

Strategic Plan for Wedding Service

Business Objective:

The main goal of the wedding services business is to attract a wide range of clients, from budget-conscious couples to affluent, high-end clients. The business aims to provide customized wedding solutions that meet each client's needs and budget.

Target Market for the Wedding Services Business:

1. High-End Clients and Influencers:

- **Who They Are:** Wealthy individuals, influencers, and couples seeking a luxury wedding experience.
- **What They Want:** Exclusive, personalized weddings with high-end venues and premium services.
- **How to Attract Them:** Emphasize luxury, customization, and VIP treatment in your premium package offerings.

2. Budget-Conscious Couples:

- **Who They Are:** Younger couples looking for a beautiful wedding but with a smaller budget.
- **What They Want:** Affordable, high-quality services that don't compromise on essentials like planning, catering, and the venue.
- **How to Attract Them:** Highlight affordability, value, and stress-free planning with competitive pricing.

3. Destination Wedding Seekers:

- **Who They Are:** Couples who want a memorable wedding in a unique or exotic location, from both the luxury and budget segments.
- **What They Want:** A scenic, all-inclusive wedding package that offers a hassle-free experience in a stunning location.
- **How to Attract Them:** Showcase beautiful venues, all-inclusive packages, and the ease of planning everything in one destination.

1. Service Packages: Create Two Tiers

- **Premium Package:** Target high-end clients and influencers with luxury venues, gourmet catering, and bespoke wedding planning.
- **Budget Package:** Offer affordable options for couples looking for quality on a smaller budget, without compromising on essential services.

Action: Write clear descriptions of both packages for the website, social media, and marketing materials.

2. Optimize Online Presence (Google My Business & SEO)

- **Google My Business:** Set up or optimize the profile with service categories, high-quality images, and positive reviews.
- **SEO:** Use keywords targeting both luxury and budget clients. Write blog posts like “Affordable Wedding Planning Tips” and “Luxury Destination Weddings.”

Action: Set up GMB and optimize the website to increase visibility in search results.

3. Facebook Ads for Lead Generation

- **Ad Campaigns:** Run separate ads for premium and budget services.
 - *Premium Ads:* Showcase luxury venues, gourmet food, and VIP treatment.
 - *Budget Ads:* Highlight affordability and value without sacrificing quality.

Action: Create ad copy, work with a designer for visuals, and run campaigns with a \$100/month budget split between both target markets.

4. Email Marketing to Nurture Leads

- **Build an Email List:** Offer free wedding planning guides in exchange for email signups on the website and social media.
- **Welcome Email Sequence:**
 - Premium clients: Showcase luxury services and testimonials.
 - Budget clients: Highlight affordable options and special offers.

Action: Set up an email platform (MailChimp), create automated welcome sequences, and collect emails.