



# Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

BROUGHT TO YOU BY HERE COMES THE GUIDE



## THE WEDDING VENUE

# SOCIAL MEDIA PLAYBOOK

### *Let's Bust the "Everywhere, All the Time" Myth*

Take a deep breath. You do NOT need to be on every social media platform posting three times a day while dancing to trending TikTok sounds in your spare time. That's not sustainable, and honestly? It's not effective either.

The most successful venue social media strategies are surprisingly simple: Pick the right platforms, post consistently with quality content, and showcase what makes your venue uniquely special. That's it.

You can run an effective social media presence in about 4 hours per week if you're smart about batching your work and staying focused on what actually drives bookings.

This playbook is designed around that reality. We'll show you how to create maximum impact with minimal time investment.



## STEP 1: CHOOSE YOUR PLATFORMS

### Focus on these two platforms:

- Instagram (your main platform)
- Pinterest (your support platform)

*That's it! Don't spread yourself too thin trying to be everywhere.*

## STEP 2: WEEKLY TIME BUDGET

### 4 HOURS TOTAL

### Break it down like this:

- 1 hour: Planning and creating content
- 2 hours: Organizing and editing photos
- 1 hour: Engaging with your audience and vendors

## STEP 3: YOUR SIMPLE POSTING SCHEDULE

### On Instagram:

- 2-3 feed posts per week
- 2-3 stories per week
- 1 reel every two weeks

### On Pinterest:

- 5 strategic pins per week

## STEP 4: CONTENT THAT SHOWS YOUR SUPERPOWERS

Here at HCTG, we talk a lot about venue "superpowers" – those special things that make you uniquely desirable and drive couples to book. Your social media should showcase these superpowers consistently.



# Four Core Content Categories

## 1. YOUR SIGNATURE FEATURES

- That stunning view everyone talks about
- Your venue's unique architecture
- Special spaces that set you apart
- Any historical elements that tell your story

## 2. YOUR SERVICE SUPERPOWERS

- How your team goes above and beyond
- Special services only you offer
- Behindthescenes magic
- Problem solving moments

## 3. YOUR VENUE IN ACTION

- Real couples enjoying your unique features
- Different setups that show versatility
- Transformations of your spaces
- Seasonal changes that showcase flexibility

## 4. YOUR EXPERT VOICE

- Share your venue's insider knowledge
- Tips that highlight your unique offerings
- Local area recommendations
- Answers to common questions about your space



## MAKING IT WORK

- Take photos of everything - you never know what will be useful
- Keep a running list of your venue's unique features
- Document different ways couples use your special spaces
- Save testimonials that mention your standout features

### STEP 5: WORKING WITH OTHERS

#### Easy Collaboration Ideas:

- Feature your vendor team
- Share photographer content
- Tag local businesses
- Crosspromote with others in your area

### STEP 6: PINTEREST STRATEGY

#### What to Pin:

- Your best professional photos
- Real wedding moments
- Detail shots
- Seasonal inspiration

#### Quick Tips:

- Concentrate on keyword rich captions for each pin.
- Use vertical images
- Include your location
- Link to your website
- Pin consistently



## THREE RULES TO LIVE BY

### 1. KEEP IT SIMPLE

- Don't overcomplicate your strategy
- Focus on quality over quantity
- Be consistent with your schedule

### 2. SHOW WHAT'S SPECIAL

- Highlight what makes your venue unique
- Share genuine moments
- Tell your venue's story

### 3. STAY AUTHENTIC

- Use your real voice
- Share actual events
- Build genuine connections

### *Quality Over Quantity, Always*

Here's what we've learned from working with thousands of wedding venues: Couples would rather see 2–3 amazing posts per week than daily mediocre content. They're not following you for entertainment—they're following you because they're trying to envision their wedding day at your venue.



## MAKING IT WORK

### **BATCH YOUR WORK:**

- Schedule one photo day per month
- Write captions in batches
- Plan content two weeks ahead

### **TRACK WHAT WORKS:**

- Notice which posts get engagement
- Pay attention to common questions
- Adjust your strategy based on response

### **STAY ORGANIZED:**

- Use a content calendar
- Keep a photo library
- Maintain a caption document

## REMEMBER

- Keep it simple**
- Showcase your superpowers**
- Quality over quantity**
- Consistency over perfection**