



Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

BROUGHT TO YOU BY HERE COMES THE GUIDE



THE TRIPLE TOUCH

FOLLOW-UP SYSTEM GUIDE

The Follow-Up System That Gets Tours Booked

Gen Z couples expect transparency and speed, but they also crave authentic connection. They want to feel special from the very first interaction. The Triple Touch system delivers both, dramatically increasing your site tour conversion rate while making each couple feel like your only priority.

Each touch serves a specific purpose and moves couples closer to booking that tour. The magic happens in the progression from automated efficiency to personal connection to helpful persistence.

The best part? Once you set this system up, it runs itself while consistently converting more leads into tours.



THE THREE TOUCHES

FIRST TOUCH: Immediate Automated Response

Goal: Show couples you're on top of things while providing immediate value

Timing:

- Instant (automated)

Must Include:

- Warm thank you for their interest
- Confirmation that you received their inquiry
- Quick overview of what they can expect next
- Link to a venue tour video or photo gallery
- Clear call-to-action for booking a site tour

Pro Tips:

- Keep it brief but warm
- Include something unique about your venue (like our Murder Barn's "Story of the Penrose Spiral")
- Make sure your automated response feels personal, not robotic
- Include your basic pricing info - transparency is key with Gen Z!

First touch sample template on the next page...



First Touch Sample Template:

Subject: Thanks for your interest in [Venue Name]! Here's what's next...

Hi [Name]!

Thank you so much for your interest in celebrating your love story at [Venue Name]! I'm excited to help you explore our space.

While I personally review your inquiry, I wanted to share our [virtual tour or photo gallery] so you can start envisioning your special day: [LINK]

Our [unique feature or superpower] has been helping couples create magical moments since [year]. Our most popular wedding package starts at [price range].

Ready to see the magic in person? Click here to schedule your private site tour: [BOOKING LINK]

I'll be in touch personally within 24 hours with more details!

Warmly,
[Your name]



SECOND TOUCH: Personal Connection

Goal: Build rapport and address specific needs

Timing:

- Within 24 hours

Must Include:

- Personal response to their specific questions/needs
 - CURATE AS MUCH AS POSSIBLE
- Brief personalized video addressing their unique interests (use Loom!)
- Link to book the site tour
- Something that makes the tour enticing (your "sweetener")

Pro Tips:

- Reference specific details from their inquiry
- Keep your video short (60-90 seconds) but genuine
- Offer a unique experience during the tour (sunset toast, chef's treat, etc.)
- Don't overwhelm with policies and procedures yet - focus on getting the tour

Second touch sample template on the next page...



Second Touch Sample Template:

Subject: Your [Venue Name] wedding vision + tour details

Hi [Name]!

I loved reading about your vision for a [spring/vintage/elegant/small] wedding! I recorded a quick video just for you showing how we could bring your ideas to life: [LINK]

I noticed you mentioned [specific detail from their inquiry]. We actually have [related feature/solution] that I'd love to show you in person!

Would you be available for a private tour on any of these dates?

- [Date/Time 1]
- [Date/Time 2]
- [Date/Time 3]

During your tour, we'll [include your "sweetener" - e.g., "enjoy champagne and dessert on our sunset terrace" or "meet with our executive chef for a seasonal menu tasting"].

You can also book your site tour here: [LINK](#)

Looking forward to meeting you!

Best,
[Your name]



THIRD TOUCH: Gentle Follow-up

Goal: One last chance to secure the tour

Timing:

- 48–72 hours after Second Touch (if no response)

Must Include:

- Friendly check-in
- Alternative tour times if needed
- Easy way to respond
- Your "sweetener" reminder

Pro Tips:

- Keep it short and casual
- No pressure – just helpful
- Include a specific call-to-action
- Make it easy to reschedule or choose a different time

Third touch sample template on the next page...



Third Touch Sample Template:

Subject: Quick check-in about your [Venue Name] tour

Hi [Name]!

Just floating this back to the top of your inbox! I know wedding planning can be overwhelming, and I want to make this part easy for you.

If the tour times I suggested don't work, I'm happy to find alternatives that better fit your schedule. We can even do a [sunrise/evening/weekend] tour if that's more convenient.

Remember, your tour includes [sweetener detail]. I'd love to share this experience with you!

Ready to schedule? Just hit reply or click here: [BOOKING LINK]

Cheering you on!

[Your name]



QUICK TIPS FOR SUCCESS

- Focus on getting the tour - that's your only goal right now**
- Keep all communications brief but warm**
- Make scheduling easy with clear calls-to-action**
- Add personal touches whenever possible**
- Track your response times and conversion rates**
- Adjust your approach based on what works**

REMEMBER

The key to this system is consistency and authenticity. You're not just following up; you're starting a relationship with each couple. Make it count!

Need more help? We're always here for you at Here Comes The Guide. Now go forth and book those tours!