



THE VENUE BUSINESS BOOT CAMP

Smart, usable advice for running your wedding venue.

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Social Media Marketing Tips

for wedding venues!

It's not enough to simply innovate and create—you need to market your unique offerings. And one place to do this effectively is on social media.

Harnessing the power of social media can help spread the word about your venue's superpowers, and let couples know how fun and festive a wedding at your venue can be.

We're laying out our top tips for marketing your wedding venue on social media, along with an idea bank of hashtags specific to venues.

Keep in mind that this is a general guideline for social networks, but you'll want to have a strategy specific to each platform. For example, Instagram is the most visual platform, while Facebook is multi-generational (meaning you have access to the couple *and* their grandparents in one place!), while Pinterest is pretty much the *Google Image Search* of social media.

Use the tips below when strategizing for each of your main social networks. Create, engage, and have fun!



1. Be Consistent.

Pick your platform(s) and get to posting!

- ❑ **It's not necessary to be on EVERY social media platform**, but you'll want to choose your favorite 1–3 platforms and post to them intentionally and consistently.
 - ❑ For wedding venues, we'd recommend having a strong presence on Instagram and Pinterest at the very least, as that's where engaged couples are going for research and inspiration during the planning process.
- ❑ **Consider using a social media scheduler** like [CoSchedule](#), [Tailwind](#), or [MeetEdgar](#) if you don't have a social media manager handling the task of posting each week.
- ❑ **How often should you post to social media?** Well, that all depends on the platform.
 - ❑ Here's a [general guideline from Hubspot](#) for Facebook, Twitter, and LinkedIn.
 - ❑ For Instagram, we'd recommend posting around 3–7 times per week.
 - ❑ Pinterest can be used more frequently, though it's best to have groups of pins go live over time instead of all at once.
 - ❑ Just remember...

2. Quality Over Quantity

According to Hubspot, “quality content beats frequency of publishing” !!

- ❑ **Social media algorithms favor brands that get a good amount of engagement on each post.** So stop stressing about frequency and start focusing on value!
- ❑ **Your useful, uniquely-branded content will make your venue stand out** – and will make your audience take note when they see a post from you instead of automatically scrolling past it.
- ❑ **Don't simply add to the noise to hit a target number of social posts per week.** Only post when you have something beautiful, helpful, inspiring, fun, etc. to share!



3. Curate and Credit.

We've harped on photos before...and we'll do it again.

- ❑ **Post only your very best photos to social media.** The visual competition here is extremely high, and the only way you're going to "stop that scroll" is by posting gorgeous images that lead into a high-quality caption.
- ❑ **Show off your superpowers.** You knew we were gonna say this, didn't you? Showcase your strengths and what sets you apart from the sea of other venues on social.
- ❑ **Ask wedding photographers (nicely, of course) if they wouldn't mind sending you a few images or even digital albums** of real weddings taken at your venue.
 - ❑ **Important: Don't forget to give these photographers credit in both a photo tag and caption tag where applicable.** They'll surely appreciate it, and just might share to their own feed – which will increase the reach of said post to *their* audience, too!
- ❑ **Shake it up a bit!** Although your main feed should be curated, don't be afraid to experiment elsewhere. Whether it's Instagram Stories or Facebook Live, deliver content in creative ways and show your audience a behind-the-scenes peek of your business.

4. Engage and Share.

It's called "social" media for a reason.

- ❑ **You can't just post on social media and walk away. You must engage!** The algorithm's main goal is to keep users on the platform—so if you reply to each comment promptly and keep the engagement flowing, it will contribute to the post being shown.
- ❑ **Use conversation starters in your captions.** This can really help spark authentic communication with your audience! Ask for their thoughts and opinions in the comments.
- ❑ **Share the love with other accounts.** Yes you need to keep up with your own posts, but it also behooves you to like / comment / share others' posts! Social media is a great relationship-building tool, so interact with industry peers, couples, and even big brands.



5. Call To Action.

Calls to action encourage engagement.

- ❑ **Create a call to action that's very easy to follow.** Use a clear and concise prompt to let your audience know what you want them to do next. Whether it's "Click the link in our bio!" or a sponsored post with a "Book now" button, a clear CTA may turn passive viewers into engaged followers.
- ❑ **Ask questions to see what your audience wants from your feed – and then deliver it!** Social media is a fantastic way to do quick market research, so don't be shy to poll your audience and ask for feedback.
- ❑ **Don't always come on social media to sell.** Follow the 80 / 20 rule of 80% organic content and 20% promotional content. Build up your audience's excitement and engagement first. That way, when you DO have something to sell, your audience will pay attention and be more likely to book.

6. Check Insights.

See what's working...and what isn't.

- ❑ **Check your insights / analytics on each social platform.** Which posts are getting the most likes and comments? What's being saved, repinned, or shared? Continue posting your most popular content themes, and lay off of content themes that get little to no engagement.
- ❑ **Experiment with post times to determine when your following is most active.** If you notice your Friday afternoon posts always flop, try rescheduling them to Thursday morning to see if it boosts response.
- ❑ **Check Google Analytics for your top social media referrers.** In Google Analytics, go to Acquisition > Social > Overview, to see how many visits your website receives from each of the major social networks.



Hashtag Ideas Bank

A few strategic hashtags to help get the ideas flowing. Use the blank fields to fill in your own! Instagram best practices are to use 12–30 relevant hashtags per post.

Geographic	Superpowers	General
#cityweddingvenue	#yourvenue	#herecomestheguide
#citywedding	#yourvenuewedding	#otherweddingpublications
#cityweddings	#sitetypewedding	#justengaged
#weddingsincity	#stylewedding	#newlyengaged
#cityvenue	#allinclusivewedding	#weddingvenue
#cityeventvenue	#elopement	#weddingvenues
#engagedincity	#elopementpackage	#eventvenue
#cityabbreviationwedding	#outdoorweddingvenue	#weddingvenuegoals
#weddingsincityabbreviation	#destinationwedding	#weddingceremony
#statewedding	#smallwedding	#weddingreception
#stateweddings	#microwedding	#weddingideas
#weddingsinstate	#lgbtwedding	#weddinginspiration
#stateabbreviationwedding	#seasonwedding	#weddinginspo
#stateabbreviationweddings	#weddingweekend	#weddingplanning
#weddingsinstateabbreviation		#realwedding
#stateweddingvenue		#weddingadvice
#statevenue		#weddingtips
#stateeventvenue		

