
Tik Tok

To be posted November 1st at
12:00 PM:

Intention: We want the audience to relate to the post as it is likely things that they have or are worrying about, and feel like Lauryn could ease these worries because of the comments.

Cross Promote: Use this same content as an
Instagram Reel

Paid/Owned Media Campaign



Campaign Description:

This campaign focuses on using Pinterest and Instagram to share educational and inspirational wedding content, driving site visits and strengthening the vendor community. Pinterest will feature niche mood boards and promoted pins, while Instagram will host live webinars to showcase expertise. Visuals will include wedding elements like attire, table designs, and floral arrangements, with livestreams enhanced by presentations or tangible items.

Client Goals: Increase site traffic and strengthen vendor relationships

Social Media Objectives:

Objective: Increase website traffic by 20% by Fall 2025 by creating educational and inspirational content about the services and value B&B offer with "Visit Site" call to action to entice viewers to learn more.

Objective: Increase engagement and reputation by 25% by Fall 2024 by having a weekly "vendor spotlight" which highlights the vendors she has used and use the collaboration feature to encourage engagement on social and showcase B&B's connection.

Target Audience: Homecoming Hannah- Hannah is a detail-focused bride who loves Pinterest, Instagram, and authentic wedding inspiration. She's seeking a planner who knows the Shenandoah Valley, can manage every detail, and bring her creative vision to life while ensuring a smooth and meaningful celebration.

Stage of Buyer's Journey: Consideration & preference

Campaign Dates: 12 weeks June 1st - August 25th, 2025

Campaign Inspiration: Increasing engagement, reputation and driving site traffic

Campaign Message: From 'Yes' to 'I Do,' we handle every detail with care and expertise, so you can savor the journey.

Tone of Voice: Supportive and Empowering

Hashtags: #FromYestoIDo, #SavortheJourney, #Everydetailmatters, #WeddingTips, #TailoredtoYou, #YourPerfectDay

How to make the audience care: By sharing inspirational content that has an emotional connection with the audience, emphasizing that their special day should be planned with care and represent all they imagine. Additionally, the audience will be intrigued as we will provide valuable tips and insights about wedding planning, positioning B&B as a trusted advisor who genuinely cares about the audiences' journey and the community.

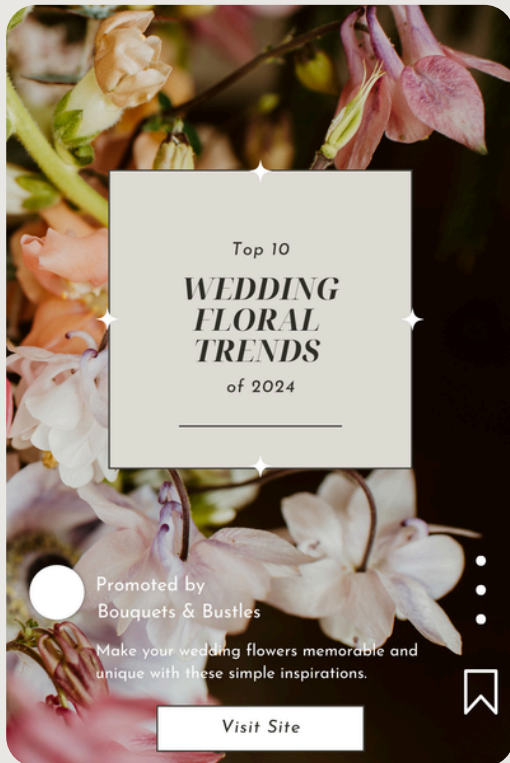
Resources Required: Content from previous weddings, creation of infographics, wedding tips and insights (knowledge), mood boards, knowledge of wedding microtrends and niches, and tangible offerings such as a presentation or florals.

People/ Orgs Needed: Approval of use of content from previous clients and vendors/partners

Estimated Cost: \$800 total

Social Metrics (KPIs) to use: Applause metrics on live streams (hearts, favorites, comments), unique visitors and traffic sources, CTR, vendor referrals, engagements on collab posts

Appeal: Psychological & Need



Alt Text: Floral arrangement with text box overlay

Caption

“Make your wedding flowers memorable and unique with these simple inspirations”

Pinterest Idea

To be posted June 1st at 10 AM

Intention: We want the target audience to feel educated and inspired. Additionally, the goal is to position B&B as a trusted advisor with the knowledge and care to bring a client’s vision to life

Caption

“Join live for the Wedding Planning 101 Webinar August 9th at 3PM! Get your questions answered and learn valuable tips! #FromYestoIDo”

Instagram Image

To be posted June 21st at 1 PM

Intention: To generate awareness and interest for the session with Lauryn. The desired action is for users to mark their calendars and attend the session. This post will stay pinned on the profile and the client will repost on feed and in-stories ahead of the event.

Cross Promote: Use this same content as a Facebook Post



Alt Text: Photo of wedding planner sitting with venue in background text on top

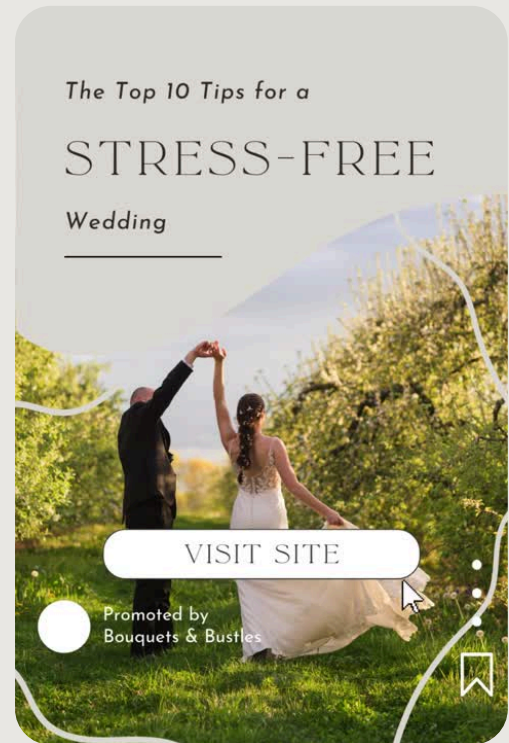
Caption

“Make your special day relaxing and memorable with these 10 tips.”

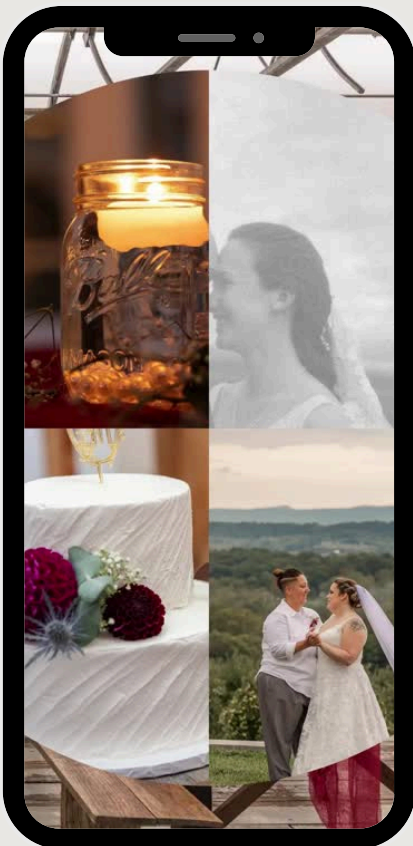
Pinterest Promoted Pin

To be posted July 5th at 2 PM

Intention: To distill knowledge to pinterest users and prospective clients in a way that provides support. The desired action is that users will visit B&B Pinterest Page or their website to learn more.



Alt Text: Bride and groom dancing in a field with text overlay



Alt Text: Video of different elements of wedding such as flowers, cake, bride, and groom

Vendor Instagram Reel

To be posted July 22 at 7 PM

Intention: To strengthen her vendor community by highlighting a key partner. Additionally, to showcase her knowledge and connections with local vendors to consumers.

Cross Promote: Use this same content as an Tik Tok Reel

Caption

“Discover the elegance of @showaltersorchardandgreenhouse where every detail sets the perfect stage for your big day. Let’s make your wedding unforgettable in this stunning location.
#FromYestoIDo

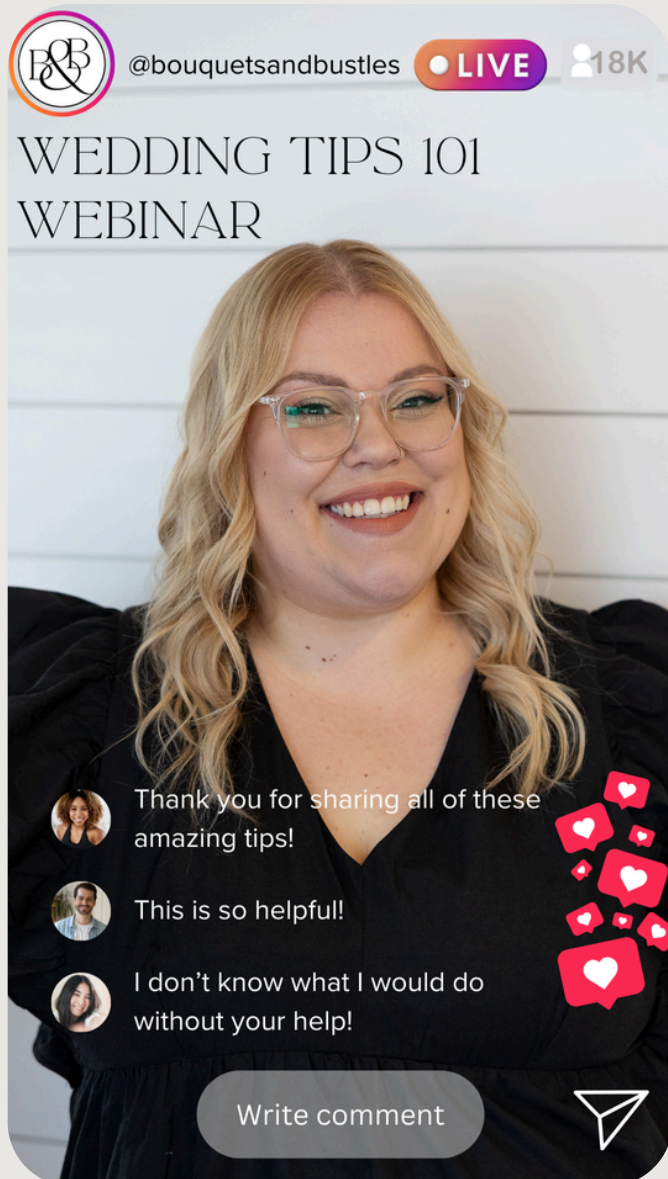
Webinar Content

Reinforce the slogan and hashtag “Every Detail Matters”, showcase tangible offerings such as invitations to inspire, and share educational tips to increase reputation.

Instagram Live Webinar

To be held August 8 at 3 PM

Intention: To showcase the value, support, and expertise that B&B brings to wedding planning services. Additionally, this deliverable reinforces the messaging theme that B&B is with you every step of the way and is a supportive partner in your wedding journey. The desired action is to generate site traffic and increased inquiry form fill-outs. These webinar sessions can extend by hosting sessions with local vendors and partners to strengthen vendor relationships.



Alt Text: Photo of wedding planner smiling



Alt Text: Photo of wedding reception table set up

Caption

What's your favorite wedding theme? Let me hear it down below!

Instagram Photo

To be posted January 28th at 3:00 PM:

Intention: To inspire the target audience. The goal is to provide help to couples who then may be interested in B&B's services.

Cross Promote: Use this same content as a Facebook post

Caption

Want to make sure your wedding day is as stress-free as possible? Here's some tips for ya!

Facebook Photo

To be posted March 11th at 3:00 PM:

Intention: To educate the target audience. The goal is to help couples who are having trouble planning and get them to follow because of the value provided.



Alt Text: Bride and groom standing at the altar



Alt Text: Close up photo of flower arrangement

Caption

Your wedding vendors are essential to having a great wedding day. Learn how to best work with them!

Instagram Photo

To be posted April 8th at 3:00 PM:

Intention: To educate the target audience. The goal is to Lauryn as a thought leader because of her network of vendors.

Caption

Just because others have made mistakes for their wedding doesn't mean you have to. Check out some of the most common mistakes that couples make!

Facebook Photo

To be posted April 24th at 3:00 PM:

Intention: To educate the target audience. The goal is to show the value of wedding planning and coordinating services and get more clients.

Cross Promote: Use this same content as an Instagram Post



Alt Text: Groomsman putting on helmet



Alt Text: Bride and bridesmaids standing with flower arrangements

Caption

There are rules to bridal parties! Make sure you don't break them!

Instagram Photo

To be posted May 5th at 3:00 PM:

Intention: To inspire the target audience. The goal is to provide useful tips for bridal parties and generate WOM.

Cross Promote: Use this same content as a Facebook Post

Caption

Want to find your perfect look for your (hopefully) perfect day? Look no further!

Facebook Photo

To be posted May 29th at 3:00 PM:

Intention: To inspire the target audience. The goal is to help brides shop for dresses and gain more followers because of the value provided.



Alt Text: Bride smiling in front of mirror



Wedding Trends That Never go Out of Style

1. Romantic Floral Arrangements
2. Personalized Vows
3. Wedding Toasts and Speeches

Alt Text: Wedding party standing at altar

Caption

What's your favorite wedding trend? Drop your answer in the comments!

Instagram Photo

To be posted August 24th at 3:00 PM:

Intention: To inspire the target audience. The goal is to provide help to couples who then may be interested in B&B's services.

Cross Promote: Use this same content as a Pinterest Post

Caption

Bad weather doesn't have to ruin your special day. Here's some tips to ensure your day still goes smoothly!

Facebook Photo

To be posted November 23rd at 3:00 PM:

Intention: To educate the target audience. The goal is to provide help to couples who haven't thought about or don't know how to account for bad weather on their wedding day.



Handling Unpredictable Weather

1. Have a Backup Plan
2. Prepare for Rain
3. Consider the Temperature

Alt Text: Wedding altar arrangement



Alt Text: Bride and groom reading vows

Caption

Write vows that will make your partner cry tears of joy! Here's how to express your feelings in the best way!

Instagram Photo

To be posted December 9th at 3:00 PM:

Intention: To educate the target audience. The goal is to provide useful tips and generate followers.

Caption

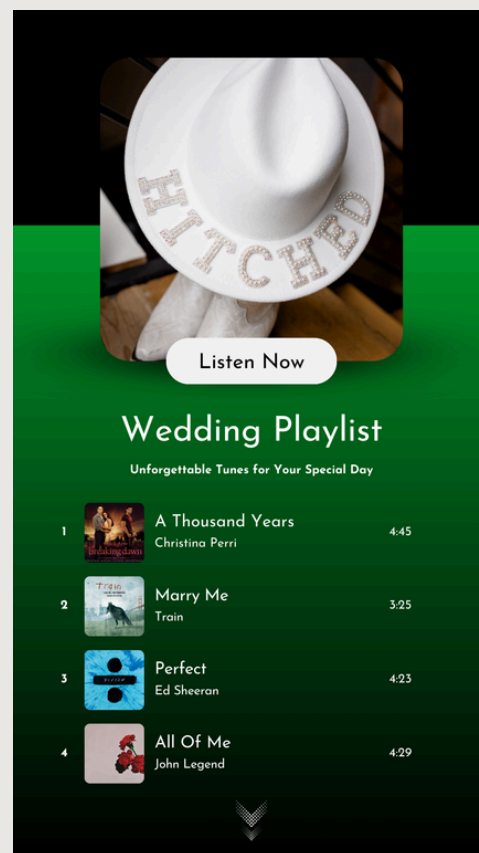
Create a playlist that will make your wedding day memorable! Here's some inspo!

Pinterest Pin

To be posted December 26th at 2:00 PM:

Intention: To inspire the target audience. The goal is to give couples ideas for songs to play at their wedding and grow B&B's Pinterest.

Cross Promote: Use this same content as an Instagram Post



Alt Text: White, black, and green wedding playlist with a cowboy hat as the playlist photo

BUDGET

Hootsuite Subscription	Canva Pro Subscription	Intern (videographer/ photographer)	Total Paid Ads
\$1,200.00	\$120.00	\$1,080.00	\$2,600.00
\$100/month for 12 months	\$120 payment for the entire year	\$15/hour for 72 hours (planning for the intern to work 8 hours on wedding days, not the entire day)	Split between the 3 campaigns

Budget Breakdown:

Our team has allocated over half of the \$5,000 budget, about 52%, toward paid ads, as this is investment will significantly drive traffic to Bouquet & Bustles website and social media accounts, which is strong focus of this campaign. Next, accounting for about 26% of the budget, we recommend subscribing to Hootsuite and Canva, which are two amazing tools, to streamline content creation and the posting process. Finally, we suggest bringing on an intern to assist with any additional responsibilities on wedding day, which is the remaining 22% of the budget.



SOCIAL ROI

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

- Paid Media
- Earned Media
- Paid/Owned Media
- Evergreen
- Cross Promoted Content

JANUARY

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
			1 New Year's Day	2	3 ● Instagram Carousel @ 11 AM	4
5	6 ● Tik Tok Post @ 11 AM	7	8	9	10	11
12	13	14	15 ● Tik Tok Reel @ 12PM	16	17	18
19	20	21	22	23	24	25
26	27	28 ● Instagram Post @ 3PM	29	30	31 ● Facebook Post @ 3PM	

FEBRUARY

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
						1
2	3	4 ● Facebook Ad @ 12 PM	5	6	7 ● Instagram Ad @ 12 PM	8
9	10	11	12	13 Galentine's Day	14 Valentine's Day	15
16	17 ● Instagram Story @ 11AM	18	19	20	21	22
23	24	25	26	27	28	



-  Paid Media
-  Earned Media
-  Paid/Owned Media
-  Evergreen
-  Cross Promoted Content

MARCH

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
						1
2	3	4	5	6  Facebook Carousel @ 7 AM	7	8  Instagram Carousel @ 7 AM
9	13	11  Facebook Post @ 3PM	12	13	14	15
16	17	18	19	20 National Proposal Day	21	22
23	24	25	26	27	28	29

APRIL

Anniversary:
M & R

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
30	31	1	2	3	4	1
6	7	8  Instagram Post @ 3PM	9	6	11	12
13	14 K & D Anniversary	15	16	17	18	19
21	21	22	23	24  Facebook Post @ 3PM	25	26
27  Instagram Post @ 3PM	28	29	30			

-  Paid Media
-  Earned Media
-  Paid/Owned Media
-  Evergreen
-  Cross Promoted Content

MAY

Anniversaries:
V & C, M & J

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
				1	2	3
4	5	6	5  Instagram Post @ 3PM	8	9	10  Facebook Post @ 3PM
11	12	13	14	15	16	17
18	19	20 L & W Anniversary	21	22	23	24
25	26	27	28	29  Facebook Post @ 3PM	30	31

JUNE

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
1  Pinterest Idea @ 10 AM	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21  Instagram Image @ 1 PM
22	23	24	25	26	27	28
29  Facebook Post @ 1 PM	30					

- Paid Media
- Earned Media
- Paid/Owned Media
- Evergreen
- Cross Promoted Content

JULY

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
		1	2	3	4	5 ● Pinterest Promoted Pin @ 2 PM
6	7	8	5	10	11	12
13	14	15	16	17	18	19
20	21	22 ● Vendor Instagram Reel @ 7 PM	23	24	25 Parents' Day- Appreciate all the things parents do on the wedding day	26 ● Tik Tok Reel @ 7 PM
27	28	29	30	31		

AUGUST

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
1	2	3	4	5	6	7
8 ● Instagram Live @ 3 PM	9	10	11	12	13	14
15	16	17	18	19 World Photo Day- Feature photographers	20	21
22	23	24 ● Instagram Post @ 3PM	25	26 National Dog Day	27	28 ● Pinterest Post @ 3PM
29	30					

- Paid Media
- Earned Media
- Paid/Owned Media
- Evergreen
- Cross Promoted Content

SEPTEMBER

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
	1 ● Instagram Story @ 11 AM	2	3	4	4	6
7	8	9	10	11	12	13
14	15 ● Tik Tok Reel @11 AM	16 T & T Anniversary	17	18	19 ● Instagram Reel @11 AM	20
21	22	23	23 C & H Anniversary	25	26	27
28	29	30				

OCTOBER

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
			1 ● Facebook Photo @ 12PM	2	3	4
5	6	7	8	9	10	11
12	13	14 J & C Anniversary	15	16 World Mental Health Day	17	18
19 ● Tik Tok and Instagram Livestream @ 5PM	20	21	22	23	24	25
26	27	28	29	30	31	

- Paid Media
- Earned Media
- Paid/Owned Media
- Evergreen
- Cross Promoted Content

NOVEMBER

Anniversary:
A & J

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
						1 ● Tik Tok Reel @ 12 PM
2	3	4 O & C Anniversary	5	6 ● Instagram Reel @ 12 PM	7	8
9	10	11	12	13	14	15
16	17	23 ● Facebook Post @ 3PM	19	20	21	22
23	24	25	26	27	28	29

DECEMBER

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
30	1	2	3	4	5	6
7	8	9 ● Instagram Post @ 3PM	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25 Christmas Day	26 ● Pinterest Pin @ 2PM	27
28	29 ● Instagram Post @ 2PM	30	31			



SECONDARY LOGO



PRIMARY LOGO



SECONDARY LOGO

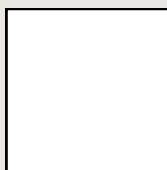
C O L O R P A L E T T E



#F4F4F4



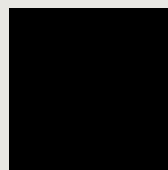
#DFDCD5



#FFFFFF



#7F6F60



#000000

F O N T S

H E A D I N G

LA LUXES SERIF

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z

S U B H E A D I N G

Josefin Sans Normal

a b c d e f g h i j k l m n o p q r s t
u v w x y z

Josefine Sans Light

a b c d e f g h i j k l m n o p q r s t
u v w x y z

B O D Y

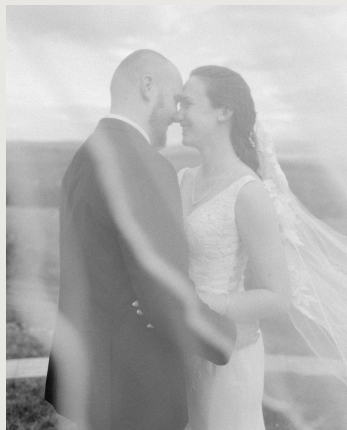
Forum

a b c d e f g h i j k l m n o p q r s t
u v w x y z

A R C H E T Y P E

Lauryn is the creator archetype because she uses her imagination to display her client's vision. She provides stability and structure to her clients by making their wedding dreams come true. Lauryn takes the pressure off of her clients so they can fully enjoy their experience.

B R A N D V O I C E



Bouquets & Bustles' brand voice is imaginative, innovative, and expressive. Lauryn uses innovative approaches to solve all of her clients needs, while constantly showing her expressive passion for her clients and their wedding dreams.



Facebook

Facebook is a way to find and connect with friends. It is used to create and organize communities of interest on just about any topic.

Features ★

- Facebook groups
- Facebook posts
- Facebook ads
- Used for conversational purposes

Tools ⚙️

- Meta Business Suite- With this free tool, you will be able to manage all of your marketing activities on Facebook and Instagram. Not only can you use it to schedule posts during busy times, but you can use it to track your analytics and insights to optimize your content.
- Hootsuite Platform- With this subscription we allocated in your budget, you will be able to manage everything from curating scheduling content to measuring ROI.



Instagram

The purpose of Instagram is to share photos and memories with followers on the platform.

Tools ⚙️

- Meta Business Suite- With this free tool, you will be able to manage all of your marketing activities on Facebook and Instagram. Not only can you use it to schedule posts during busy times, but you can use it to track your analytics and insights to optimize your content.
- Hootsuite Platform- With this subscription we allocated in your budget, you will be able to manage everything from curating scheduling content to measuring ROI.
- Instagram Analytics- With a business account, Instagram provides you with an insights page.

Features ★

- Instagram stories
- Interactive story features
- Reels
- Carousel posts
- Collaboration posts
- Instagram live
- Story Highlights
- Commenting

Pinterest

Pinterest is used to identify and share images. Users utilize this platform to get ideas and information.

Features ★

- Boards
- Collages
- Pins

Tools ⚙️

- Hootsuite Platform- With this subscription we allocated in your budget, you will be able to manage everything from curating scheduling content to measuring ROI.

Tik Tok

Used to discover, create and share short videos. This is another platform that builds community through conversation.

Features ★

- Short video
- Carousel video
- Video replies
- Commenting

Tools ⚙️

- Tik Tok Analytics- Tik Tok has its own analytics tab where it can give you insights
- Hootsuite Platform- With this subscription we allocated in your budget, you will be able to manage everything from curating scheduling content to measuring ROI.

Developing Original Content

- To create original content, we suggest hiring an intern to serve as a videographer and photographer. The intern can capture raw and candid footage during the wedding, particularly during moments when Lauryn is occupied with other wedding responsibilities.
- In addition to the intern, the client can document “behind the scenes” moments herself, adding a personal touch to the content while creating more engaging and memorable social media posts.



Curated Content

- It is highly beneficial to explore other business accounts in the wedding planning industry to gain insights into their content strategies and draw inspiration for Lauryn's posts.
 - Some account examples are @emeraldevents_bynilsa (wedding planner), @laurendarling.photography (photographer), @thebarnsofkanak (VA venue)
- Recommended hashtags: #WeddingPlanner #DreamWedding #LoveStory #VirginiaWeddings #WeddingInspo #WeddingDecor #PlanWithMe

Managing Content

- To help visualize the month ahead, it is essential to create a content calendar, allowing the client to strategically plan and schedule posts.
- Hootsuite is an excellent platform for organizing and managing your social media posts. By connecting your accounts, you can effortlessly schedule content in advance, streamlining your workflow and saving time.
- Additionally, Hootsuite offers tools to spark creativity, providing content, caption inspiration, and more to enhance your social media strategy.



Cross-Utilizing Content

- Not all content types perform equally well across every platform, as each has its own audience and content preferences. For example, visual-heavy content with images and videos are likely to perform better on Instagram and TikTok. On the other hand, more text-based content would be better to post on Facebook and Pinterest. However, there are times when the same content would be beneficial to post on both Instagram and Facebook, even though these platforms sometimes use different ideas.
- Another great feature to utilize on Hootsuite is the “post all” button in which the client can easily distribute content across various channels without manually posting on each one.



Breaking Apart Content

- Creating new and fresh content can be both time-consuming and challenging. A great strategy to help with this is to repurpose your existing content and break it up into smaller pieces.
- This would look like taking a clip from a longer video and posting it as a reel, using a frame from the video as an image post for Instagram or Facebook, taking key points and turning it into a blog post/infographic, and more.
- Breaking apart content allows you to maximize the value of your content, save time, and maintain a steady flow of engaging across multiple social media platforms.

Client's Goals	Social Media Goals	KPI's	KPI Formulas	KPI Performance Targets
Increase Inquiries	Increase brand awareness	Views, reach, audience growth rate, contact form completions	Audience growth rate (%)	Increase inquiries by 20%
Increase Coordination Services	Generate Leads	Conversion rates (Bookings)	Conversion rate (%)	Increase services booked by 5%
Strengthen Vendor Relationships	Increase engagement & reputation	Vendor comments, collaboration posts, mentions	Share of voice	Increase engagement by 25%
Increase WOM marketing	Increase customer and vendor advocacy	Comments, tagged posts, reposts, UGC as reviews, recommendation, shares	Amplification rate (%)	Increase WOM marketing by 25%
Increase Website Traffic	Drive Website Traffic	Page views, unique visitors	Click through rate (%), cost per click	Increase website traffic by 20%

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