



# Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

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## THE PERFECT VENUE CONTACT FORM CHECKLIST

*Keep it short, sweet, and mobile-friendly!*

The best venue contact forms follow one simple rule: **Ask for the minimum information needed to have a meaningful conversation.** You're not trying to qualify them completely through the form—you're trying to start a relationship.

Think about it this way: Your contact form should feel like the beginning of a friendly conversation, not a job application. You want couples to think, "This seems easy and welcoming!" not "Wow, this is a lot of work."

**Remember: Every field you add reduces your completion rate.** Every extra step increases abandonment. Your goal is to make it as easy as possible for couples to say "Yes, I want to learn more about this venue!" So let's make it happen.



## MUST-HAVE FIELDS

- Names of couple (avoid gendered language like “bride” and “groom”)
- Email address
- Phone number
- Preferred wedding date
- Estimated guest count
- How they heard about you (dropdown menu)
- Brief "tell us about your vibes" section or freeform message field

## MOBILE OPTIMIZATION

- Large, easy-to-tap fields
- Minimal typing required
- Clear error messages
- Visible submit button
- Works on all devices
- Auto-fill enabled

## IMMEDIATE FOLLOW-UP

- Instant confirmation message on screen
- Automated email response
- Clear next steps outlined
- Response time expectations set
- Your contact information included
- Links to helpful resources

## PRO TIPS

- ✓ Keep it to 7 fields maximum
- ✓ Save detailed questions for the tour
- ✓ Use dropdowns where possible
- ✓ Make all fields visible without scrolling
- ✓ Test the form weekly
- ✓ Track completion rates

***Remember: The easier your form is to complete,  
the more leads you'll capture!***