



Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

BROUGHT TO YOU BY HERE COMES THE GUIDE



THE WEDDING VENUE

HASHTAG STRATEGY GUIDE

Let's talk hashtags

Specifically, how to use them to get your venue in front of the right couples in your area. This isn't about trending hashtags or going viral; it's about being discoverable to couples who are actively looking for venues in your region.

THE REGIONAL TARGETING FORMULA

Essential Location Tags

Always include these in your posts:

- [City]WeddingVenue
- [Region]WeddingVenue
- [State]WeddingVenue
- WeddingVenuesIn[City]
- [City]Weddings



Example for a San Diego venue:

- SanDiegoWeddingVenue
- SouthernCaliforniaWeddingVenue
- CaliforniaWeddingVenue
- WeddingVenuesInSanDiego
- SanDiegoWeddings

Go Hyperlocal

Add these when relevant:

- [Neighborhood]Weddings
- [County]WeddingVenue
- [LocalLandmark]Weddings
- [NearbyCity]WeddingVenue

Example for a venue near the beach:

- LaJollaWeddings
- SanDiegoCountyWeddingVenue
- TorreyPinesWeddings
- DelMarWeddingVenue

Strategic Categories

Venue Type Tags

→ Choose what fits your venue:

- BarnWedding[State]
- [State]BarnVenue
- VineyardWedding[Region]
- [City]EstateWedding
- [Region]WineryWedding



Style Based Tags

→ **Match your venue's vibe:**

- [Region]RusticWedding
- [City]LuxuryWedding
- [State]VintageWedding
- [Region]ModernWedding
- [City]GardenWedding

BUILDING YOUR HASHTAG SETS

Set 1: Core Location Set

Use these on EVERY post

- [City]WeddingVenue
- [Region]WeddingVenue
- [State]WeddingVenue
- WeddingVenuesIn[City]
- [City]Weddings

Set 2: Venue Type Set

Add these based on your venue style

- [State][VenueType]Wedding
- [Region][VenueType]Venue
- [City][VenueType]Weddings

Set 3: Season/Theme Set

Rotate these based on the post

- [Region]FallWedding
- [City]OutdoorWedding
- [State]WinterWedding



PRO TIPS

Research Your Region

1. Look up the hashtags you plan to use
2. Check engagement levels
3. See what competing venues use
4. Note which variations get better engagement

Analyze Local Search Terms

- Use Google Trends for your area
- Check what terms local wedding planners use
- Monitor local wedding blogs
- Note phrases in local wedding magazines

Save Your Sets

- ✓ Create preset hashtag groups
- ✓ Keep them in Notes app or, even better, in Text Expander
- ✓ Update seasonally
- ✓ Track performance

COMMON MISTAKES TO AVOID

1. Don't Use Only Broad Tags

- WeddingVenue (too broad)
- Wedding (useless)
- Venue (worthless)

2. Don't Skip Location Tags

- Every post needs location identifiers



3. Don't Use Irrelevant Tags

- Stay focused on weddings and venues

4. Don't Use Too Few Tags

- Instagram allows 30 use at least 10–20

IMPLEMENTATION CHECKLIST

- Research your regional hashtags**
- Create your core location set**
- Build venue-type specific set**
- Make seasonal variations**
- Save sets in easily accessible place**
- Track performance monthly**
- Update sets quarterly**

REMEMBER

- Consistency matters more than creativity
- Local > National
- Specific > General
- Track what works
- Update regularly