

How Do Venues

(especially Wedding Venues)

Benefit from Having a Video Tour?

Glad you asked! Video Tours can help these venues to:



Showcase Unique Features

From elegant ballrooms to lush gardens, Video Tours let viewers see it all (which helps them “get a feel” for what makes your venue unique, and the “perfect fit” for their needs). Plus, Video Tours allow you to show the “premium services” you offer as well (to hopefully encourage **the purchase** of those upgrades).



Increase Online Visibility

Videos usually get **higher** “engagement rates” on social media, a venue’s website, and everywhere in between. Therefore, having the right Video Tour can instantly make your venue **more attractive** to customers (locally, across the country, and even around the world).



Enhance Client Experience

Video Tours work “around the clock” (as a 24/7 “sales tool”), so people can explore your venue from the comfort of their home (at whatever “time of day” suits them). This improves your odds of being selected, as couples can visualize their dream wedding (being held at your venue) whenever the mood strikes them.



Boost Search Engine Rankings

Videos grab attention **better** (than pictures), and search engines **prefer** websites that include video. All of which leads to **more** traffic for your venue’s website, and **less fees** being paid to OTAs. And as you know (when it comes to those fees), **a dollar saved is DEFINITELY the same as a dollar earned!**



Create Emotional Connections

Videos evoke emotions. Therefore, having a Video Tour of your property can help to “stir up” feelings of joy (and romance), making couples **more likely** to choose your venue (rather than your competitors) to make those joyful feelings a reality.



Differentiate from Competitors

Most wedding venues lack “engaging” video content (other than **old** wedding footage that took place there 3+ years ago [with *sketchy* “picture quality”]). And with thousands of dollars on the line, having a modern Video Tour could be the difference between your venue getting that revenue (or your competitors).



Showcase Versatility

A Video Tour can highlight your venue’s adaptability (to various wedding “styles”). From rustic themes to elegant affairs, Video Tours give clients permission to let their imaginations “run wild” (as to the “creative possibilities” that your venue can provide) for their special day!



Provide Comprehensive Information

Video Tours can include narration (and/or text overlays), offering insights into the venue’s history, amenities, and services (that might not be obvious from pictures/text descriptions). This informative approach can greatly aid in helping a client’s decision (that your venue is “the right choice” for them).



Encourage Social Sharing

“**Engaging**” videos” often get shared online (especially on social media). Therefore, having a Video Tour can **boost** your online reputation, and **position** your property as the obvious choice (for **truly** “special” events). Especially, as clients share/seek feedback (from their family & friends) as to the suitability of your venue.



Foster Trust and Credibility

“High-quality videos” show your commitment to professionalism. Therefore, when clients see a **polished** Video Tour of your property, they’ll feel **more confident** in your venue, your offerings, and your ability to deliver on any promises you’ve made (to provide for their every need).