



Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

BROUGHT TO YOU BY HERE COMES THE GUIDE



THE WEDDING VENUE SALES FUNNEL:: A TWO-PART CHECKLIST

*Let's break down your wedding venue's sales funnel
into two distinct parts.*

The truth is that each phase of your sales funnel requires completely different strategies. When you're clear on which part you're in, you can craft the perfect approach for that specific moment in the couple's journey.

Are couples finding your website but not booking tours? That's a Part One problem. Getting lots of tours but few signed contracts? That's a Part Two issue. Identifying which part needs attention can literally transform your booking rate overnight.

Remember: Part One is all about getting that site tour booked, while Part Two focuses on securing that final contract. Let's dive in!



PART ONE: FROM INITIAL LEAD TO THE SITE TOUR

*Your **ONLY** goal: Get them to book that site tour!*

1. Lead Reception & Initial Response

Automatic response system in place

- Sends within 5 minutes of inquiry
- Includes basic venue information + 1-2 really delicious images of your venue (they get venues confused - let's help them keep them straight.)
- Sets expectations for next steps
- Has clear calls-to-action

Personal follow-up within 24 hours

- References specific details from their inquiry - make it as curated as possible
- Answers their initial questions (including giving pricing info or a link to the pricing page on your website)
- Suggests potential tour times
- Includes your direct contact information

2. Website Optimization

- Clear, compelling photos above the fold
- Easy-to-find pricing and availability information
- Mobile-responsive design
- Simple contact form
- Clear call-to-action for booking tours
- Video content that tells the story of your venue
- Testimonials from happy couples
- FAQ section addressing common concerns



3. Follow-up Sequence

First follow-up (3 days after initial response)

- Different angle/information than first response - try to make it very curated!
- New photos or virtual tour link
- Clear call-to-action for booking tour

Second follow-up (7 days after initial response)

- Share recent wedding photos or story
- Mention any upcoming availability
- Final invitation to tour

4. Lead Tracking

- System for tracking lead sources
- Response time metrics
- Conversion rate to site tours
- Regular analysis of what's working

PART TWO: FROM THE SITE TOUR TO BOOKING

***You've got them out to the venue.
Now we're focused on securing that contract!***

1. Pre-Tour Preparation

- Confirmation email sent
- Tour route planned and practiced
- Venue clean and staged
- Relevant materials prepared
- Pricing sheets
- Floor plans
- Preferred vendor lists
- Sample contracts



2. The Site Tour

- Welcome script prepared
- Key selling points identified for each space
- Stories and examples ready to share
- Questions prepared to understand their vision
- Clear explanation of next steps
- Discussion of pricing and availability
- Timeline for decision-making established

3. Post-Tour Follow-up Sequence

Same-day thank you email

- Recap key points discussed → *BE SUPER CURATED HERE - NO EXCUSES!*
- Include relevant photos
- Outline next steps
- Attach any promised information

First follow-up (2-3 days after tour)

- Address any questions raised during tour
- Share additional relevant information
- Gentle reminder of timeline

Second follow-up (5-7 days after tour)

- Share success story similar to their vision
- Reminder of any time-sensitive offers
- Clear call-to-action for booking



4. Booking Process

- Clear contract terms
- Simple payment process
- Welcome packet prepared
- System for tracking post-tour conversion rates

PRO TIPS FOR SUCCESS

1. Stay Focused on Phase Goals

- **Part One: ALL effort goes toward getting the tour**
- **Part Two: ALL effort goes toward securing the booking**

2. Track Your Numbers

- Lead to tour conversion rate
- Tour to booking conversion rate
- Average time from inquiry to tour
- Average time from tour to booking

3. Regular Review

- Audit both parts of your funnel quarterly
- Update materials and processes as needed
- Keep photos and information current
- Test and refine your follow-up sequences

Remember: These two distinct parts of your sales funnel need different approaches and energy. Keep them separate in your mind, and you'll be more effective at both!