

sanantonio *weddings*

DIGITAL BRIDAL MARKETING®



Sun Gold Photography, Jovanna and Travis say "I Do!" at The Gardens of Cranesbury View



BECAUSE THAT'S HOW WEDDINGS ARE PLANNED

IT'S A social media WORLD

LET'S GET YOU CONNECTED TO OUR FOLLOWERS

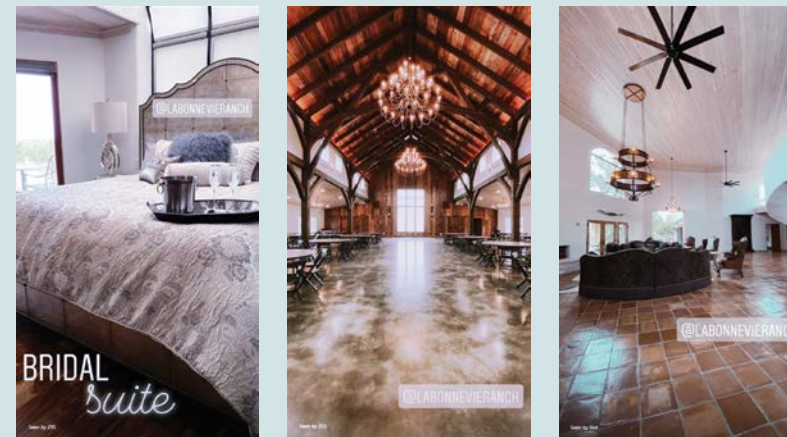
Today's bridal marketing continues to evolve at a staggering pace. What works today didn't even exist a few years ago. We know that social media is a very powerful tool in reaching today's bride. We also know that we do social media better than any of the big national brands. Because we are 100% local and entirely focused on the bride of the San Antonio area, we have the ability to do more for you with social media than any other marketing program.



Our social media audience has quickly surpassed 20,000 followers. Let's work together to help you reach more customers. Our staff is eager to sit down and develop a strong marketing strategy that delivers more brides to your bottom line.

INSTAGRAM VENUE TOUR

Let's showcase your venue with an Instagram venue tour. We come on location and shoot your entire property and then produce a gorgeous venue tour for Instagram. Once produced this piece can be used on a regular basis to showcase your venue. It is a fun and unique way to show-off your space through social media.



SOCIAL AD CAMPAIGN

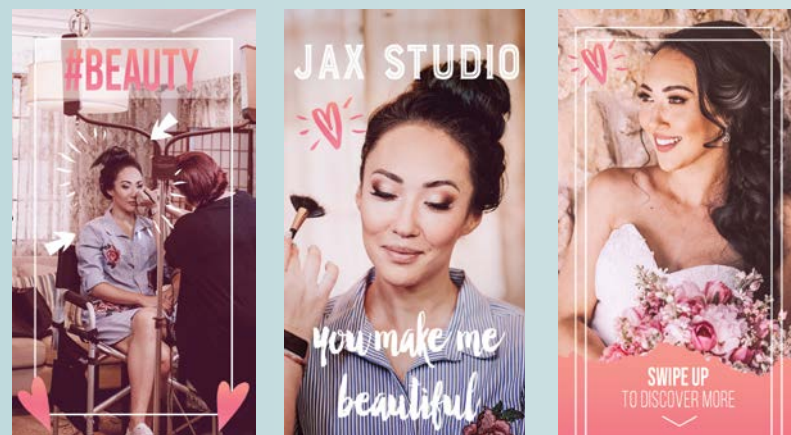
Our social ad campaigns (Facebook/Instagram) are a cost-effective way to keep your name visible in the social media world. Even if you are not active on social media, our well-planned campaigns will help build name recognition and allow you to reach new potential customers that may have been missed in the past.

We've seen strong results come from effective campaigns that combine social media ads with your listing on San Antonio Weddings. Let's explore the many options for helping you build new exposure on social media.



INSTAGRAM STORIES

One of the most effective social media tools today is an Instagram Story. We can feature your company in a story that runs 24 hours. The stories are shared and reshared, and the shelf life continues to extend as they are shared. Working together we can explore the many options of how to utilize an Instagram Story as part of your bridal marketing plan.



BOOSTED POSTS

Whether you're hosting an open house, trunk show, or bridal event, or just wanting more brides to see your work, our boosted posts offer a very affordable option to reach more brides and build a stronger relationship with new customers. The more times a potential customer sees your name, the easier it will be to make that sale.



3 POSTS / 30 DAYS

It's a simple and easy way for San Antonio Weddings to showcase your product or brand. Our followers love what we do and pay attention to what we talk about. Our 3 Posts - 30 Days offers a mini campaign to introduce or strengthen your name in front of our social media audience.





WELCOME TO BRIDAL BUZZ

If you want to reach today's bride, you need to have your message where they turn for wedding ideas. That platform is Bridal Buzz. A digital marketing program of podcasts, YouTube channel, social media and weekly news blasts.

Through Bridal Buzz our listeners and viewers are finding the latest news, trends, tips and ideas not only from area wedding professionals, but also from other brides & grooms who share their story, their vendors and their ideas.

What's Included

✓ WEEKLY PODCASTS

- 12-34 year-old's are the dominate listeners of podcasts.
- Podcasts are the fastest growing segment of media today.

✓ YOUTUBE CHANNEL

- YouTube is the 2nd largest online search engine.
- 73% of U.S. adults use YouTube.

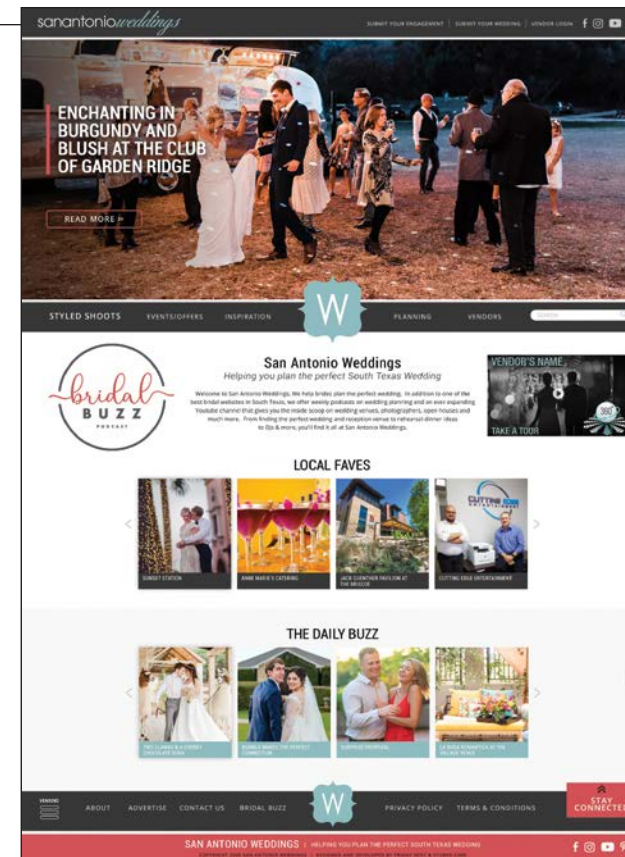
✓ WEEKLY BUZZ

Let us feature your business in our Weekly Buzz. This is a digital news letter that is sent to our subscribers from the Bridal Buzz Podcast and YouTube Channel.

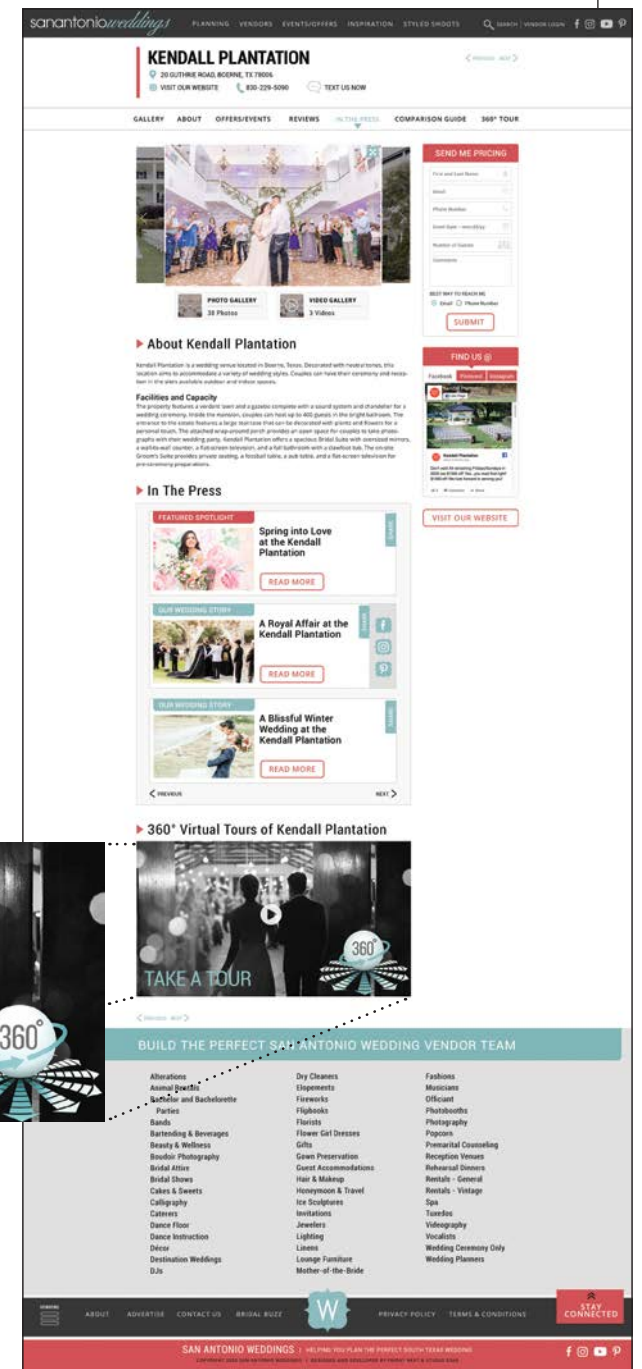
SOUTH TEXAS FAVORITE

SanAntonioWeddings.com

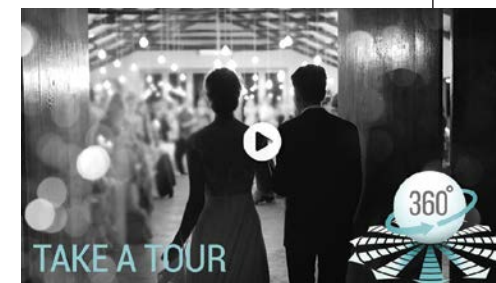
Home Page



Client Profile



- ✓ 360° Tours
- ✓ Venue Comparison Guides
- ✓ Vendor Profiles
- ✓ Spotlight Articles
- ✓ Wedding Stories
- ✓ Styled Shoots
- ✓ Local Fave Featured Positioning



360° Tour

BRIDES FIND EVERYTHING THEY NEED

to plan their local wedding in one location. SanAntonioWeddings.com features hundreds of wedding professionals, daily articles, wedding stories, styled shoots and much more.

We've developed a website that is extremely Google friendly. Client articles, profiles and styled shoots will be indexed and easily found by Google searches. Our goal is to ensure that your brand is seen more often, thus delivering more bridal business.

We've built our digital marketing company around a state-of-the-art website that offers valuable features for brides and grooms. Let us show you the many opportunities we offer today's wedding professional in a smarter and more cost-effective way to reach today's bride. We're Local, because that's how weddings are planned!



"OUR PARTNERSHIP IS INVALUABLE."

San Antonio Weddings is service oriented and ethical. Success in any marketing program means you're listening to your client's needs. San Antonio Weddings definitely has the jump on that asset!

< Loretta Ortiz / HEAVENLY GOURMET & THE OAKS AT HEAVENLY

"KUDOS AND THANKS TO TODD AND HIS TEAM FOR CONTINUED GUIDANCE FOR 20 YEARS!"

It can be challenging to know the latest and best methods to connect, stay in front of and remain relevant with brides. My social media presence, as well as my website redesign, are a result of knowledgeable insight and recommendations from San Antonio Weddings.

Chris Koval / FUTURE SOUNDS DJ SERVICE >



"WE COULD NOT BE HAPPIER WITH OUR EXPERIENCE."

The McNay has been advertising with San Antonio Weddings for 10 years. The staff is very personable and supportive of the museum. If you are not already, I highly recommend advertising with San Antonio Weddings!

< Julie McGarraugh / McNAY ART MUSEUM

"IT'S THEIR CUSTOMER SERVICE THAT TRULY DISTINGUISHES THEM IN ADVERTISING."

The staff has helped our company to create both a public image and continually refine our message from our inception through years of positive growth.

Mike Bomberg / SPICE OF LIFE & THE VERANDA >



MARKETING WITH *A human* TOUCH



Hannah Charis Photography,
Nicci & Jacob Say "I Do!"
at the Veranda



At *San Antonio Weddings*, we understand that the Internet and social media are very powerful tools in reaching today's couples. That is why we have embraced them in a very big way.



Internet numbers and pie charts don't always tell the full story. What truly sets *San Antonio Weddings'* marketing apart from our competitors is the personal connection we provide our clients.



Just ask our 300 local advertisers – our attention to service and commitment to building relationships helps our clients reach more brides and produce effective marketing campaigns.



The latest news, trends, tips and ideas from brides, grooms and wedding professionals throughout the San Antonio area.



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