



# Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

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## CREATING YOUR PERFECT VENUE COUPLE AVATAR

### *Bring your ideal couples to life*

Turn your market research into actionable marketing strategies with this comprehensive worksheet for developing detailed customer avatars. Based on the three powerful techniques introduced in Episode 3, you'll learn how to visualize your perfect couples' entire wedding journey, understand their lifestyle and decision-making process, and create visual inspiration that speaks directly to their preferences.

This step-by-step guide helps you craft avatars so detailed you'll feel like you know these couples personally – because the more vividly you can picture your ideal clients, the more effectively you can market to them. Stop creating generic marketing that speaks to no one in particular and start developing messaging that makes your perfect couples feel like you're reading their minds!



STRATEGY 1

# THE PERFECT DAY EXERCISE

## PART 1: WEDDING DAY TIMELINE

*Write out your ideal couple's perfect wedding day from start to finish*

### MORNING PREPARATIONS

What time do they arrive? \_\_\_\_\_

\_\_\_\_\_

Where do they get ready? \_\_\_\_\_

\_\_\_\_\_

Who's with them? \_\_\_\_\_

\_\_\_\_\_

### CEREMONY

Time of day: \_\_\_\_\_

\_\_\_\_\_

Style preferences: \_\_\_\_\_

\_\_\_\_\_

Décor elements: \_\_\_\_\_

\_\_\_\_\_

Special traditions or formalities: \_\_\_\_\_

\_\_\_\_\_



## COCKTAIL HOUR

**What time does it begin?** \_\_\_\_\_

**Duration:** \_\_\_\_\_

**Who paid for the alcohol?** (Hosted bar, cash bar, etc.) \_\_\_\_\_

\_\_\_\_\_

## RECEPTION

**What time does it begin?** \_\_\_\_\_

**Duration:** \_\_\_\_\_

**Style preferences:** \_\_\_\_\_

\_\_\_\_\_

**Décor elements:** \_\_\_\_\_

\_\_\_\_\_

**Special traditions or formalities:** \_\_\_\_\_

\_\_\_\_\_

## SEND OFF

**What time does it begin?** \_\_\_\_\_

**Details:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## **PART 2: PRIORITY ELEMENTS**

**What matters most to this couple?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **PART 3: EMOTIONAL TOUCHPOINTS**

**What moments make them most emotional?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **PART 4: EXPERIENCE GOALS**

**What do they want to feel – or want guests to say – after the wedding?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



STRATEGY 2

# THE LIFESTYLE DEEP DIVE

## PART 1: DEMOGRAPHICS

**Age Range:** \_\_\_\_\_

**Location/Area:** \_\_\_\_\_

**Occupation Types:** \_\_\_\_\_

**Income Level:** \_\_\_\_\_

**Education Level:** \_\_\_\_\_

## PART 2: LIFESTYLE INDICATORS

*Check all that apply and add details*

### **SHOPPING HABITS**

- Luxury Retail**
- Contemporary Fashion**
- Vintage/Antique**
- Sustainable/Eco-friendly**

**Favorite Stores & Brands:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



***DINING PREFERENCES***

- Fine Dining**
- Farm-To-Table**
- International Cuisine**
- Casual Dining**

**Favorite Foods & Restaurants:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

***TRAVEL STYLE***

- Luxury Hotels**
- Boutique Properties**
- Adventure Travel**
- Cultural Experiences**

**Recent Trip Destinations:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## **PART 3: WEDDING PLANNING BEHAVIOR**

### ***SOCIAL MEDIA USAGE***

**Instagram**

**Pinterest**

**TikTok**

**Facebook**

**Most Used Platform(s):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### ***PLANNING TIMELINE***

**Engagement Length:** \_\_\_\_\_

**Do they have a wedding planner?** \_\_\_\_\_

**Typical Venue Booking Timeline** (how far in advance are they doing site tours and when are they booking their venue?): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



***BUDGET APPROACH***

- All-Inclusive Preferred
- À La Carte Preferred
- Value-Driven
- Luxury-Focused

**Target Budget Range:** \_\_\_\_\_  
 \_\_\_\_\_

**PART 4: PAIN POINTS**

**What frustrates them about wedding planning?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**PART 5: SOLUTIONS**

**How does our venue address these pain points?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## STRATEGY 3

# THE PINTEREST PROFILE

## PART 1: BOARD CREATION

*Create a new secret Pinterest board titled:  
"[Avatar Description] Wedding Style"*

## PART 2: CORE CATEGORIES

*Add at least 5 pins for each category*

### *VENUE STYLE*

- Architecture
- Lighting
- Indoor Spaces
- Outdoor Spaces
- Special Features

### *DESIGN ELEMENTS*

- Color Palettes
- Fonts/Typography
- Textures & Materials
- Furniture Styles
- Decorative Details

### *EXPERIENCE*

- Music Style
- Events & Activities
- Food Presentation
- Drink Styling
- Guest Interaction

### *PHOTOGRAPHY STYLE*

- Photo Opps at your venue
- Poses & Composition
- Lighting
- Special Shots
- Time of Day



## **PART 3: BEYOND WEDDINGS**

### *Pin inspiration from other industries*

**Interior Design**

**Art**

**Fashion**

**Entertainment**

**Travel**

**Food & Beverage**

**Architecture**

**Landscaping**