

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



Strategic Social Media Plan Proposal

Gently Handcrafted By:

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BOUQUETS & BUSTLES
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MEET THE TEAM



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Executive Summary



Target Personas & SM Opportunities

This plan targets three key personas: the bride, the maid of honor, and the middle-aged bride, all of whom are active on social media and seeking a wedding planner that fits their needs. While the bride and maid of honor are similar in age, they have different roles, and the middle-aged bride shares a similar role but has different preferences. Each persona engages with social media in unique ways, making it essential to strategically leverage multiple platforms, with Instagram as the common thread. Cross-sharing on Instagram and Facebook will increase reach, while TikTok can engage younger demographics, allowing Bouquets and Bustles to maximize visibility and brand awareness.

Plan's Focus:

- **Increase Website Traffic:** Through the use of social media platforms, increase website traffic by at least 20% by the end of all campaigns and after SEO improvements
- **Strengthen Vendor Relationships:** Using social media platforms to maintain and increase relationships with vendors by 20% through engagement across all accounts
- **Increase Brand Awareness on TikTok:** Launch and grow a TikTok account that will aim to increase website traffic by 30% by the end of the campaign
- **Increase User-Generated Content:** Using branded hashtags to facilitate the creation of user-generated content by 25% by the end of the campaign
- **Increase Lead Generation:** Posting content that appeals to the target personas and will lead to a 10% increase in wedding coordination bookings

SMM Goals & Overall Business and Marketing Goals

Our social media goals are designed to directly support and align with our client's overall business and marketing objectives, specifically focusing on increasing brand awareness and generating leads. Each campaign outlined in this plan is strategically crafted to achieve these core goals. The first campaign targets younger couples in the awareness stage who are actively looking for wedding coordination services, aiming to increase visibility and engagement with this demographic. The second campaign focuses on encouraging the creation of user-generated content, strengthening Lauryn's relationship with her current clients and providing social proof to potential clients, showcasing the value Bouquets and Bustles brings to their wedding planning. The final campaign leverages TikTok to amplify brand awareness and foster deeper audience engagement on the platform, complementing the awareness efforts of the first campaign.

Company and Industry Overview

Company Overview

Bouquets and Bustles is a wedding coordination and planning company dedicated to guiding couples through every step of their special day, ensuring a seamless and beautifully executed celebration. Lauryn, the company owner and wedding planner, is based in Virginia, primarily serving the Shenandoah Valley with occasional projects in other parts of the state. She is a strong advocate for "community over competition," maintaining relationships with various vendors, including caterers and photographers, which enables her to provide tailored vendor recommendations and trusted referrals. While the business benefits from Lauryn's deep connections and personalized approach, there are some challenges, such as resource limitations in managing multiple platforms effectively and limited adoption of current social media trends like video content and reels. Competitors like Boundless Love Events and Laura Elizabeth Weddings have larger social followings and more sophisticated digital strategies, which pose a significant threat. Despite these challenges, Bouquets and Bustles has competitive advantages in its commitment to strong community ties, a focus on client satisfaction, and the ability to deliver highly personalized experiences that set it apart in the wedding planning industry.

Industry Overview

The wedding planning industry provides services in order to guide the bride and groom into having a seamless wedding experience. They help with planning before the wedding, then during the actual wedding to ensure everything is going as planned. They help with the little details such as decorations, photography, and catering. However, there are many competitors within the wedding planning industry. Other wedding planners around the Shenandoah Valley range from Maryland, Virginia, West Virginia, and some are even worldwide, which adds some threat to a smaller wedding planner that only stays in Virginia. There are many companies with larger platforms on social media, with higher followings and more intricate content. Even looking strictly at the website the words cut off of the page, making it look unprofessional (Tang, 2024).





Social Media Audit



After completing a social media audit of Lauryn’s accounts, we have outlined the following key findings. While the posting on platforms is consistent and establishes a solid branding, changes could be made to diversify the content types. As of right now, the primary type of content are images. These types of content render limited engagement and lack depth and context in posts. While there is the consistency of posting three posts per wedding, there is a lack of posting frequently across platforms, leading to stagnant engagement. Additionally, hashtags are not utilized, and captions rarely encourage customer interaction or conversations. These factors contribute to low engagement rates, primarily due to a lack of invitations for clients to engage with the content.

The B&B Instagram account effectively upholds the brand image by providing potential clients with adequate information, including links to the B&B website, reviews, past clients, and booking details, while maintaining the brand’s aesthetic and appealing to the audience. The B&B Facebook, similar to the Instagram, successfully provides sufficient information and links to the website while showcasing a stronger relationship with vendors, photographers, and others who have collaborated with Bouquets & Bustles. Although the Pinterest account is not currently used for posting, it serves as a resource for creating inspiration boards for clients, demonstrating expertise and an artistic eye.

Social Media Audits



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Communication Objectives: Sharing moments from the wedding and sometimes details about the wedding planning process she went through with that particular couple.

Tactic: Tagging couples and posting about each wedding after they have occurred

Hashtags used: n/a

Types of Content: Images

Audience Sentiment: Brides-to-be, Those looking for wedding coordination services

Content Topics: Client photos, wedding details, client testimonials, wedding photos

Posting Frequency: Posts monthly



Average ER Post: 0.03% 2.7%

Followers per platform: 731 267



Communication Objectives: No communication, but the objective is to assist her couples in making detail decisions

Tactic: Using the account to create mood boards to discuss with her couples

Hashtags used: n/a

Types of Content: n/a

Audience Sentiment: Brides-to-be, Those looking for wedding inspiration

Content Topics: Pinterest boards that showcase wedding inspiration

Posting Frequency: n/a

Average ER Post: n/a

Followers 0

Competitor Analysis #1

Laura Elizabeth Weddings



Platforms:	Instagram	Facebook	Pinterest
Communication Objectives	Showcase her business services and highlight the memorable experiences she's crafter for her clients	Promote her business' services and share the moments she's been able to create for her customers	To showcase unique wedding design ideas and inspire couples with memorable moments from a vision board she made on Pinterest.
Followers	856	194	2
Average ER Posts	0.03%	10.57%	n/a
Content	Images, Videos/Reels, Craousels	Images, Reels, Carousels	Competitor does not post
Content Topics	Venue highlights, dinner layouts, client anniversaries, decoration inspiration, and wedding details.	Planning weddings, wedding details, posting about clients, and posting about eloping.	Inspiration for seasonal weddings, color themed weddings, and wedding themes.
Tactics	Creating content that inspires clients and potential future Frequent use of a variety of content.	Creating content that could inspire clients, or be engaged with by those who are looking for wedding tips and tricks. Frequent use of a variety of content.	Provides clients or future clients with ideas, showcasing Laura's eye for
Hashtags	n/a	#EastCoastWeddingPlanner #RehersalDinner #MountainWedding #VirginiaWeddingPlanner	n/a

Competitor Analysis #1

Laura Elizabeth Weddings



Platforms:	Instagram	Facebook	Pinterest
Audience segment	Brides-to-be, event vendors	Brides-to-be, event vendors	Brides-to-be, those looking for wedding inspiration
Posting Frequency	About every month	About every month	n/a
Strengths	Uses a variety of content and content formats, posts wedding inspiration and ideas, expanding content to go beyond being only posts about the weddings she has planned, and demonstrates strong vendor relationships, building credibility and trust with potential future clients	Posts frequently using a variety of content, creates content that maintains relationships with clients and also generates new leads/will be applicable to future clients as well, and posts about specific wedding seasons, also helping clients	Strong design aesthetic and wide range of wedding inspiration
Weakness	Low engagement with her followers, inconsistent posting, and does not use hashtags	Posts do not receive high engagement despite tagging many accounts and posts frequently, but not consistently	Inactivity in the past several months, has no original content posted, and only has saved pins and boards



Competitor Analysis #2

Boundless Love Events



Platforms:	Instagram	Facebook	Pinterest
Communication Objectives	Showcase her business services and highlight the memorable experiences she's crafted for her clients	Promote her business and to show off the work she has done. Also a way for customer to learn more about her as a wedding planner	To inspire potential clients with visually curated wedding and event themes, providing ideas for decor, color schemes, and planning elements
Followers	2,406	449	10
Average ER Posts	.8668%	.01%	n/a
Content	Event highlight reels, carousel posts, and stories	Photo albums	Wedding inspiration boards, trends
Content Topics	Photoshoots, wedding highlights,	Wedding photos, vendor collaborations, event themes	Hiring a wedding planner tips.
Tactics	Frequent use of reels, cohesive visuals, hashtags, and tagging vendors	Consistent posting with hashtags and tagging vendors	Focused on wedding-specific themes, with personalized board categories
Hashtags	#vaweddingplanner, #virginiaweddingplanner, #weddingtips, vawedding	#vaweddingplanner, #virginiaweddingplanner, #weddingtips, vawedding	n/a

Competitor Analysis #2

Boundless Love Events



Platforms:	Instagram	Facebook	Pinterest
Audience segment	Brides-to-be, wedding planners, and event vendors	Potential clients looking to plan weddings	Couples seeking creative wedding ideas and inspirations
Posting Frequency	3-4 times a week	3-4 times a week	1 post a year
Strengths	Gets more engagement on reels, cohesive visuals, frequent vendor collaborations	Consistent posting with clear themes	Familiar with posting on the platform
Weaknesses	Limited comments or interaction on non-reel posts	Low engagement despite consistency	Inactivity, limited engagement, and no new pins recently



Competitor Analysis #3

120 Events



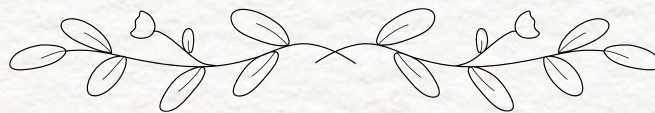
Platforms:	Instagram	Tiktok
Communication Objectives	To share the moments 120 Events has created and attract potential customers	To share wedding planning advice, behind-the-scenes moments, content, and helpful tips to engage and educate couples while showcasing expertise in creating unforgettable events
Followers	2,155	479
Average ER Posts	0.01%	20.81%
Content	Variety of posts including reels, images, and carousels showcasing weddings, event details, and personal branding	Short videos showcasing wedding highlights, behind-the-scenes, day in a life, and tips
Content Topics	Weddings, behind-the-scenes, table designs, bouquets, client interactions, and day-in-the-life posts	Wedding planning advice, event highlights, client stories, hot takes, tips, and personalized approaches to planning
Tactics	Uses wedding-specific hashtags, collaborates with vendors and photographers, and highlights personal expertise	Leverages TikTok trends, creative hashtags like #weddingadvice, and visual storytelling for engagement
Hashtags	#bayareaweddingplanner, #weddingplanner, #napaweddingplanner, #luxurywedding, #weddinginspiration	#weddingadvice, #bayareaweddingplanner, #luxuryweddings, #weddingplanning, #weddingdetails

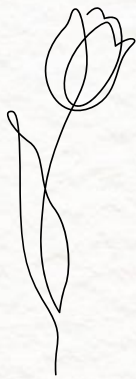
Competitor Analysis #3

120 Events



Platforms:	Instagram	Tiktok
Audience segment	Couples planning weddings in California, particularly Bay Area and Napa Valley; LGBTQ+ and multicultural clients.	Young couples seeking stress-free and modern wedding planning, often engaged with TikTok trends and humor
Posting Frequency	4-5 times a week	Ranges from 2-10 posts a month
Strengths	<ul style="list-style-type: none"> • Varied content formats (images, reels, carousels) • Collaborations with local vendors and photographers enhance credibility 	<ul style="list-style-type: none"> • Creative storytelling and effective use of hashtags for discoverability • Engagement rate suggests audience interest in curated and personalized content
Weaknesses	<ul style="list-style-type: none"> • Low engagement rate despite frequent posting • Some posts lack high-quality visual appeal 	<ul style="list-style-type: none"> • Inconsistent posting schedule reduces visibility and follower engagement





SWOT

ANALYSIS

STRENGTHS

- Highlights events, collaborations, client testimonials, skills and community ties
- Posts regularly with different types of mediums keeping a cohesive look on all platforms
- Shares 3 posts per event, reflecting dedication.
- Facebook engagement (7.08 avg.) -offering growth potential.
- IG audit: Scenic venues and client-focused posts perform best

WEAKNESSES

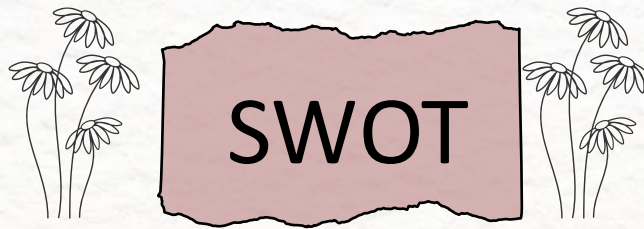
- Limited followers and weak social media presence.
- Misses out on current trends
- Lacks presence on platforms popular with younger audiences.
- Random posts with no clear strategy or message
- Lacks variety and often mimics competitors.
- Minimal use of reels or videos; homepage relies on photos, leading to N/A views.
- Low IG engagement (1.44 avg.), below competitors' rates

OPPORTUNITIES

- Expand social media with new accounts for her services.
- Keep website updated for a polished, professional look.
- Add more video content for better engagement.
- Use user-generated content to boost authenticity.
- Share planning tips and behind-the-scenes clips to provide value.
- Post interactive stories to engage users.
- Focus on Facebook, which has higher engagement than Instagram.

THREATS

- Low following and engagement compared to competitors.
- Misses key trends
- Possible negative reviews impacting social presence.
- Needs to adopt trending formats
- Target audience shifts require updates to platform strategies.
- Rapidly changing trends demand continuous adaptation.
- LE Wedding (176.84 FB engagement) and Boundless Love (2,063 IG engagement) outpace Lauren (7.08 FB, 1.44 IG)



S-O Strategy:

- Engagement Campaigns: Use strong community ties to create campaigns that encourage user-generated content, asking clients to share their experiences and tag her.
- Video Content Creation: Showcase her skills and events through engaging reels that highlight venue decor, planning processes, and client testimonials, appealing to a younger audience. Utilize more reels and video content
- Facebook Optimization: Share more scenic venue posts on Facebook to leverage the higher engagement rate, promoting interactions.

W-O Strategy:

- Content Calendar: Develop a calendar that includes diverse content types, educational posts, behind-the-scenes, and interactive stories—ensuring a mix that keeps followers engaged.
- Trend Research: Stay updated on social media trends and incorporate them into content strategy, particularly focusing on video formats that resonate with audiences.
- Targeted Content for Younger Audiences: Create tailored content for platforms like TikTok, showcasing wedding planning tips in a fun and relatable way.

S-T Strategy:

- Community Trust Building: Regularly feature client testimonials and successful events to build a strong reputation that counters competitor threats.
- Engagement on Facebook: Utilize the stronger engagement on Facebook to create a loyal community, sharing unique content that showcases her brand's personality and skills.
- Proactive Content Sharing: Maintain a consistent posting schedule, highlighting unique aspects of her services to stand out from competitors.

W-T Strategy:

- Reputation Monitoring: Implement social media listening tools to monitor mentions and feedback, allowing her to quickly address any negative comments or reviews.
- Engagement Practices: Increase interaction with followers through comments, live Q&As, and responding to messages to foster a sense of community and loyalty.
- Diversified Content Strategy: Ensure a varied content mix that includes videos, reels, and polls to attract engagement and retain followers, thereby reducing the impact of competitor threats.

START, STOP, CONTINUE Method

- Start leveraging different social media platforms by aligning with current trends, creating video content, and including daily life posts, such as planning tips and behind-the-scenes footage.
- Stop avoiding posting non-wedding-related content on wedding-focused accounts, limit posts to just three after an event, and ensure content includes relevant hashtags.
- Continue establishing a cohesive color scheme across social media, incorporate client reviews and updated wedding content, and refresh posts after events to keep the content current.



Social Media Goals & Objectives



Client's Business/ Marketing Goals	Social Media Marketing Goals	SMART Social Media Objectives	KPI's	Relevant Target Market/Persona	Social Platforms that will be utilized
Increase WOM marketing / Overall awareness of B&B	Increase customer engagement and encourage user-generated content (UGC) to boost word-of-mouth marketing and overall awareness of B&B	Increase user-generated content (UGC) by 25% over the next 3 months by encouraging clients to share photos and experiences using a branded hashtag (#BouquetsAndBustlesMoments) and tagging the client's business. Interacting with their posts and maintaining a relationship with the clients post-wedding	Track the number of shares, reviews, and user-generated posts using social media insights and Google Analytics	Anyone (bride, groom, MOH, Mom) looking for a wedding planner offering any wedding services (partial/day of/full)	Instagram, Facebook, Pinterest, TikTok
Increase inquiries - potential clients completing contact form	Drive more qualified leads by promoting specific services, focusing on converting social media visitors into inquiries.	Increase website traffic by 20% over the next three months by implementing targeted social media campaigns and SEO improvements. By tracking the increase in website traffic using Google Analytics, aiming for a 20% growth in sessions from both social media referrals. This goal aligns with the company's broader aim of increasing brand visibility and lead generation through digital channels.	Monitor referral traffic from social media platforms and tracking number of potential clients filling out contact form	Ages 25-45, or couples looking for full or partial wedding coordination services.	Facebook and Instagram

Client's Business/ Marketing Goals	Social Media Marketing Goals	SMART Social Media Objectives	KPI's	Relevant Target Market/Persona	Social Platforms that will be utilized
Increase wedding coordination services booked	Promote and encourage wedding coordination services	Increase wedding coordination bookings by 10% within 4 months by posting testimonials, behind-the-scenes videos of wedding planning, and before-and-after shots of events. Also posting more about herself so clients have a better idea of who they are working with	Engagement and conversations from platforms to booking inquiries	Ages 20-34, or those getting married (brides and grooms at different stages of wedding planning, particularly those considering coordination services)	Pinterest, Instagram, and Facebook
Strengthen & maintain vendor relationships through social media	Build and create partnerships with vendors	Strengthen vendor relationships by increasing social media engagement with vendors by 20% over the next 6 months. Achieve this through regular vendor shoutouts, tagging them in event posts, collaborating on giveaways, and cross-promoting services on both the client's and the vendor's platforms. Highlight vendor contributions in stories and posts after each event	Monitor engagement (likes, comments, shares) and track vendor mentions in posts	Vendors and potential partners (caterers, florists, venues, etc.)	Instagram and Facebook



Client's Business/ Marketing Goals	Social Media Marketing Goals	SMART Social Media Objectives	KPI's	Relevant Target Market/Persona	Social Platforms that will be utilized
Increase site traffic	Boost social media driven traffic to the website	<p>Increase site traffic by 30% within 6 months by creating viral TikTok videos featuring wedding tips, bridal hacks, and day-in-the-life clips of the wedding planning process. Use trending hashtags and collaborate with wedding influencers to boost visibility and direct traffic to the website. Using the same hashtags in Instagram and Facebook posts that highlight similar content.</p> <p>Posting about the content that can be found on her website to incentivize potential customers to visit it</p>	Track the number of TikTok-driven visitors to the website through Google Analytics, focusing on traffic sources and engagement metrics like video views, follower growth, and click-through rates	Ages 25-34 (brides and grooms in planning stages, interested in full-service or partial planning)	Tiktok, Instagram and Facebook





Personas Analysis



Happy Haley



DEMOGRAPHICS

- **Age:** 44
- **Income:** 80k
- **Education:** Bachelor's degree in Management
- **Work:** Human Resources Manager
- **Gender:** Female
- **Location:** Arlington, VA- but went to JMU
- **Family status:** no kids, 2 sisters and 1 brother
- **Race:** White

PAIN POINTS

- *Often compares her life and wedding plans to others on social media with higher wedding budgets.*
- *Really focused on keeping her wedding beautiful but also budget friendly and sustainable.*

PSYCHOGRAPHICS

- **GOAL:** Find a full-service wedding planner
- **Interests:** Fashion, specifically thrifting.
- **Enjoys:** knitting & staying active.
- **Values** organization and being eco-friendly. She participates in recycling competitions and helps keep her neighborhood on top of being sustainable.

SOCIAL MEDIA HABITS

- **Socials used:** Instagram, Facebook, Pinterest
- **When are they on social:** Before and after work- specifically, really active on Sundays
- **Why do they consume content?** Education and inspiration
- **What are their content preferences?** Loves reels and videos! Doesn't like it when they are too long

Daring Demi



DEMOGRAPHICS

- **Age:** 25
- **Income:** Fluctuates
- **Education:** Bachelor's degree in Accounting
- **Work:** Influencer
- **Gender:** Female
- **Location:** Washington, DC
- **Family status:** no kids, 1 sister
- **Race:** White

PAIN POINTS

- *Demi is very strict about black tie dress code for her wedding. She believes everything needs to be exclusive & top tier.*
- *She is a perfectionist & knows her wedding needs to be extravagant.*

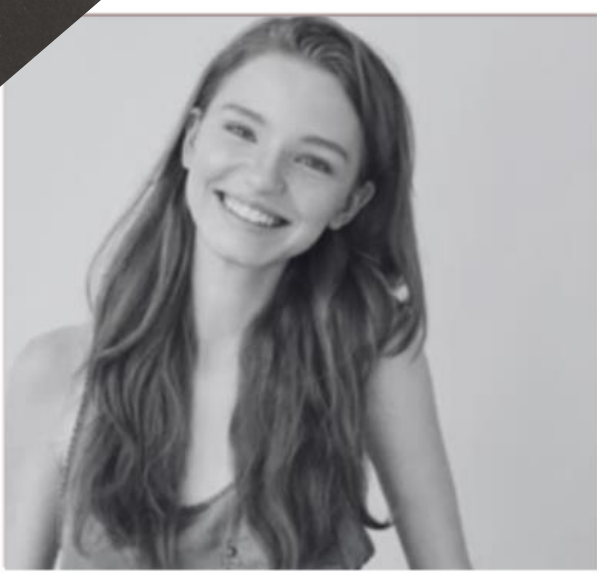
PSYCHOGRAPHICS

- **GOAL:** *A day-of coordinator.*
- **Interests:** *High fashion, designer brands, social media.*
- **Enjoys:** *Pilates, yoga, hours of social media.*
- **Values:** *She is extremely type, so she values being detail oriented & organized. She likes to be in control & won't settle to be less than the person next to her.*

SOCIAL MEDIA HABITS

- **Socials used:** Instagram, TikTok
- **When are they on social:** Most of her day is on social media.
- **Why do they consume content?** Looking at the newest trends & looks so she can wear the best.
- **What are their content preferences?** "Day in My Life" videos from other brides & wedding planners who post extravagant weddings.

Sweet Susan



DEMOGRAPHICS

- **Age:** 22
- **Income:** \$25/hr as a part-time server
- **Education:** Currently at JMU studying Finance
- **Work:** Student & part-time server
- **Gender:** Female
- **Location:** Harrisonburg, VA
- **Family status:** no kids, 2 sisters
- **Race:** White

PAIN POINTS

- *She is struggling as a maid of honor because she is young, in college & being a part of a wedding is expensive*
- *She is finding it hard to balance wedding responsibilities with academic commitments, part-time work, and a tight budget.*

PSYCHOGRAPHICS

- **GOAL:** Maid of honor looking for a wedding planner who will help her while she is in school.
- **Interests:** Reading, working out & hanging out with her friends.
- **Enjoys:** Reading, working out, & doing either in group settings.
- **Values:** Friends, family.

SOCIAL MEDIA HABITS

- **Socials used:** Instagram, TikTok, Pinterest
- **When are they on social:** Between classes, in the morning & before bed.
- **Why do they consume content?** Browsing for ideas as a maid of honor.
- **What are their content preferences?** DIY tips and budget friendly maid of honor tricks.

Justifications



Happy Haley:

- Haley is in her initial planning and consideration stage.
- Looking for a Local & Budget friendly vendor.

Daring Demi:

- Demi is in her initial planning and consideration stage.
- Looking for one someone who is one of a kind & anything but ordinary.
- Needs help with guest dress code.

Sweet Susan:

- As MOH, Susan is looking for convenient & budget friendly staff.
- Looking to make the Bride's wedding planning go smooth and relaxing.
- Looking for inspiration for outfits, decorations, and what do do as MOH.

Summary of Persona's Interests addressed by Client:

- Budget friendly
- Have a flexible mindset
- Simple and smooth process
- Keep up with trends
- Offer one of a kind services
- Someone who is supportive & local



Pain points Addressed by Client:

- Budget friendly
- Affordable and adaptable, offering a flexible, open-minded approach combined with a fresh perspective and seasoned expertise
- Is supportive & local



Social Media Campaigns & Schedule



Social Media Platforms

Mission Statement:

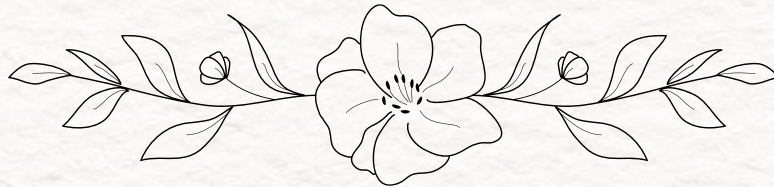
Our mission is to authentically connect with our audience by fostering meaningful interactions that improve brand visibility. Through engaging content and paid advertisements, we aim to build lasting relationships, grow our brand's presence, and create a space where people can discover, engage, and connect with our values and offerings.

Social Platform:

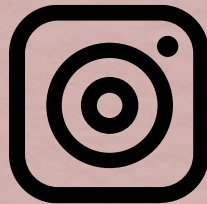


Rationale:

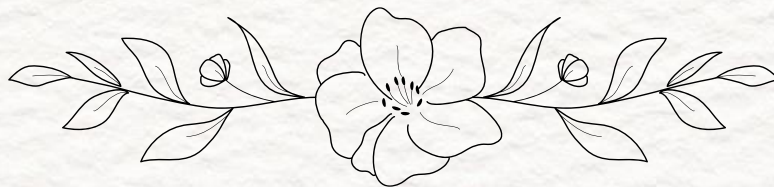
We are using Facebook because it offers a versatile platform to reach a broader audience through features like groups, events, and stories. This will effectively promote engaging content and paid ads, making it ideal for increasing brand awareness and customer engagement.



Our mission on Instagram is to inspire and engage brides by showing the beauty and detail of every wedding planned by B&B. To ensure the audience feels supported, Instagram will be used to create visually aesthetic, informative, and interactive content that aligns to the core of wedding planning.



We are using Instagram because it emphasizes visually-driven storytelling, allowing us to showcase the brand's personality and wedding expertise through aesthetic posts, interactive features, and collaborative content with vendors, ultimately strengthening relationships, increasing engagement, and growing our follower base.



Social Media Platforms

Mission Statement:

Social Platform:

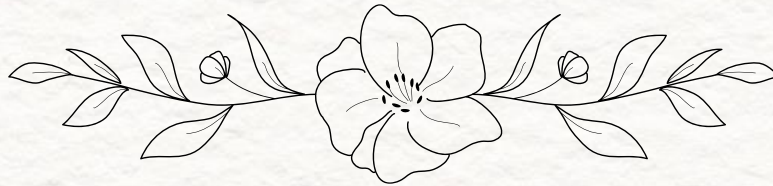
Rationale:

Our Pinterest mission is to help couples with wedding inspiration, helping them plan their perfect day.

Using backlinks from our other platforms to increase engagement and grow a community on the platform.



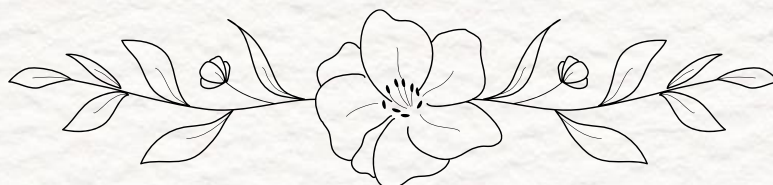
While Pinterest is not as a dynamic platform as other social medias, linking the account to other platforms will generate traffic. Pinterest is an ideal platform to showcase wedding expertise and planning, as making boards can be used to show knowledge and creativity.



Our TikTok mission is to educate and entertain future brides and wedding parties through fun, relatable content. From wedding tips to behind the scene videos, we strive to make every client's wedding planning enjoyable and stress free.



We are using TikTok because it provides a dynamic platform to reach and engage a wider audience through short, entertaining, and educational videos, leveraging trends and relatable content to increase brand visibility, grow our follower base, and connect with future brides in a fun and authentic way.



Paid Media Campaign

PLAN YOUR PERFECT DAY WITH BOUQUETS & BUSTLES

#SecureYourDate

This paid media campaign targets engaged couples in the early stages of wedding planning and aims to increase awareness and consideration for Bouquets & Bustles' services. It will feature a mix of professionally created video ads and carousel posts showcasing stunning highlight reels of past weddings, promotional offers for unique services, and client testimonials to build trust and credibility. The campaign will include clear calls-to-action, encouraging couples to schedule consultations and explore the stress-free planning solutions offered by Bouquets & Bustles.



Strategy Campaign #1: Paid Media

CLIENT MARKETING GOAL

Increase brand awareness and consideration

SOCIAL MEDIA OBJECTIVE

By the end of Winter 2025, increase website traffic from social media by 20%, generate at least 15 inquiries per month through paid ads, and achieve a 5% engagement rate on paid posts promoting wedding coordination services.

CAMPAIGN DESCRIPTION

The campaign will feature a combination of professionally created video ads and carousel posts designed to engage the target audience. These will include highlight reels showcasing Bouquets & Bustles' past events, capturing beautiful setups and memorable moments to inspire engaged couples. Client testimonials, presented in video or text form, will build credibility and trust by sharing authentic experiences. Each post will include clear calls-to-action (CTAs), such as "Schedule Your Consultation Today!" or "Plan Your Dream Wedding with Us!" to encourage immediate engagement and inquiries.

STAGE OF BUYER

Awareness



TARGET AUDIENCE

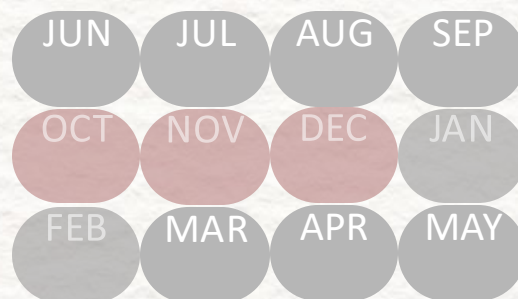
Engaged couples aged 25-35 who are in the early stages of wedding planning and are seeking expert guidance to simplify the process. These couples value convenience and professionalism and are active on social media platforms like Instagram and Facebook for inspiration and ideas.

INSPIRATION

The inspiration for this campaign stems from the effectiveness of paid social media advertising in reaching engaged couples who are actively planning their weddings. By showcasing visually appealing content and compelling offers, the campaign aims to position Bouquets & Bustles as the trusted choice for stress-free, expertly planned weddings.

CAMPAIGN DATES

October 2025- December 2025



Strategy Campaign #1: Paid Media

CAMPAIGN MESSAGE

Say 'I do' to our wedding coordination and planning services! Discover the ease and guidance we offer in order to make your wedding day exactly how you want it. Click the link below for a stress free wedding day <https://www.bouquetsandbustles.com/services>

STONE OF VOICE

Professional, clear, and approachable. The tone will instill trust while being friendly and engaging.

HASHTAGS

#WeddingPlanning, #2026wedding, #BouquetsAndBustles, #ShenandoahValley, #WeddingSeason, #StressFreeWeddings

HOW WOULD YOU MAKE AUDIENCE CARE?

The campaign will showcase relatable content that highlights common pain points couples face during wedding planning. By presenting Bouquets & Bustles as the expert solution to these challenges, the campaign will emphasize ease, reliability, and tailored services. Testimonials and visuals will show how the team can make wedding dreams a reality, encouraging couples to take action.

RESOURCES REQUIRED

- Digital ad platforms: Facebook Ads, Instagram Ads, Google Ads
- Ad management software: Tools like Meta Business Suite or Google Ads Manager
- Paid ads

PEOPLE REQUIRED

- Venue relationships with photographers and videographers
- Marketing and content creation teams for ad design and management
- Paid media specialists to optimize ad campaigns for reach and engagement

ITEM	COST
Paid Digital Ads	\$2,400
CAMPAIGN TOTAL	\$2,400

SOCIAL METRICS (KPIs)

- Reach and impressions: Track how many users view the ads.
- Engagement rates: Measure likes, shares, comments, and clicks on paid ads.
- Click-through rates (CTR): Assess how many users visit the website from ads.
- Conversion rates: Monitor inquiries or consultations booked directly from the campaign.

Strategy Campaign #1

Schedule & Post Examples

Platforms & Times



Written Content



Post Intention



Description



1

October

Instagram optimal date & time:
Thursday at 12pm on the 2nd

Facebook optimal date & time:
Friday at 12pm on the 3rd

Content Type: Reel/Video

“ Calling all fall 2026 brides! Are you looking to plan your wedding but not sure where to start? We at Bouquets and Bustles would love to help! Like what you see and want to learn more? Contact us through our website - Link in Bio!!
#WeddingPlanning #FallWeddings
#BoquetsandBustles
#ShennandoahValley ”

The intention of this post is to showcase her work and to call potential clients to contact and book her.

Video clips from weddings she has hosted (all put together, not just highlighting one)

2

October

Instagram optimal date & time:
Tuesday at 1pm on the 16th

Facebook optimal date & time:
Friday at 1pm on the 17th

Content Type: Image

“ Planning a wedding and not sure where to start? Follow our Wedding Tips Wednesday for help planning your 2026 wedding! #2026brides
#WeddingPlanning
#FallWeddings
#BoquetsandBustles ”

The intention of this post is to increase followers to the B&B accounts to get help planning their wedding. By highlighting the recurring posts, it will show that there is value in following as customers will see more than just wedding photos.

Wedding photo with the words Wedding Tips Wednesday on it

3

November

Instagram optimal date & time:
Wednesday at 2pm on the 15th

Facebook optimal date & time:
Friday at 10am on the 17th

Content Type: Reel/Video

“ These are our Top 10 favorite venues from the 2025 wedding season! Which one is your favorite? #WeddingPlanning
#FallWeddings
#BoquetsandBustles
#ShennandoahValley ”

The intention of this post is to show potential clients where Lauren has worked, creating the opportunity for clients to reach out about certain venues, and see that Lauren has experiences with certain ones. We also ask potential customers to comment their favorite one, to boost engagement.

Video compilation of her favorite venues that she has worked at, creating a top 10 list

4

November

Instagram optimal date & time:
Thursday at 2pm on 6th

Facebook optimal date & time:
Friday at 2pm on the 7th

Content Type: Image/Carousel

“ We loved working with @client this weekend to create the wedding of his/her dreams! Like what you see and interested in working with us? Click the Links in our bio for more!
#WeddingPlanning #FallWeddings
#BoquetsandBustles ”

The intention of this post is to show potential clients the relationship Lauren has with her photographers. This showcases what Lauren can bring to the table when clients choose her to work with. There is also a call to action to click their bios for more information. Creating a shared post can also lead to more lead generation.

Images showcasing the planning Lauren has done and the photographer's skills in capturing.

5

December

Instagram optimal date & time:
Tuesday at 1pm on the 2nd

Facebook optimal date & time:
Friday at 3pm on the 5th

Content Type: Reel/Video

“ See the behind the scenes of wedding day planning.
#ShennandoahValley
What's your favorite part of a wedding? Comment below! ”

The intention of this post is to allow potential clients to get to know Lauren better and see if she'd be a good fit for them. This is a way for Lauren to showcase her personality and work ethic. With the call to action to comment and engage with the post, this would also provide Lauren the opportunity to interact with potential clients in the comments.

This video will showcase the behind the scenes for the wedding planning day that Lauren typically sees. Highlighting what she helps with on wedding days.

Earned Media Campaign

YOUR LOVE STORY, OUR INSPIRATION

#BandBLoveStory

This earned media campaign focuses on engaging past clients of Bouquets & Bustles to share their wedding stories through testimonials and user-generated content (UGC). It will involve authentic photos, videos, and heartfelt reviews from past brides, showcasing the personalized and exceptional experiences provided by the brand. By leveraging word-of-mouth marketing and client advocacy, the campaign aims to build trust and inspire new couples to choose Bouquets & Bustles for their wedding planning needs.



Strategy Campaign #2: Earned Media

CLIENT MARKETING GOAL

Increase word-of-mouth (WOM) marketing

SOCIAL MEDIA OBJECTIVE

Engage at least 50% of past clients to provide testimonials and UGC, resulting in a 25% increase in organic social media-driven traffic and 10 new inquiries per month by the end of the campaign (March 2025).

CAMPAIGN DESCRIPTION

The campaign will feature client testimonials and user-generated content (UGC) from brides who have worked with Bouquets & Bustles. Posts will include real wedding photos, behind-the-scenes videos, and heartfelt messages from past clients. This content will showcase the brand's exceptional service to attract new potential clients.

TARGET AUDIENCE

Past clients of Bouquets & Bustles who have previously used the brand's services and had successful wedding experiences.

INSPIRATION

This campaign draws inspiration from the power of real client experiences and word-of-mouth marketing. Potential clients are more likely to trust genuine feedback from other brides who have successfully worked with Bouquets & Bustles.

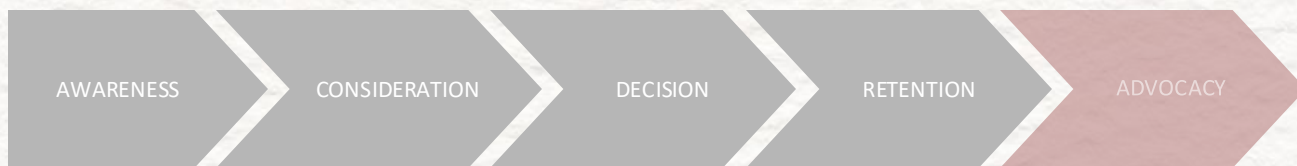
CAMPAIGN DATES

November 2025 - March 2025



STAGE OF BUYER

Advocacy



Strategy Campaign #2: Earned Media

CAMPAIGN MESSAGE

"Your love story deserves to inspire others. Share your unforgettable wedding moments and help future couples make their dreams come true with Bouquets & Bustles!"

STONE OF VOICE

Warm, personal, and celebratory. Focuses on the emotional connection and gratitude for past clients while inspiring them to share their special moments.

HASHTAGS

#BouquetsAndBustlesMoments,
#ClientLove, #WeddingPlannerReviews,
#RealWeddings, #DreamWedding,
#ShenandoahValleyWeddings

HOW WOULD YOU MAKE AUDIENCE CARE?

The campaign will make past clients care by emphasizing how meaningful their stories and experiences are to both the Bouquets & Bustles team and future couples who are planning their weddings. By celebrating their special day and showcasing it as an inspiration for others, the campaign allows past clients to relive their joyful moments while feeling valued and appreciated. By creating a sense of community and highlighting the impact of their shared memories, the campaign encourages past clients to take pride in becoming ambassadors for the brand, knowing their stories can guide and reassure others in their wedding planning journey. This emotional connection will foster loyalty and deepen their relationship with Bouquets & Bustles.

RESOURCES REQUIRED

- Testimonial videos and quotes from past clients.
- Access to high-quality wedding photos and videos.
- Basic video editing tools for combining testimonials with visuals.
- A dedicated staff member or intern to manage UGC collection and editing.

PEOPLE REQUIRED

- Past clients to share testimonials and media
- Social media and marketing team to create and publish the campaign content
- Video editors to refine content submissions

SOCIAL METRICS (KPIs)

- Number of testimonials and UGC posts collected from past clients
- Engagement metrics (likes, shares, comments) on UGC posts
- Increase in website traffic from campaign content
- Growth in new inquiries and social media followers

Strategy Campaign #2

Schedule & Post Examples

Platforms & Times



Written Content



Post Intention



Description



1

Instagram optimal date & time:
12pm Thursday December 11th

Facebook optimal date & time:
2pm Tuesday December 16th

Content Type: Reel/Video

“ Loved working with [name of client] and seeing her wedding dreams come true. Comment down below your favorite wedding memories ”

The intention of this post is to increase followers to the B&B accounts to get help planning their wedding. By highlighting the wonderful experiences brides have had by working with Lauren, it will show that there is value in following / keeping her in the back of their mind to book her and work with her when planning a wedding

Video of the brides wedding and how it turned out with a voice over

2

Instagram optimal date & time:
Thursday 1pm, December 18th

Facebook optimal date & time:
Monday 2pm December 22nd

Content Type: Reel/Video

“ "Setting up for Emily and Jake's big day! Here's what Emily had to say: 'The Bouquets & Bustles team made everything stress-free and beautiful!' 🍌🍌🍌" ”

The intention of this post is to increase followers to the B&B accounts to get help planning their wedding. By highlighting the wonderful experiences brides have had by working with Lauryn, it will show that there is value in following / keeping her in the back of their mind to book her and work with her when planning a wedding

Short clips of the setup process, interspersed with client quotes.

3

Instagram optimal date & time:
Wednesday 12pm, December 24th

Facebook optimal date & time:
Monday 12pm December 29th

Content Type: Image/Carousel

“ Planning your dream wedding? Here are some tips from our lovely couples! 'Don't hesitate to express your vision; the Bouquets & Bustles team really listens!' ”

The intention of this post is to establish Laurens skills and expertise while reinforcing the value of client collaboration and booking with the one and only Lauren .

Photo post summarizing top wedding planning tips, featuring quotes from past clients.

4

Instagram optimal date & time:
Thursday 1pm, January 1st

Facebook optimal date & time:
Monday 2pm January 9th

Content Type: Reel/Video

“ Share your favorite wedding moment with us for a chance to win a special gift! Use #BouquetsAndBustlesMoments and tag us in your posts! ”

The intention of this post is to drive engagement and generate authentic content from clients and to showcase how amazing it is to work with Luaren

Contest encouraging followers to share their favorite wedding moment using a specific hashtag.

5

Instagram optimal date & time:
Monday, 2pm January 5th

Facebook optimal date & time:
Thursday, 12pm January 8th

Content Type: Graphic/Photo

“ To all our amazing couples, thank you for letting us be a part of your love stories! Your feedback fuels our passion. Here's what some of you have said about working with Bouquets & Bustles. 🍌🍌🍌 #ClientLove ”

The intention of this post is to build brand loyalty and showcase positive client experiences with Lauren and her team.

A heartfelt graphic thanking past clients for choosing B&B as their wedding coordinator service.

OWNED MEDIA CAMPAIGN TIKTOK WEDDING SECRETS WITH BOUQUETS & BUSTLES

This owned media campaign leverages TikTok to engage engaged couples seeking wedding inspiration and practical advice. It will feature short-form videos highlighting wedding planning tips, behind-the-scenes glimpses of wedding setups, DIY hacks, and real-time Q&A sessions with Bouquets & Bustles wedding planners. By providing valuable, entertaining, and actionable content, the campaign aims to build brand awareness, foster audience engagement, and position Bouquets & Bustles as a trusted expert in the wedding planning industry.

#BouquetsAndBustlesMoments



STRATEGY CAMPAIGN #3 - OWNED MEDIA

CLIENT MARKETING GOAL

Increase brand awareness and engagement

SOCIAL MEDIA OBJECTIVE

Increase brand awareness by growing Bouquets & Bustles' TikTok follower base from 0 to 500 and achieving an average of 300 views per video within 5 months. This will be accomplished through engaging content, including wedding tips, behind-the-scenes videos, and DIY projects, to drive audience engagement and website traffic.

CAMPAIGN DESCRIPTION

The campaign will feature engaging short-form TikTok videos (15-60 seconds) showcasing a variety of wedding-related content. This includes quick wedding planning tips through "Wedding Wednesdays," behind-the-scenes glimpses of wedding setups, and creative DIY hacks like bridesmaid gifts and floral arrangements. Additionally, real-time Q&A sessions with Bouquets & Bustles wedding planners will provide expert advice, fostering direct engagement with couples during their planning journey.

TARGET AUDIENCE

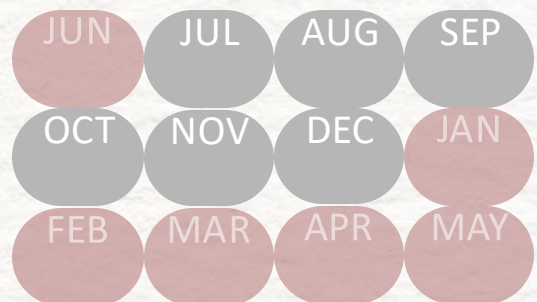
Engaged couples, wedding planners, and individuals in the early stages of wedding planning (ages 25-35), seeking inspiration and planning tips.

INSPIRATION

The growing popularity of TikTok as a platform for DIY and educational content, combined with the visual appeal of wedding planning, creates an opportunity to engage with brides-to-be seeking personalized ideas and assistance.

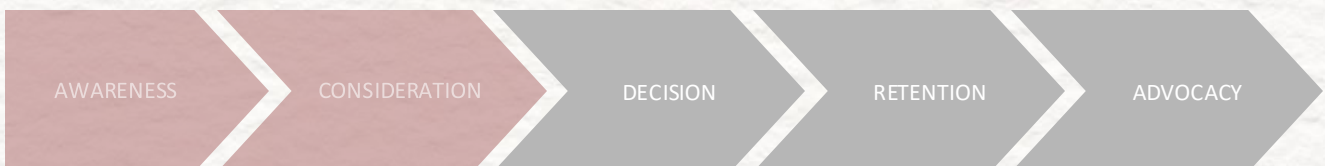
CAMPAIGN DATES

January 2025- June 2025



STAGE OF BUYER

Awareness and consideration



STRATEGY CAMPAIGN #3 - OWNED MEDIA

CAMPAIGN MESSAGE

"Make your wedding planning journey stress-free and exciting with Bouquets & Bustles! Let us guide you with tips, hacks, and behind-the-scenes content to make your big day as perfect as you've imagined."

TOPE OF VOICE

Friendly, encouraging, and professional. The tone is approachable yet informative, helping couples feel confident in their wedding planning journey.

HASHTAGS

#WeddingTipsWednesday,
#WeddingPlanningHacks,
#BouquetsAndBustles,
#DIYWeddingIdeas, #TikTokWeddingTips,
#2025Weddings,
#BehindTheScenesWedding

HOW WOULD YOU MAKE AUDIENCE CARE?

The campaign will engage the audience by addressing their common issues/problems and providing actionable solutions, making Bouquets & Bustles an essential resource in their wedding planning process. TikTok content will feature entertaining and educational tips, such as how to save money on decor, DIY hacks for wedding gifts, and advice on organizing a seamless timeline. Viewers will feel empowered and connected by engaging directly through real-time Q&A sessions and behind-the-scenes content. This connection fosters trust and excitement while showcasing Bouquets & Bustles as a fun, helpful, and relatable expert.

RESOURCES REQUIRED

- TikTok account management tools
- Video recording equipment
- Basic video editing software
- Social media content calendar for planning and organization

PEOPLE REQUIRED

- Lauryn, the owner of Bouquets & Bustles
- Collaborations with wedding venues and vendors for content partnerships
- Interns or social media team members to manage content creation, scheduling, and audience interactions

SOCIAL METRICS (KPIs)





- TikTok follower growth
- Video views and engagement (likes, shares, comments)
- Increase in website traffic from TikTok (using tracking links)
- Number of Q&A interactions and comments on TikTok videos
- Growth in inquiries generated through TikTok content

BUDGET:

Refer to overall budget to see fixed costs used for this campaign

Strategy Campaign #3

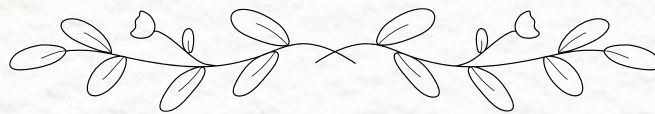
Schedule & Post Examples

Platform & Times	Written Content	Post Intention	Description
 <p>1 Optimal date & time: January 10th, 2025 at 2:00 pm</p> <p>Content Type: Short Video</p>	 <p>“Wedding Tips Wednesday: Here are 3 tips for planning the perfect wedding.”</p>	 <p>Encourage viewers to save and share tips; direct them to the Bouquets and Bustles website for more detailed advice.</p>	 <p>Quick clips showing beautiful wedding clips with captions or a voice-over summarizing key wedding planning tips.</p>
<p>2 Optimal date & time: January 17th, 2025 at 3:30 pm</p> <p>Content Type: Short Video</p>	<p>“DIY Bridesmaids Gift Ideas - easy, budget-friendly, and meaningful!”</p>	<p>Encourage the audience to create DIY gifts, engage through comments, and follow bouquets and bustles for more ideas.</p>	<p>A video showcasing simple trendy DIY projects for bridesmaid's gifts.</p>
<p>3 Optimal date & time: February 1st, 2025, 2:00 pm</p> <p>Content Type: Q&A Session</p>	<p>“Join us for a wedding planning Q&A! Ask your questions in the link below.”</p>	<p>Forster interaction, build trust with potential clients and encourage bookings for consultation services.</p>	<p>An Instagram story where viewers can ask questions and get answers and tips.</p>
<p>4 Optimal date & time: February 14th, 2025, 3:00 pm</p> <p>Content Type: Short Video</p>	<p>“Valentine's Day special: Romantic wedding themes you'll fall in love with.”</p>	<p>Inspire couples to plan their dream weddings and increase engagement through comments on favorite themes.</p>	<p>Clips of romantic wedding themes with captions or a voice-over highlighting key details of each theme</p>
<p>5 Optimal date & time: March 1st, 2025 at 2:15pm</p> <p>Content Type: Short Video</p>	<p>“How to create the perfect wedding timeline!”</p>	<p>Encourage viewers to follow for more tips and reach out for personalized wedding planning services.</p>	<p>A visual breakdown of a wedding day timeline with planning tips.</p>



Brand Voice & Guide





Our client fits the Lover archetype, which emphasizes passion, desire, and commitment—key emotions tied to weddings and the planning process. With traits like intimacy, friendliness, and charm, Lauren embodies the qualities necessary to create seamless, romantic experiences that align with Bouquets and Bustle’s mission to deliver the perfect wedding day.

PRIMARY FONT

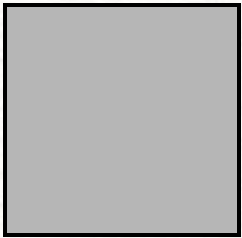
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COLORS



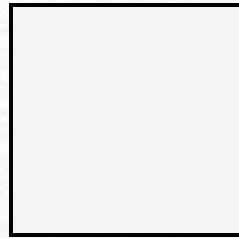
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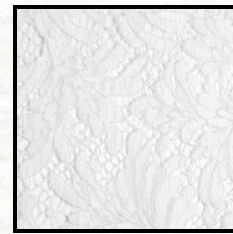


#b47777
56% Transparency
Secondary



#f4f4f4
Primary

TEXTURES



Lace



Paper
Background

SECONDARY FONT

Josefin Sans Light Foru
Josefin Sans Normal Garet



Guidelines For Voice & Tone

1. Friendly and Approachable
2. Positive and Cheerful
3. Romantic and Empathetic



Emojis:





Platform Specific Tactics and Tools



FACEBOOK

DESCRIPTION

Facebook offers versatility and a broad audience reach, particularly for older demographics who prefer detailed content. Bouquets & Bustles will use this platform to share photo albums and galleries that highlight past weddings, testimonials, and vendor collaborations.

TACTICS AND TOOLS

Facebook Groups will be created to foster a community-driven space where followers can discuss wedding planning tips and engage in Q&A sessions. Paid advertisements will play a key role in targeting brides aged 25-45, driving inquiries and increasing lead generation. Event highlights and behind-the-scenes photos will also be posted to showcase expertise and build credibility.

TRACKING PERFORMANCE

The performance will be monitored through Facebook Business Suite to measure engagement rates and ad ROI, while Google Analytics will track referral traffic generated from Facebook campaigns.

INSTAGRAM

DESCRIPTION

Instagram is a visual-centric platform that allows Bouquets & Bustles to showcase the beauty and details of wedding planning. With a focus on photos, Reels, and Stories, Instagram caters to brides and grooms in the planning stages who seek inspiration and personalized solutions.

TACTICS AND TOOLS

Instagram Stories will be utilized for interactive features like polls, Q&A sessions, and quick tips, which can also be saved in Highlights to provide followers with easy access to key content. Branded hashtags such as #BouquetsAndBustlesMoments will encourage user-generated content and increase discoverability, while collaborations with vendors and clients through joint posts will showcase relationships and expand the account's reach.

TRACKING PERFORMANCE

Performance will be tracked using Instagram Insights to analyze engagement metrics, Hootsuite for scheduling and monitoring hashtag performance, and Google Analytics to measure referral traffic from Instagram to the website.



PINTEREST

DESCRIPTION

Pinterest will be used as a discovery platform for brides and grooms looking for wedding inspiration during the initial planning stages. Bouquets & Bustles will create visually engaging boards focusing on wedding themes, floral arrangements, and DIY wedding projects.

TACTICS AND TOOLS

Boards will include categories such as seasonal weddings, venue inspirations, and budget-friendly ideas to cater to a range of clients. Optimized pins with keyword-rich descriptions and hashtags like #WeddingInspo and #ShenandoahValleyWeddings will enhance searchability and increase reach. Evergreen content, such as wedding planning checklists, will remain relevant year-round, making the platform a consistent resource for potential clients.

TRACKING PERFORMANCE

Pinterest Analytics will be used to measure audience engagement, impressions, and pin performance, while HootSuite will help schedule pins and track analytics to optimize posting frequency.

TIKTOK

DESCRIPTION

TikTok will be used to engage younger audiences with short, creative videos. Bouquets & Bustles will post wedding tips, behind-the-scenes footage, and DIY wedding hacks to connect with users in the early stages of planning their weddings.

TACTICS AND TOOLS

Trending hashtags like #WeddingTipsWednesday and popular sounds will increase visibility, while live Q&A sessions will build trust and encourage interaction. TikTok challenges and contests will further drive engagement and inspire user-generated content.

TRACKING PERFORMANCE

The performance will be tracked using TikTok Analytics for video views, engagement rates, and follower growth. Editing tools like CapCut and Canva will enhance video content, and Google Analytics will monitor TikTok-driven website traffic.





Content Development



Content Development

Developing Original Content:

When developing original content, first decide whether the type of content you are aiming to create is educational, inspirational, promotional or entertaining. Determining which content pillar you are fulfilling will guide you in creating your content. Also keeping in mind social media goals and what KPIs you are developing will allow you to create content that will best support you in reaching your goals.

Curating Content:

When curating content, looking to competitors is relevant. Completing a social media audit of competitors will allow you to determine what trends, hashtags, captions, etc. are working in creating engaging content. We recommend monitoring the content posted by Laura Elizabeth Weddings, 120 Events, and Boundless Love Events for ideas and to see how they are engaging with their audience. Following hashtags such as #vawedding and #vaweddingplanner to get inspiration of how weddings in the area are reaching the targeted audience. Joining groups on platforms such as Facebook where you can interact with brides-to-be and those involved in the wedding planning process.

Cross Utilizing Content:

When cross-utilizing content, posting the right content to the right platform is important. If creating short format videos, posting to platforms such as Instagram reels and TikTok are most optimal. If posting an image or a carousel of images, platforms such as Instagram and Facebook are ideal, and the same content can be uploaded to both platforms simultaneously. If posting longer videos, Facebook and Instagram Reels are most ideal; however you can use platforms such as TikTok to create short clips that redirect to the full video on Facebook and Instagram.

Breaking apart content:

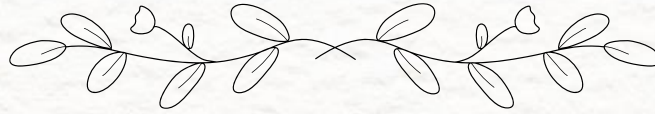
Breaking apart content, especially when using one platform to redirect to another can be helpful in growing each social media platform. As mentioned, posting short form video on TikTok that redirects to videos on Instagram and Facebook are more elaborative is a good way to break apart content. Posting snippets of information that can be found on her website on her social media platforms that direct traffic to the site is another way to break content apart , yet connect accounts.



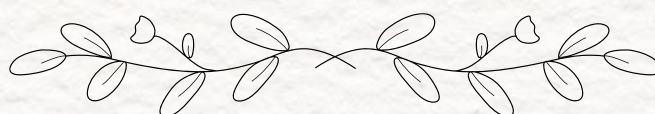


Monitoring, Tracking, Measuring, & Evaluating





Social Media Goals	Key Performance Indicators	KPI Formula	KPI Performance Targets
Increase customer engagement	Likes, Comments, Shares	$\frac{(\text{Shares} + \text{Comments} + \text{Likes})}{\text{Followers}} \times 100$	Increase UGC by 25% over the next 3 months.
Drive more qualified leads to contact forms	Referral traffic, contact form submissions	$\text{CTR} = \frac{(\text{Clicks})}{(\text{Impressions})} \times 100$	Increase website traffic by 20% within 3 months.
Promote and encourage wedding coordination services	Engagement, inquiries from platforms	$\text{Engagement rate} = \frac{(\text{Likes} + \text{Comments} + \text{Shares})}{\text{Followers}} \times 100$	Increase wedding coordination bookings by 10% within 4 months.
Build and create partnerships with vendors	Vendor mentions, collaborations, engagement rate	$\text{Engagement rate} = \frac{(\text{Mentions} + \text{Likes} + \text{Shares})}{\text{Total Interactions}}$	Strengthen vendor relationships by increasing engagement by 20% in 6 months.
Boost social media-driven traffic to the website	Click-through rates, TikTok-driven visitors, engagement metrics	$\text{CTR} = \frac{(\text{Website Clicks})}{(\text{Social Media Clicks})} \times 100$	Increase site traffic by 30% within 6 months.





Budget & ROI



Budget

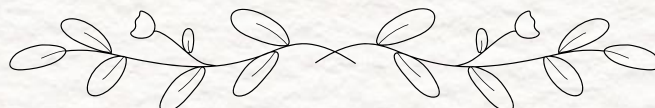


Category	Description	Cost
Content Creation	Hootsuite subscription for scheduling and analytics	\$1,200.00
	Canva Pro for graphic design and visual content	\$120.00
	Intern videographer/content creator (\$16/hour for 80 hours)	\$1,280.00
Paid Social Media Ads	Facebook, Instagram, and Tiktok Ads	\$2,400.00
Total		\$5,000

Social ROI

Growth Rate	2023	2024	2025	2026
0%	10	9	9	9
10%	10	9	10	11
25%	10	9	11	14
50%	10	9	14	20

Growth rate	Revenue from Full	Revenue from Coordination	Total Revenue	Social ROI
0%	\$10,000	\$14,000	\$24,000	380%
10%	\$10,000	\$18,000	\$28,000	460%
25%	\$10,000	\$24,000	\$34,000	580%
50%	\$10,000	\$36,000	\$46,000	820%



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