

STRATEGIC SOCIAL MEDIA MARKETING PLAN PROPOSAL

B&B
BOUQUETS & BUSTLES
B&B

CREATED BY

Logan Broz, Leah
Glass, and Jenna
Leedy

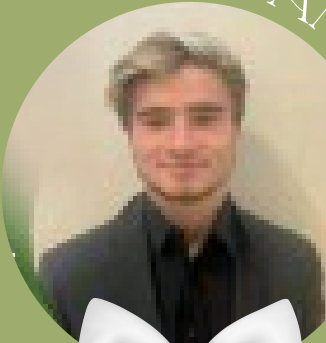
Fall Semester 2024
MKTG 410 Social Media Marketing
Section 3 Group 2

TABLE OF CONTENTS

Meet the Team.....	2
Executive Summary.....	3
Company and Industry Overview.....	4
Social Media Audit.....	5
Competitor Analysis #1.....	7
Competitor Analysis #2.....	8
Competitor Analysis #3.....	9
SWOT.....	10
Social Media Goals & Objectives.....	11-12
Target Persona #1.....	14
Target Persona #2.....	15
Target Persona #3.....	16
Social Media Platforms.....	17
Strategy Campaign #1 (Paid).....	18-24
Strategy Campaign #2 (Earned).....	25-31
Strategy Campaign #3 (Team's Choice).....	32-38
2025 Content Calendar.....	39-40
Brand Voice & Guide.....	41-42
Platform-Specific Tactics and Tools.....	43
Content Development.....	44
Monitoring, Tracking, Measuring & Evaluating.....	45
Budget.....	46
Social ROI.....	47
Bibliography.....	48

MEET THE TEAM

LOGAN BROZ



I'm Logan Broz, a senior digital marketing major from New Kent, VA.

On campus I am involved in Club Gymnastics and am social chair of club calisthenics. I hope to secure a marketing job in the analytical or digital side of the field once I graduate as I am passionate about both.

LEAH GLASS



I'm Leah, a senior digital marketing major with a CIS minor from Richmond, VA. On campus, I am involved as a member of the Madison Business Society, Scratchpad (AAF), American Marketing Association, and advise students as a Madison Advising Peer. I am passionate about creative marketing, brand strategy, social media, and visual design. I hope to work in creative advertising or content marketing in the future.

JENNA LEEDY



I'm Jenna and I am a senior digital marketing major and communication minor from Gettysburg, PA. On campus, I am involved in my sorority, Alpha Sigma Tau, Delta Mu Sigma digital marketing honor society, and the Women In Business club. I have always been very interested in business because my family owns two small businesses in my hometown and I hope to secure a job in marketing analytics or social media post-grad.

EXECUTIVE SUMMARY

This social media marketing plan positions Bouquets & Bustles (B&B) as a trusted and knowledgeable wedding planning and coordination service. The target personas for this plan include brides and grooms, particularly those in the awareness and consideration stages of their wedding planning, as well as mothers of the bride and couples considering elopement. These individuals are active on platforms like Instagram, Facebook, Pinterest, and TikTok, where they search for inspiration, expert advice, and vendor recommendations. B&B is well-positioned to connect with these audiences through visually engaging content that provides expertise, boosts advocacy from past clients, builds trust, and fosters deeper connections with potential clients. Creating a TikTok account to further pursue these goals is a great opportunity for B&B to reach new audiences and bring further awareness to the brand.

This plan focuses on enhancing B&B's social media presence and solidifying the brand as the premier wedding planning choice in the Shenandoah Valley. The key goals for this strategic plan include:

- Increasing brand awareness through engaging, shareable content and client testimonials using compelling campaigns
- Cultivating meaningful relationships with current and potential clients as well as vendors through social media interactions
- Encouraging potential clients to inquire about services with clear calls to action
- Establishing B&B as a go-to expert in wedding planning by delivering value-driven, insightful content
- Fostering advocacy through past client testimonials and reviews, increasing trust, credibility, and positive word-of-mouth

This social media strategy supports Bouquets & Bustles' business goals of raising brand awareness, attracting new clients leading to bookings and/or inquiries, strengthening relationships, and increasing website traffic.

The social media goals proposed in this plan are designed to support Bouquets & Bustles' business objectives. By increasing reach and impressions, B&B will enhance brand visibility and attract new clients. Optimizing reach and click-through rate will drive more traffic to the website, resulting in more inquiries and contact form submissions. Engagement on social media will strengthen relationships with potential clients and vendors, fostering long-term loyalty and improving partnerships. Clear calls to action will encourage inquiries, directly boosting wedding coordination bookings. Consistent, value-driven content will establish B&B as a trusted wedding planning expert, helping convert followers into clients. The three recommended campaigns for achieving these goals are:

- Winder Wonderland Weddings: A paid media initiative designed to boost off-season bookings by showcasing the magic of winter weddings
- Share Your Love Story: A user-generated content initiative where past clients share their wedding experiences using a branded hashtag, increasing both reach and advocacy by amplifying positive reviews.
- Planners Picks: A series of posts where Lauryn shares her expert recommendations for fall weddings, from top vendors to trends and decor, positioning her as a trusted wedding expert.

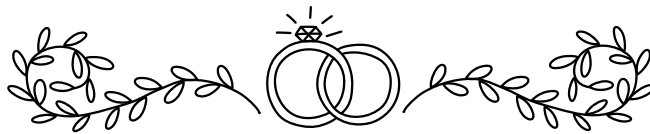
These campaigns will engage, inform, and inspire B&B's audience, while driving the business toward its broader goals of growth, client satisfaction, and market leadership in the Shenandoah Valley wedding industry.

COMPANY AND INDUSTRY OVERVIEW

COMPANY

Bouquets & Bustles values community over competition and inclusivity above all. By allowing couples and their families to be fully present on their wedding day by creating seamless timelines and managing vendors, founder Lauryn can make dream weddings a reality throughout the Shenandoah Valley. The two services offered include wedding coordination and wedding planning. Wedding coordination comprises roughly 80% of the services for the year and includes two preliminary meetings, monthly check-ins, timeline creation, rehearsal, and day-of management. Full wedding planning services, which are much more labor and cost-intensive, are only provided around twice per year due to the level of involvement.

This comprehensive service includes unlimited meetings, budget tracking, and vendor meetings, and coordination. Bouquets & Bustles's primary goal is to expand market share within the valley and increase the prices of offered services by leveraging vendor relationships and raising the overall status of the company. Bouquets & Bustles does not necessarily wish to increase the number of events per year due to the personal nature of the business and seasonality constraints. Other goals related to media include strengthening vendor relationships through social media, increasing word of mouth, increasing website traffic, and increasing potential client inquiries.



INDUSTRY

According to IBISWorld, the wedding planning industry is declining in demand. The view of marriage has changed compared to what it once was, meaning budgets are smaller and wedding planners/coordinators are becoming less needed. Additionally, technological advancements and online resources have allowed potential clients to turn to DIY weddings. The majority of this industry's revenue, about 55%, comes from full coordination services, with partial coordination services amounting to 30% (IBISWorld, 2024) .

Although the demand for wedding planning has declined, the demand for full coordination services has increased over the past few years. Couples are also choosing to follow more eco-friendly practices for weddings, this is something wedding planners can consider to increase clients.

SOCIAL MEDIA AUDIT



Communication Objective: Inspiring couples with breathtaking wedding moments and connecting them with the best vendors in the industry

Followers: 706

Engagement Rate: 26.71%

Types of Content: Single photos, carousels, stories

Content Pillars: Vendor relationships, wedding photo gallery and details, reviews

Tactics: Utilizing carousels to highlight services and abilities

Hashtags: Does not currently use hashtags

Audience Sentiment:

Posting-Frequency: ~3/Month



Communication Objective: A source for wedding inspiration and vendor connections, featuring beautiful real weddings, expert advice, and curated reposts from trusted industry leaders.

Followers: 262

Engagement Rate: 52.49%

Types of Content: Single photos and multiple photos

Content Pillars: Vendor relationships, wedding photo gallery and details, reviews

Tactics: Utilize multi-photos to highlight services and abilities

Hashtags: Does not currently use hashtags

Audience Sentiment:

Posting-Frequency: ~4/month



Communication Objective: Provide inspiration for clients by creating related boards

Followers: 6

Engagement Rate: N/A

Types of Content: Single photos

Content Pillars: Repinned wedding inspiration

Tactics: Creating specific boards for different wedding details

Hashtags: Does not currently use hashtags

Audience Sentiment:

Posting-Frequency: ~ once every 3-6 months



COMPETITOR ANALYSES



COMPETITOR ANALYSIS



LAURA ELIZABETH

Wedding & Design Co.

Communication Objective: To showcase weddings and behind-the-scenes moments, build trust, and inspire clients through engaging Reels and content.

Followers: 857

Engagement Rate: 71.69%

Types of Content: Reels, carousels, single photos

Content Pillars: Tips about weddings/planning, recent brides & grooms, highlights from wedding day

Tactics: Utilize carousels to entertain and educate potential clients

Hashtags: #virginiaweddingplanner #weddinginspiration #virginiaweddings

Audience Sentiment: Positive - Clients raving about their day, compliments on content

Posting-Frequency: ~4/month

Strengths: Overall high engagement **Weaknesses:** Inconsistent posting



Communication Objective: Engage with potential and past clients by sharing wedding recaps, detailed highlights, and vendor spotlights to showcase partnerships and inspire future celebrations.

Followers: 194

Engagement Rate: 1.86%

Types of Content: Single photos, multiple photos, and videos

Content Pillars: Venues in the area, recent brides & grooms, recap of wedding day

Tactics: Utilize multi-photos to highlight services and abilities

Hashtags: #virginiaweddingplanner #weddinginspiration #virginiaweddings

Audience Sentiment: Positive - Compliments on photography and heart reactions

Posting-Frequency: ~1-2/month

Strengths: Content variety **Weaknesses:** Low engagement



Communication Objective: Provide inspiration for clients by creating related boards

Followers: 2

Engagement Rate: N/A

Types of Content: Single photos

Content Pillars: Repinned wedding inspiration

Tactics: Creating specific boards for different wedding details

Hashtags: N/A

Audience Sentiment: Neutral- Lacks audience engagement

Posting-Frequency: 0

Strengths: N/A **Weaknesses:** Low engagement



COMPETITOR ANALYSIS



BOUNDLESS LOVE EVENTS

Communication Objective: To showcase weddings and behind-the-scenes moments, build trust, and inspire clients through engaging Reels and content.

Followers: 2,373

Engagement Rate: 81.81%

Types of Content: Reels, carousels, single photos

Content Pillars: Tips about weddings/planning, recent brides and grooms, highlights from wedding day

Tactics: Utilize Reels to share behind-the-scenes content

Hashtags: #weddingmoments #vaweddingplanner #weddingplanningtips

Audience Sentiment: Positive - Comments compliment and praise the planner

Posting-Frequency: ~12/month

Strengths: Consistent posting and high engagement **Weaknesses:** Similar posting style

Communication Objective: Engage with potential and past clients by posting wedding highlights, tips, vendor spotlights, and behind-the-scenes content to inspire and inform.

Followers: 444

Engagement Rate: 0.87%

Types of Content: Single photos and multiple photos

Content Pillars: Venues in the area, recent brides and grooms, recaps of wedding day

Tactics: Utilize multi-photo galleries to showcase different aspects

Hashtags: #vaweddingplanner #virginiaweddings #weddingplanningtips

Audience Sentiment: Positive - Heart reactions to posts and comments showing thanks

Posting-Frequency: ~16/month

Strengths: Posting frequency **Weaknesses:** Variety and engagement

Communication Objective: Provide inspiration for clients by creating related boards

Followers: 10

Engagement Rate: N/A

Types of Content: Single photos

Content Pillars: Repinned wedding inspiration

Tactics: Creating specific boards for different wedding details

Hashtags: N/A

Audience Sentiment: Neutral - Lack of engagement does not show positive or negative clues

Posting-Frequency: 0

Strengths: Followers **Weaknesses:** Low engagement

COMPETITOR ANALYSIS



Communication Objective: Engage and entertain potential and past clients by using humor, relatable content, and wedding highlights

Followers: 2,020

Engagement Rate: 81.81%

Types of Content: Reels, carousels, single photos

Content Pillars: Wedding humor, wedding planner duties, inside looks, wedding highlights

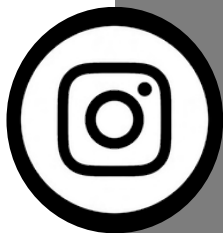
Tactics: Create reels that are relatable and bring humor into the industry

Hashtags: #bayareaweddingplanner #bayareawedding #weddingplanning

Audience Sentiment: Positive - Overwhelming amount of positive comments

Posting-Frequency: ~3/month

Strengths: Engagement and variety Weaknesses: Venue features and relationships



Communication Objective: Engage, entertain, and aid potential and past clients by using humor and providing tips

Followers: 447

Engagement Rate: 81.81%

Types of Content: Videos

Content Pillars: Venue tours, tips, wedding humor, behind the scenes

Tactics: Create videos that are relatable/humorous and that also provide aid

Hashtags: #weddingplanner #bayareawedding #napawedding #socialweddingplanner

Audience Sentiment: Neutral - mostly positive comments but a few critiques on videos sharing her opinions


Posting-Frequency: ~4/month



Strengths: Engagement Weaknesses: Content type variety




SWOT ANALYSIS

- 
- 
- Crafting authentic content
 - Professional photos
 - Vendor relationships
 - Strong testimonials
 - Lower prices compared to competition

- 
- Post frequency/Schedule
 - Post Variety
 - Consistent and professional captions
 - Engagement
 - Following

- 
- 
- Vendor collaboration content
 - Wedding humor content
 - Trend following
 - Short-form video content - TikTok
 - Pinterest content creation

- 
- Increasing popularity of short-form video content
 - Competitors post a variety of content to different target markets
 - Competitors post more frequently
 - Increasing use of TikTok by competitors
 - Increase the popularity of DIY wedding content

- **S-O Strategy:** Leverage strong vendor relationships to create collaborative content for social media. This could involve vendor takeovers or co-branded short-form videos, which align with the increasing popularity of short-form video content.
- **W-O Strategy:** Improve post frequency and variety by scheduling regular posts that focus on trending wedding humor or DIY wedding tips, increasing relevance and engagement.
- **S-T Strategy:** Stand out by using authentic content and testimonials in short-form videos that showcase unique experiences and vendor partnerships, emphasizing value over volume.
- **W-T Strategy:** Monitor competitor activity on social platforms to keep track of content trends, post frequency, and engagement. Use insights to adapt and protect against any content weaknesses.
- **START:** Create collaborative content with vendors, utilizing more interactive content (reels, videos, polls, etc), tailor content based on social media platforms, post according to a set schedule with an adjusted frequency, and post wedding planning content during the off-season.
- **STOP:** Mirroring Instagram and Facebook content, ignoring platform-specific opportunities, and using the same caption format.
- **CONTINUE:** Crediting vendors and other members of the wedding community, respecting privacy in posts, using professional photos, and posting testimonials.

SOCIAL MEDIA GOALS & OBJECTIVES

Business & Marketing Goals	Increase overall awareness for B&B in 2025.	Increase site traffic in 2025.	Increase inquiries from potential clients through the contact form. in 2025.	Increase wedding coordination services booked in 2025.	Strengthen & maintain vendor relationships with social media in 2025.
Social Media Marketing Goals	Increase reach & impressions on social media.	Increase reach & CTR using social media.	Increase engagement & interactions on social media.	Increase WOM & positive reviews using social media.	Increase engagement & interactions on social media.
SMART Social Media Objectives	Create and post 4 Reels/TikToks providing tips, suggestions, and/or incorporating wedding humor using relevant hashtags every month to increase overall reach by 30% by the end of 2025.	Share a carousel/multiple photos posts 1 per week highlighting successful services with caption CTA "Click the link in bio" to increase site traffic by 25% by the end of 2025.	Create and share a carousel/multiple photo post 2 times per month with client testimonials and caption CTA "How can B&B help your wedding be a success? Fill out the form in bio" to increase contact form entries by 20% by the of 2025.	Share a single image post 2 times per month encouraging UGC media and reviews under #MyBAndBWedding "leave a positive review" to increase services booked by 20% by the end of 2025.	Create and share a Reel/TikTok 4 times per month showcasing vendor details and tagging vendors to increase vendor engagement by 35% by the end of 2025.
Key Performance Indicators	Reach, views & impressions	CTR & bio link clicks	CTR, direct messages, comments, shares & form completions	Positive reviews, posts under UGC hashtag, shares, mentions	WOM mentions, comments, tags, & likes between vendors

SOCIAL MEDIA GOALS & OBJECTIVES

Business & Marketing Goals	Increase overall awareness for B&B in 2025.	Increase site traffic in 2025.	Increase inquiries from potential clients through the contact form. in 2025.	Increase wedding coordination services booked in 2025.	Strengthen & maintain vendor relationships with social media in 2025.
Relevant Target Market	Brides/Grooms ages 25-40 in the Shenandoah Valley. Parents of bride/groom ages 55-70 in the Shenandoah Valley. Vendors in the area.	Brides/Grooms ages 25-40 in the Shenandoah Valley looking to book wedding coordination services. Parents/fund providers of the wedding ages 55-70.	Brides/Grooms ages 25-40 in the Shenandoah Valley area looking to book wedding coordination services. Parents/fund providers of the wedding ages 55-70.	Brides/Grooms ages 25-40 in the Shenandoah Valley looking to book wedding coordination services to ease the planning process and who want to receive day-of assistance.	Wedding vendors in the Shenandoah Valley area including venues, photographers, florists, caterers, makeup artists, bakers, and rental companies.
Social Platforms Utilized	Instagram, Facebook, TikTok, & Pinterest	Instagram, Facebook & TikTok	Instagram & Facebook	Instagram & Facebook	Instagram, Facebook, TikTok & Pinterest

CONSUMER PERSONAS

ELOPEMENT ENTHUSIAST

Age: 28

Occupation: Elementary Teacher

Location: Harrisonburg, VA

Education: Graduate degree in Education

Annual Income: \$55,000

Hobbies: Hiking, travel, book club with girl-friends, yoga

Technology Usage:

User of digital tools for both work and personal life prefers easy-to-use technology



ELOPEMENT ELLIE

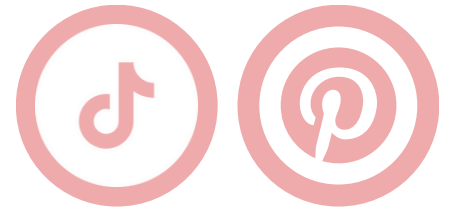
Preferred Type of Wedding:

Small and meaningful elopement.

Preferred Wedding Planner Traits:

- Calm and Organized
- Nature-focused or experienced with outdoor elopements
- Creative and budget-friendly
- Respectful of their desire for simplicity
- Experienced in managing family dynamics when it comes to elopements

Social Media Platforms Used:



#GoDukes

#Teachers

#GreatOutdoors

Elsa is looking for a planner who can help with her elopement coordination.

She does not need a full wedding planner due to the nature of her desire for a small elopement but wants assistance with day-of management and monthly check-ins.

LOVING GROOM ON A BUDGET

Age: 38

Occupation: Small Business Owner

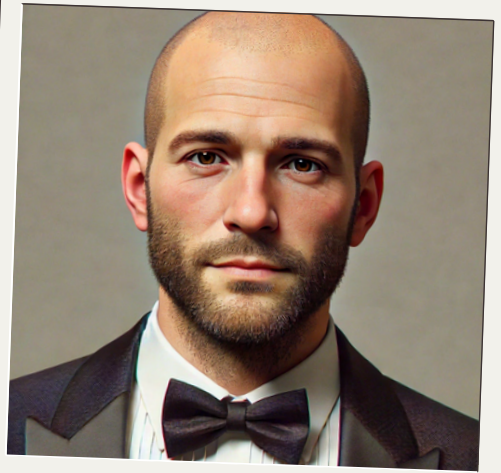
Location: Stanton, VA

Education: Bachelor's Degree in Business
Administration

Annual Income: \$85,000

Hobbies: Collecting watches, attending car shows, enjoying fine dining, and keeping up with luxury trends on a budget

Technology Usage: Active on Instagram and Facebook, follows luxury influencers, enjoys browsing Pinterest for wedding and fashion ideas



MARRIAGE MIKE

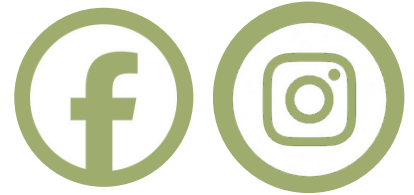
Preferred Type of Wedding:

Elegant venue with trendy decor on a budget.

Preferred Wedding Planner Traits:

- Creative and resourceful with cost-effective solutions
- Strong negotiation skills to get the best deals on vendors
- Able to fill in the gaps where necessary
- Calm and organized, helping reduce stress during planning

Social Media Platforms Used:



#LocalBusinesses

#DIYProjects

#SimpleLiving

Mike needs a full wedding planned as he is not very familiar with how weddings operate. He needs unlimited meetings to help figure out his vision and full assistance with vendors.

PRACTICAL, CLASSY HOME MAKER

Age: 65

Occupation: Retired Teacher

Location: Rural Area near Harrisonburg, VA

Education: Bachelor's Degree in Education

Annual Household Income: \$70,000

(Retirement Savings and Pension)

Hobbies: Gardening, home decor, baking, volunteering at the local community center, and spending time with family

Technology Usage: Moderate user of social media, occasional online shopping, enjoys watching home improvement and cooking shows on YouTube.



MARTHA
MOTHER-OF-THE-BRIDE

Preferred Type of Wedding:

Whatever her daughter wants.

Preferred Wedding Planner Traits:

- Meticulous and organized
- Savvy with budgeting, able to negotiate deals with vendors, and know where to allocate funds
- Strong interpersonal skills, listening carefully to the bride's wishes
- Respectful of family traditions and be able to communicate and work with multiple generations

Social Media Platforms Used:



#MothersLove
#FamilyDinner
#FamilyFirst

Martha's main need for a wedding planner is to coordinate with vendors and run rehearsals to ease stress for both herself and for her daughter.

PLATFORMS



To showcase the beauty of wedding planning through captivating visuals and stories that connect couples with their dream day.



To build trust and connect with couples by sharing expert insights, success stories, and helpful planning tips.



To inspire and guide couples through a collection of curated boards filled with ideas for every wedding detail, from florals to venue styles.



To bring the wedding planning journey to life with creative, entertaining, and informative videos that showcase the magic behind every moment.

CAMPAIGN 1

WINTER WONDERLAND WEDDINGS

Campaign 1 focuses on promoting Bouquets and Bustles wedding planning and coordination services to increase bookings during the off-season. Through running paid social media ads during the fall and winter months, awareness of Bouquets and Bustles' services will be raised, and converted to bookings. Running the ads during these months will capture potential clients who are in need of last-minute assistance and/or who may be planning a wedding during the winter months of 2025. The paid ads will highlight the overlooked beauty and elegance of winter weddings as well as the potential savings that having a winter wedding involves.



STRATEGY CAMPAIGN #1 PAID MEDIA



Supported Client Marketing Goal	Increase Inquiries from potential clients completing contact form, increase website traffic, increase wedding coordination services, increase reach/impressions
Target Audience(s)	Potential brides, grooms, wedding funders, or friends of wedding party in the Shenandoah Valley seeking wedding planning services for the Winter season.
Relevant Buyers Journey Stage	Awareness, Consideration, and Conversion
Campaign Concept	This campaign focuses on gaining inquiries and website traffic during the off-season for weddings. Photos of serene, beautiful winter weddings in Shenandoah Valley featuring intimate gatherings, cozy setups, and picturesque scenery. Videos of couples enjoying unique off-season wedding activities, such as winter bonfires, candle-lit receptions, or misty forest photoshoots. Behind-the-scenes clips of the wedding planner coordinating off-season weddings, showcasing vendor flexibility and attention to detail.
Need/Social/Psychological Appeal	The desire for a stress-free, memorable, and beautifully unique wedding experience.
Campaign Dates	Duration: November 1, 2025 – December 31, 2025 Early promotion during November to generate early interest and continue into late December to capture last-minute planners
Campaign Message	No two snowflakes are exactly alike... but that doesn't mean they shouldn't get married. Bouquets & Bustles is ready to create your dream wedding in a winter wonderland.
Tone	Warm, inviting, enthusiastic, reassuring, and knowledgeable.
Hashtags	#WinterWedding #VAWeddings #VABrides #NewlyEngaged
Resources Required	Photos from previous winter weddings, winter scenery, stock photos, basic thumbnail card designs. Creation of ads to be run as an Instagram and Facebook promotion, encouraging viewers to click through to B&B website.
People/Organizations Needed	Instagram/Meta, professional photographer
Estimated Costs of Resources	Estimated cost of the ad to be run from November 1, 2025 – December 31, 2025 of \$342/month, \$684 total.
KPI's	CTR, number of inquiries through the website during the time of the ad being run, views, impressions, follower growth

STRATEGY CAMPAIGN #1 PAID MEDIA SCHEDULE & POST EXAMPLES

Date & Time	Platforms	Tactic/Content Type	Written Content	Description of Visual	Intention of Post/CTA
November 1st, 2025 9:00am	Instagram Facebook	Carousel/Photos	<p>Leaves are falling, fall for one another and coordinate your winter wedding with Bouquets & Bustles, click here to fill out the inquiry form & learn more!</p> <p>#WinterWedding #VAWeddings #VABrides</p>	<p>B&B provided photos of wintery/fall weddings</p> <p>Link to B&B Inquiry form</p>	<p>The paid ad is intended to attract couples looking to have a winter wedding and encourage them to submit an inquiry through the link.</p> <p>The message the audience will come away with is that B&B should be their choice for a winter wedding.</p>



Date & Time	Platforms	Tactic/Content Type	Written Content	Description of Visual	Intention of Post/CTA
November 17th, 2025 9:00am	Instagram Facebook	Carousel/Photos	Fall in love all over again Now booking winter weddings! Tag your wedding squad to start planning your big day! #WinterWedding #VAWeddings #VABrides	B&B provided photos of wintery/fall weddings with text “Now booking” Link to B&B website	The boosted post is intended to attract couples looking to have a winter wedding and encourage them to tag their friends in the caption. The message the audience will take away is that B&B has open bookings for winter, and encourages awareness.



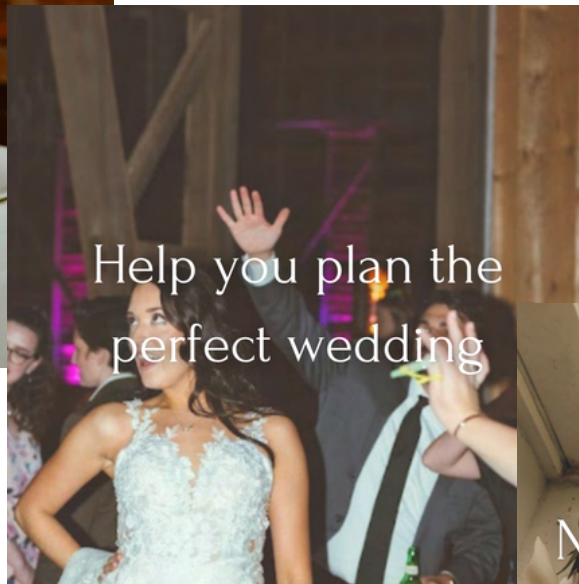
Date & Time	Platforms	Tactic/Content Type	Written Content	Description of Visual	Intention of Post/CTA
December 12th, 2025 9:00am	Instagram Facebook	Carousel/Photos	<p>It's cuffing season!</p> <p>While you cuddle up with your boo, consider B&B for your big day- now booking winter weddings!</p> <p>Click here to fill out our inquiry form to learn more!</p> <p>#WinterWedding #VAWeddings #VABrides</p>	<p>B&B provided photos of wintery/fall weddings</p> <p>Link to B&B Inquiry form</p>	<p>The paid ad is intended to attract couples looking to have a winter wedding and encourage them to submit an inquiry through the link.</p> <p>The message the audience will come away with is that B&B should be their choice for a winter wedding.</p>



Date & Time	Platforms	Tactic/Content Type	Written Content	Description of Visual	Intention of Post/CTA
December 26th, 2025 9:00am	Instagram Facebook	Carousel/Photos	New year, new last name? You've popped the question, leave the wedding expertise to B&B this year! Follow for weddings advice, booking announcements, and Shenandoah Valley vibes this winter. #WinterWedding #VAWeddings #VABrides	B&B provided photos of wintery/fall weddings with text "New year, same person" Link to B&B website	The boosted post is intended to attract newly engaged audience looking to and encourage them to follow B&B weddings. The message the audience will come away with is that B&B should be their choice for a winter wedding, or to follow for wedding advice on social media.



Date & Time	Platforms	Tactic/Content Type	Written Content	Description of Visual	Intention of Post/CTA
December 31st, 2025 9:00am	Instagram Facebook	Carousel/Photos	Our new years resolution: help you plan the perfect wedding (and we'll stick to it!!) Now booking end of winter weddings! Click the link to learn more about B&B for your big day! #WinterWedding #VAWeddings #VABrides	B&B provided photos of wintery/fall weddings with text "Now booking end of winter weddings" Link to B&B website	The paid ad is intended to attract couples looking to have a winter wedding and encourage them to visit the B&B website to learn more about planning services. The message the audience will come away with is that B&B should be their choice for a winter wedding.



CAMPAIGN 2

SHARE YOUR LOVE STORY

Campaign 2 leverages earned media by encouraging past couples to share their experiences through reviews, testimonials, and user-generated videos. Couples will be invited to leave detailed reviews on platforms like Facebook and create TikToks and Instagram Reels that highlight their favorite moments, using branded hashtags like #MyBAndBWedding. By sharing prompts such as “What made your day stress-free?” or “Show us a special moment from your wedding,” the campaign fosters authentic stories that resonate with future clients. This user-generated content will be shared across Bouquets and Bustles' platforms, increasing reach, trust, and awareness while showcasing the brand's role in creating unforgettable weddings.

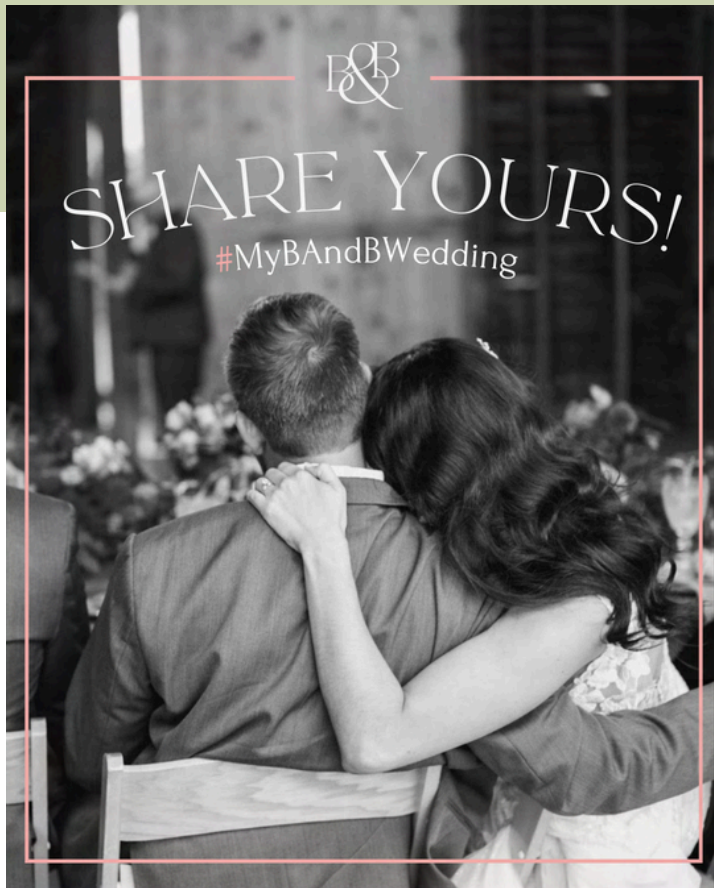
STRATEGY CAMPAIGN #2 EARNED MEDIA



Supported Client Marketing Goal	Increase awareness for B&B.
Target Audience(s)	The campaign will appeal to brides, grooms, wedding party, parents of the bride/groom, or wedding guests of a past B&B wedding who appeal to the opportunity to share their positive experience with Bouquets & Bustles.
Relevant Buyers Journey Stage	Awareness and consideration are targeted because the shared content aims to raise awareness of the brand, but also may convince potential clients that B&B is the best choice for their wedding planning needs. Advocacy is also targeted by encouraging past clients to share their experiences and positive WOM
Campaign Concept	This campaign will position Lauryn as a trusted expert in Shenandoah Valley for wedding planning needs. To drive earned media, B&B will encourage past clients to share testimonial videos, written, photo and review content on social media with a branded hashtag (#MyBandBWedding) of their positive experience. This approach will foster organic engagement, building visibility and credibility within the regional wedding community.
Need/Social/Psychological Appeal	This campaign satisfies the desire for validation and trust when making an important decision, such as hiring a wedding planner. Appeals to potential clients by providing authentic, emotional reassurance through the shared experiences of past B&B clients
Campaign Dates	Duration: February 5th, 2025 - April 3rd, 2025 During prime time when couples solidify plans for Summer and Fall weddings.
Campaign Message	B&B Weddings is the trusted and preferred choice by Shenandoah Valley brides, grooms, family, and guests for a magical wedding experience.
Tone	Trustworthy, credible, relatable
Hashtags	#MyBandBWedding #WeddingPlanners #VAWeddings #Bouquets&Bustles
Resources Required	Photographs from past B&B weddings, client testimonials via Facebook review, written text, or video
People/Organizations Needed	Instagram/Meta, professional photographer
Estimated Costs of Resources	Assuming photos can be gathered from the wedding photographer and the videos can be filmed and edited, these costs can be avoided. Social listening platforms such as Hootsuite for 3 months would cost, \$147, and a design platform such as Canva would be around \$40 for 3 months.
KPI's	Impressions, Facebook reviews, shares, views, stitches (TikTok), new followers

STRATEGY CAMPAIGN #2 EARNED MEDIA SCHEDULE & POST EXAMPLES

Date & Time	Platforms	Tactic/Content Type	Written Content	Description of Visual	Intention of Post/CTA
February 5th, 2025 9:00am	Instagram Facebook Pinterest	Image	Reminiscing about your special day? We want to hear your experience! Share a testimonial from your wedding day with the hashtag #MyBAndBWedding to Instagram or Facebook for a chance to be featured on our page! #MyBAndBWedding #WeddingPlanners #VAWeddings #Bouquets&Bustles	B&B provided photo of past wedding with text "Share yours! #MyBAndBWedding"	This post is intended to encourage past clients to share positive experiences with B&B weddings. The audience action should be to repost/share their own media and testimonial content under the B&B branded hashtag.



Date & Time	Platforms	Tactic/Content Type	Written Content	Description of Visual	Intention of Post/CTA
February 20th, 2025 9:00am	TikTok	Video	<p>Calling all our B&B couples! Relive the magic of your special day and inspire others by sharing your cherished moments from your wedding day! Stitch this video or post under #MyB&BWedding with your testimonial!</p> <p>#MyBAndBWedding #WeddingPlanners #VAWeddings #Bouquets&Bustles</p>	B&B provided video clip of past wedding with text "Share yours #MyBAndBWedding"	This post is intended to encourage past clients to share positive experiences with B&B weddings. The audience action should be to stitch/share their own video testimonial under the B&B branded hashtag.



Date & Time	Platforms	Tactic/Content Type	Written Content	Description of Visual	Intention of Post/CTA
March 2nd, 2025 9:00am	Instagram Facebook TikTok	Reel/Video	<p>Your love story deserves the spotlight! Share your favorite moment from your wedding day and tag us with</p> <p>#MyBAndBWedding for a chance to be featured!</p> <p>#MyBAndBWedding #WeddingPlanners #VAWeddings #Bouquets&Bustles</p>	<p>B&B provided video clip of past wedding with text “Share your favorite moment! #MyBAndBWedding”</p>	<p>This post is intended to encourage past clients to share positive experiences with B&B weddings. The audience action should be to stitch/share their own video testimonial under the B&B branded hashtag.</p>



Date & Time	Platforms	Tactic/Content Type	Written Content	Description of Visual	Intention of Post/CTA
March 17th, 2025 9:00am	Facebook Pinterest	Image	<p>Did B&B play a role in your happily ever after? Leave a review on our Facebook page from your wedding day to inspire other Shendoah Valley couples!</p> <p>#MyBAndBWedding #WeddingPlanners #VAWeddings #Bouquets&Bustles</p>	B&B provided photo of past wedding with text "Review Us!"	This post is intended to encourage past clients to share positive experiences with B&B weddings. The audience action should be to leave a positive Facebook review on the B&B Facebook page.



Date & Time	Platforms	Tactic/Content Type	Written Content	Description of Visual	Intention of Post/CTA
April 3rd, 2025 9:00am	TikTok	Video	<p>Like April showers bring May flowers, B&B weddings bring together the BEST couples! Share your Bouquets & Bustles experience by stitching this video or post under #MyBAndBWedding with your testimonial for a chance to be featured!</p> <p>#MyBAndBWedding #WeddingPlanners #VAWeddings #Bouquets&Bustles</p>	B&B provided video clip of past wedding with text "Share yours! #MyBAndBWedding"	This post is intended to encourage past clients to share positive experiences with B&B weddings. The audience action should be to stitch/share their own video testimonial under the B&B branded hashtag.





CAMPAIGN 3

PLANNER PICKS

The Planner Picks campaign focuses on building brand awareness and engagement by showcasing "Lauryn's Picks"—a series of personalized, expert recommendations from the owner, highlighting her favorite elements of fall weddings. Through Instagram, Facebook, Pinterest, and TikTok Lauryn will share her curated picks, including "My Favorite Fall Florals," and "Top Fall Wedding Venues." These posts will showcase Lauryn's expertise and inspire couples planning their weddings, particularly those considering a fall celebration. The content will be designed to build trust with potential clients, positioning Lauryn as an authority on wedding planning while providing valuable insights. By using Lauryn's personal recommendations, the campaign aims to connect with couples, spark ideas for their weddings, and ultimately increase bookings for the fall and winter wedding seasons.

STRATEGY CAMPAIGN #3 OWNED MEDIA

Supported Client Marketing Goal	Increase awareness for B&B. Increase new followers on B&B social media accounts
Target Audience(s)	The campaign will appeal to brides, grooms, wedding party, parents of the bride/groom, or wedding guests of a past B&B wedding who appeal to the opportunity to share their positive experience with Bouquets & Bustles.
Relevant Buyers Journey Stage	This media supports the awareness, consideration, and advocacy stage. As the target audience is able to get to know more about B&B as knowledgeable in the Shenandoah Valley wedding industry, and may consider sharing helpful information with friends, creating brand advocates.
Campaign Concept	The campaign will aim to position B&B as a industry leader in the Shenandoah Valley area, knowledgeable about local vendors. Addressing common desires with local vendors, B&B will increase awareness and brand perception. This campaign will highlight B&B's uniqueness, with Lauryn's expert preferences when it comes to high quality venues and catering companies, autumn bridal fashion, DIY/thrift picks for wedding decor, and her personal top picks for autumn wedding floral.
Need/Social/Psychological Appeal	The need satisfied/psychological appeal of this campaign revolves around connection, trust, and inspiration. It appeals to the audience by fulfilling their desire to work with a planner who is not only knowledgeable but personable and emotionally invested in their big day.
Campaign Dates	Duration: August 13th, 2025 - September 30th, 2025 During when couples solidify plans for Fall weddings, and are researching vendors.
Campaign Message	Finding the perfect vendors for your big day is easy with the expertise Lauryn brings to Bouquets & Bustles- get the insight to her top Fall picks in the Shenandoah Valley.
Tone	Thoughtful, Unique, Insightful
Hashtags	#LaurynsPicks #ShenandoahValley #BAndBPartners #VAVendors
Resources Required	Photographs from past B&B weddings, preference of vendors
People/Organizations Needed	Bouquets & Bustles vendor preferences, vendors' allowance/approval if needed
Estimated Costs of Resources	Assuming photos can be gathered from the wedding photographer, these costs can be avoided. Social listening platforms such as Hootsuite for 3 months would cost, \$147, and a design platform such as Canva would be around \$40 for 3 months.
KPI's	Reach, views/impressions, likes, comments, shares

STRATEGY CAMPAIGN #3 OWNED MEDIA SCHEDULE & POST EXAMPLES

Date & Time	Platforms	Tactic/Content Type	Written Content	Description of Visual	Intention of Post/CTA
August 13th, 2025 9:00am	Instagram Facebook Pinterest	Carousel Photos	Dreaming of falling leaves & cozy vibes on your wedding day? Discover Lauryn's top rustic venue picks for autumn weddings in the Harrisonburg area! Share with a friend who's on the hunt for the perfect wedding location #LaurynsPicks #ShenandoahValley #BAndBPartners #VAVendors	B&B provided photos of barn weddings venues with "B&B's Picks" text Tags venue vendors	Engage the audience with Lauryn's extensive knowledge and connections with venues in the Shenandoah Valley area. By sharing partnership with these venues, the audience should share with friends if they are interested, increasing awareness and reach for B&B.



Date & Time	Platforms	Tactic/Content Type	Written Content	Description of Visual	Intention of Post/CTA
August 30th, 2025 9:00am	Instagram Facebook Pinterest	Carousel Photos	Autumn weddings are the perfect time for good food & good friends! From farm-to-table spreads to cozy comfort food, discover Lauryn's favorite Shenandoah Valley caterers for your big day! Tag an autumn bride below! #LaurynsPicks #ShenandoahValley #B&BPartners #VAVendors	B&B provided photos of catering/food at a wedding venues with "B&B's Picks" text Tags caterer vendors	Engage the audience with Lauryn's extensive knowledge and connections with high quality caterers in the area. These relatable, important yet broad topics will get her content within the wedding social media community, increasing awareness and reach for B&B.



Date & Time	Platforms	Tactic/Content Type	Written Content	Description of Visual	Intention of Post/CTA
September 6th, 2025 9:00am	Instagram Facebook Pinterest	Carousel Photos	<p>You've got the ring, your love, the date set...but how will you capture the day?</p> <p>Discover B&B's top picks for autumn wedding photographers who shoot in the Shenandoah Valley!</p> <p>Comment below your favorite photo!</p> <p>#LaurynsPicks #ShenandoahValley #BAndBPartners #VAVendors</p>	<p>B&B provided photos of weddings/with "B&B's Picks" text</p> <p>Tag the wedding photographers featured</p>	Inspire and engage the audience with Lauryn's picks for top photographers she has worked with, spreading her opinion on each and showing her audience a little of who she is and her online personality.



Date & Time	Platforms	Tactic/Content Type	Written Content	Description of Visual	Intention of Post/CTA
September 12th, 2025 9:00am	Instagram Facebook Pinterest	Carousel Photos	<p>You and your sweetheart have a sweet tooth?</p> <p>Discover B&B's top picks for wedding cakes in the Shenandoah Valley!</p> <p>Share this with a friend who loves a sweet treat!</p> <p>#LaurynsPicks #ShenandoahValley #BAndBPartners #VAVendors</p>	<p>B&B provided photos of wedding cakes at a wedding with "B&B's Picks" text</p> <p>Tag cake bakers</p>	<p>To give high quality suggestions for wedding cake bakers in the Shenandoah Valley. Post intended to allow audience to share with friends interested in this topic, to increase awareness.</p>



Date & Time	Platforms	Tactic/Content Type	Written Content	Description of Visual	Intention of Post/CTA
September 30th, 2025 9:00am	Instagram Facebook Pinterest	Carousel Photos	<p>Did you know fall wedding florals are gorgeous even in the crisp weather?</p> <p>Discover Lauryn's top floral picks for autumn weddings in the Harrisonburg area! Tag a friend you'd like to see with these beautiful bouquets!</p> <p>#LaurynsPicks #ShenandoahValley #BAndBPartners #VAVendors</p>	<p>B&B provided photos of wedding florals with "B&B's Picks" with text on the first image saying, Tag local florists</p>	<p>To give high quality suggestions florists in the Shenandoah Valley area. Post intended to have audience tag friends who may be interested in booking wedding services of florals, to increase awareness.</p>



2025 CONTENT CALENDAR

*Evergreen Content in Between

January

1/1/25- New Year's Day
1/26/25- National Spouse's Day

February

2/1/25- National Wedding Month
2/5/25- Campaign 2 Post #1- IG, Facebook, & Pinterest
2/14/25- Valentine's Day
2/20/25- Campaign 2 Post #2- TikTok

March

3/1/25- National Wedding Planning Day
3/2/25- Campaign 2 Post #3- IG, Facebook, TikTok
3/17/25- Campaign 2 Post #4- Facebook, Pinterest
3/20/25- National Proposal Day

April

4/1/25- April Fool's Day
4/3/25- Campaign 2 Post #5- TikTok
4/23/25- National Lover's Day

May

5/1/25- National Small Business Month
5/12/25- Mother's Day

June

6/16/25- Father's Day
6/22/25- National Kissing Day

July

7/21/25- Get to Know Your Customer's Day
7/30/25- International Friendship Day

2025 CONTENT CALENDAR

*Evergreen Content in Between

August

8/9/25- Hold Hands Day

8/13/25- Campaign 3 Post #1- IG, Facebook, Pinterest

8/18/25- National Couple's Day

8/30/25- Campaign 3 Post #2- IG, Facebook, Pinterest

September

9/6/25- Campaign 3 Post #3- IG, Facebook, Pinterest

9/10/25- National Girl's Night In Day

9/12/25 Campaign 3 Post #4- IG, Facebook, Pinterest

9/26/25- Love Note Day

9/30/25- Campaign 3 Post #5- IG, Facebook, Pinterest

October

10/14/25- National I Love You Day

10/25/25- Mother In Law Day

November

11/1/25- Campaign 1 Post #1- IG, Facebook

11/17/25- Campaign 1 Post #2- IG, Facebook

11/26/25- Small Business Saturday

11/27/25- Thanksgiving

December

12/3/25- Let's Hug Day

12/12/25- Campaign 1 Post #3- IG, Facebook

12/26/25- Campaign 1 Post #4- IG, Facebook

12/31/25- Campaign 1 Post #5- IG, Facebook

BRAND VOICE & GUIDE

CAREGIVER

The Caregiver brand archetype best suits Lauryn as she acts as an empathetic and understanding person who takes the weight off her clients' shoulders, and creates unique experiences tailored to them. She shows compassion and priority in taking the stress of decision-making off of her clients' shoulders by using her expertise to help them. She provides her services in an empathetic way, understanding that this is a very memorable and monumental event for her couples. The Bouquets and Bustles brand focuses on problem-solving and graceful expertise for every client.



BRAND VOICE

Warm and Personable: Content should reflect Lauryn's friendly and approachable personality by using conversational language. Create content that feels like it's coming from a trusted friend, inviting clients to connect.

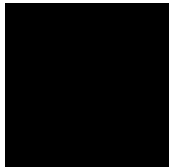
Genuine and Relatable: Emphasize authenticity in content by sharing personal touches, such as Lauryn's love for hobbies, and unique facts. Highlight real moments behind the scenes to foster a personal connection.

Community-Driven: Content should reflect B&B's roots in the Shenandoah Valley, and highlight Lauryn's strong vendor connections in the area to build trust with local clients.

SUGGESTED EMOJIS



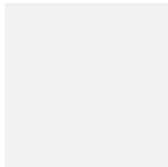
COLOR PALETTE



#000000



#B2B0A0



#F4F4F4



#9EAD6D



#E1B08D



#EFABAB

FONT S

HEADING 1

JOSEPHIN SANS REGULAR
42 PT

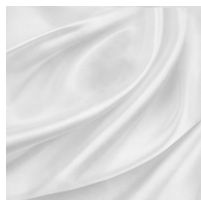
HEADING 2

LA LUXES SERIF
32 PT

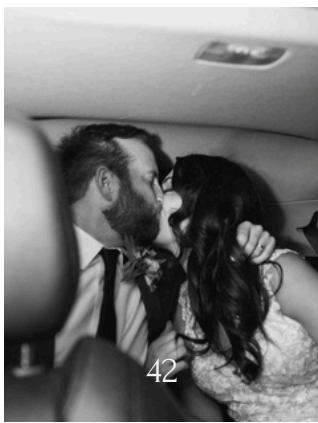
BODY TEXT

FORUM
12 PT

TEXTURES



MOODBOARD INSPIRATION



PLATFORM SPECIFIC TACTICS AND TOOLS



Instagram is a highly visual platform ideal for showcasing the aesthetic and personalized aspects of Bouquets and Bustles' wedding planning services. Content will include high-quality photo posts of weddings and customer testimonials, carousel posts for storytelling and vendor highlights, and Reels to provide quick planning tips while also incorporating a personal touch. Stories will share real-time updates, and use interactive polls, Q&A stickers, and geotags to target specific locations. Engagement will be driven by branded hashtags (e.g., #LaurynsPicks, #YourWeddingYourWay, #B&BPartners), and tagging vendors. To track and analyze performance, third-party platforms like Hootsuite will assist with scheduling and analytics. Instagram also provides analytics through the platform and on Meta Business Suite.



Facebook is an effective platform for showcasing Bouquets and Bustles' wedding planning expertise through visually engaging posts and strategic reposting. The content strategy will focus on high-quality photos of weddings, planning tips, and client testimonials, paired with captions that highlight the benefits of hiring a wedding coordinator. Reposting vendor content and wedding inspiration from trusted sources will help keep the feed active and build strong industry connections. Boosted posts will be used to reach engaged couples in specific locations and demographics, ensuring content reaches the right audience. Performance can be tracked using Meta Business Suite to monitor engagement, reach, and post success, with tools like Hootsuite assisting in scheduling and analyzing trends.



Pinterest is an ideal platform for Bouquets and Bustles to inspire potential clients and establish expertise in wedding planning through visually appealing and shareable content. The strategy will focus on creating and curating boards with themes such as "Bridal Party Ideas," and "Dream Venue Decor," featuring high-quality pins of floral arrangements, tablescape, and timeline tips. Each pin will include detailed descriptions with keywords like "wedding coordinator" and "stress-free wedding planning" to improve searchability. Re-pinning popular wedding content and linking original pins to the Bouquets and Bustles website will drive traffic and conversions. Tools like Pinterest Analytics and Hootsuite will track performance metrics such as impressions, saves, and website clicks, helping maximize engagement.



TikTok is a dynamic platform that Bouquets and Bustles can use to connect with a younger, tech-savvy audience by showcasing the fun, creative side of wedding planning. Content will include short, engaging videos like "DIY Wedding Ideas", couple highlights, and trending tips for stress-free planning, all tailored to popular sounds and hashtags like #WeddingTok and #WeddingPlanningTips. Posting educational content will establish expertise, while highlight videos will capture the magic of wedding day execution. TikTok Analytics and Hootsuite will track video views, engagement rates, and audience demographics, providing insights to refine content strategy and increase visibility.

CONTENT DEVELOPMENT

CONTENT DEVELOPMENT

- Create and maintain content calendars to plan and schedule posts ahead of time.
- Use analytics to determine the best posting times and ensure consistency across all platforms.
- Content should aim to educate, promote, entertain, and inspire to drive maximum audience engagement and impressions.

CONTENT CREATION & CURATION

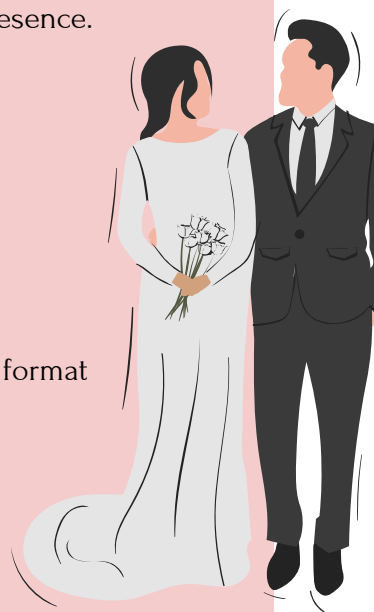
- Develop original content aligned with the brand's voice, focusing on relatable and shareable topics.
- Curate high-quality content relevant to the target audience:
 - Suggested Industry Players: The Knot, Zola, WeddingWire, Virginia Weddings Communities
- Use tools like Google Alerts to stay aware of industry-specific trends
 - Suggested Hashtags: #VirginiaWeddings #WeddingTrends #WeddingPlanners

CONTENT MANAGEMENT

- Review all content for quality and alignment with the brand's tone using Brand Voice & Guide.
- Schedule posts using social media management tools to maintain a consistent presence.
- Monitor comments and messages to engage followers and build community.

CROSS-UTILIZATION & REPURPOSING

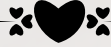
- Adapt content for multiple platforms while ensuring it fits each platform's unique format
 - Suggestions for Video: Instagram Reels, Facebook, and TikTok
 - Suggestions for Photos: Instagram, Facebook, and Pinterest
- Break down large format content pieces into smaller, reusable elements
 - Suggestion: Long format video repurposed as short social media video



MONITORING, TRACKING, MEASURING & EVALUATING

Client Goals	Increase overall awareness for B&B.	Increase site traffic.	Increase inquiries from potential clients completing contact form.	Increase wedding coordination services booked.	Strengthen & maintain vendor relationships through social media.
Social Media Goals	Increase reach & impressions on social media.	Increase reach & CTR using social media.	Increase engagement & interactions on social media.	Increase WOM & positive reviews using social media.	Increase engagement & interactions on social media.
KPI's	Reach Impressions WOM mentions CPM	CTR Traffic volume Session time Bounce rate	Conversion rate CTR Referral sources ER	Reviews, mentions, posts under UGC hashtag, shares	Referrals Tags Mentions ER Likes Comments
KPI Formulas	$\text{CPM} = \left(\frac{\text{Total Impressions}}{\text{Total Cost of Campaign}} \right) \times 1,000$	$\text{CPM} = \left(\frac{\text{Total Impressions}}{\text{Total Cost of Campaign}} \right) \times 1,000$ $\text{Bounce Rate} = \left(\frac{\text{Total Website Sessions/Single Page Visits}}{\text{Total Website Sessions}} \right) \times 100$	$\text{CPM} = \left(\frac{\text{Total Impressions}}{\text{Total Cost of Campaign}} \right) \times 1,000$ $\text{ER} = \left(\frac{\text{Total Followers}}{\text{Total Engagements}} \right) \times 100$	$\text{Conversion Rate} = \left(\frac{\text{Total Visitors}}{\text{Total Conversions}} \right) \times 100$	$\text{ER} = \left(\frac{\text{Total Followers}}{\text{Total Engagements}} \right) \times 100$
KPI Performance Targets	30% increase	25% increase	20% increase	20% increase	35% increase

Bibliography



Sparrow, L. (2023, January 5). The social media guide for Small Wedding Businesses. WeddingPro. <https://pros.weddingpro.com/blog/marketing/social-media-guide-for-small-wedding-businesses/>

Tang, L. (2024, September). Wedding Planner in the US: OD4412. IBISWorld. Retrieved November 22, 2024, from <https://my.ibisworld.com/us/en/industry-specialized/OD4412/at-a-glance>

Whalley, L. (2024, November 9). A guest's guide to every kind of wedding dress code. theknot.com. <https://www.theknot.com/content/wedding-guest-attire-cheat-sheet>