DOUBLE YOUR WEDDING CLIENT LEADS WITH INSTAGRAM

LA LISTA

MORE POTENTIAL CLIENTS THROUGH A FEW INSTAGRAM TWEAKS...IT SOUNDS TOO GOOD TO BE TRUE. IT'S NOT!

Growing your leads with Instagram alone is possible and we're going to tell you how in 3 easy steps.

1. GET TO KNOW YOUR AUDIENCE

The number one rule as a business using Instagram is to know your audience. Without knowing who they are, how can you show them content that inspires and connects them to you?

So spend time getting to know them;
- What do they like or not like?
- What do they comment on?
- Where are they from?
- If in doubt, ask them!

Pop it in your diary to spend 5 mins a week hit the insights button in your profile and see what people are engaging with, learn and adapt your approach.

Then get weird and check their handles. Maybe they're existing clients, or people who've made enquiries with you but not yet converted to booking. Or they could be other suppliers, or new potential clients you've not engaged in conversation with yet?

2. GET STRATEGIC WITH YOUR CONTENT

Hate the idea of planning content? Find yourself procrastinating and stuck for what to say? Break it down. Create 3 key objectives for your business and turn them into key messages for Instagram.

EXAMPLES FOR A VENUE COULD BE:

1. Sales 2. Connect the audience to our team 3. Inspire and excite existing clients

And turn those into messages:

1. What will sell your venue?
   Show it in all it's detail and beauty. Show off the USPs. And in the caption don't be afraid to sell, simply adding '3 weekends left for 2022, DM us to option a date' is not going to turn people away but IS going to get people to reach out and contact you, giving you the opportunity to nurture them into your clients.

2. Show the person behind the account; their passion, what their role is, share their knowledge and personality. This builds trust between you and your future/existing clients and adds excitement to their planning experience. When they arrive, they'll feel like they know you, adding even more emotion to their wedding experience.

3. Show people what it's like to stay at your venue / to work with you: show photos of previous wedding photos, client testimonials, show us around the rooms, the spaces, the other services you offer - get creative! And if you're not, commission someone to get those photos for you, it will pay off.

3. MAKE THE MOST OF WHAT INSTAGRAM HAS TO OFFER

1. Make sure your account bio is tidy:
- Clear profile pic – if it's a logo optimise it for insta (size/colour)
- The first line of bio is what you do / your product
- Clear call to action ie. Sign up for our email

2. When posting:
- Use only your best images: quality over quantity
- Use all 30 hashtags and geotarget your posts
- Tag anyone else involved in the image
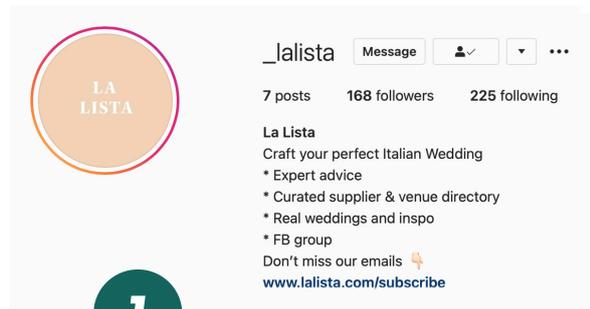
3. When using stories:
- Use them! It's scary to show up but it's worth it to connect with your audience
- Always have a story live, even if it's curated (ie. share a post from another account that inspires you)
- Hashtag and geotag (you can hide this behind the image if it's messy)

Remember that an untidy and unclear bio and brand could turn your ideal clients away. Get this looking fab and start making these small changes. They add up on Instagram and can really move the needle for your business.

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7 posts   168 followers   225 following

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Photo: Benjamin Wheeler

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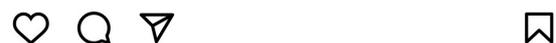
_lalista Only five days to go until launch!

We can't wait to share lots of real wedding inspo with you. Keep your eyes peeled!

Click the link in our bio to sign up for updates.

Photo by @colinianross

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