



Wedding Show Marketing and Advertising Management



Would your **show** be more successful
if your **advertising** was better?



Are you spending a **lot of money** on attendee advertising but **not getting the results** you need?

Are all of the **changes** in the digital marketing space **confusing** and **overwhelming**?

Are you **overworked, understaffed**, and need to focus your time on **producing** your show?

Perhaps it's time to **outsource**.
But not to just **anyone...**

"In our 25+ years as show producers, we always wished we could have outsourced our advertising, but could never find the right company ... so we created one!"

- Renee Roberts & Marc McIntosh, founders of Team Wedding Marketing



We've traveled this road **for years.**

We've researched, tested, analyzed, and adapted.

We know the wedding market like **no one else.**

Isn't **that** who you want on **your team?**

- **Save time**
Free up hours **every week** that you can redirect to exhibit sales and everything else you need to do.
- **Save money**
Our proven advertising strategies will **reduce** your total ad spend **without** reducing your attendance.
- **Uplevel your branding**
Our skilled graphic artists and copy writers will take your message to the next level.
- **Say goodbye to marketing overwhelm**
The digital ad platforms and policies are constantly evolving. The latest iOS updates have created many new challenges. We keep up with the changes so you don't have to.
- **Work with a team that 'Gets It'**
Most marketing 'experts' do not understand the nuances of the wedding industry. We do.



When
Team Wedding
manages your
attendee
advertising,
you will...

- **Eliminate** advertising waste
Our clients used to waste up to 25% of their ad spend
- **Reduce** attendee acquisition cost
Our clients cut their acquisition cost by up to 40%
- **Attract** more attendees while spending less on advertising
Our clients reduce their total ad spend by up to 25%
- **Deliver** a cohesive message across all advertising platforms
- **Save** on payroll, taxes, and benefits
- **Free** up your time



Comprehensive attendee advertising program

Strategic Planning

- Identification of Goals
- Advertising Budget Analysis and Allocation
- Development of Cohesive Brand Message
- Creation of Promotion Calendar
- Analytics and Reporting

Paid Social Media

- Facebook and Instagram Campaign Setup
- Copywriting, Artwork, and Design
- Offers and Incentives
- Landing Pages
- Daily Oversight and Management

Paid Search

- Google Ads Campaign Setup
- Copywriting
- Offers and Incentives
- Landing Pages
- Daily Oversight and Management

Digital Display

- Retargeting and Directed Placement
- Artwork and Design
- Landing Pages
- Offers and Incentives
- Daily Oversight and Management

Email Marketing

- Email Marketing Campaign Setup
- Copywriting, Artwork, and Design

Traditional Advertising

Placement and content creation for:

- Radio
- Television
- Print
- Direct Mail
- Billboards

Our Commitment

To provide an exceptional level of attention, we accept only a limited number of clients and provide our services on a market-exclusive basis.

We are most effective when we are engaged at least 90 days prior to the show date.

Investment

One show: \$2750
plus 15% of total ad spend

Two or more shows annually:
\$2500 per show
plus 15% of total ad spend



Additional Services

Consulting

- Rebranding
- Messaging
- Show Experience
- Marketing Message Continuity

Website

- Updating and Redesign
- Improvement of User Experience
- Landing Page Development
- SEO

Organic Social Media

- Social Media Posting
- Content Creation

Expanded Digital Marketing

- YouTube
- Pinterest
- TikTok
- LinkedIn

Blogging

- Blog writing
- Blog post SEO

Video Marketing

- Video creation and editing
- Video placement

Exhibitor Marketing

- Social and Search Advertising
- Email Marketing
- Direct Mail Marketing
- Contact List Management and Hygiene
- Prospect Research and List Growth
- Exhibitor Marketing Materials
- WeddingProSuccess.com Marketing Program

Investment

Additional services are quoted upon request.

Contact Us

703-489-7758

info@teamwedding.com