

SOCIAL SHOUT-OUTS TO BRIDES

> Sure, you want everyone to see your social media posts. But, for certain messages, the best results are achieved through targeting. I'm not talking Facebook and Instagram Ads, although those are important parts of your strategy. I'm talking about truly appealing to engaged couples on social media and standing out from the crowd.

Powerful Profiles

Any work you do promoting individual segments of your business is a waste of time unless you have the foundation of a strong page. Of the dozens of retailers I've helped, 70 percent of them are missing some of the following:

Profile Photo. Use a logo or storefront.

Cover Photo. Update this area monthly and consider using wedding work during popular wedding months (June, August, September and October).

Captions. Include info on every photo you post, including cover photos and profile photos. (Your business hours, phone number and location make a good caption for your profile photo.)

Photos. Facebook users are visual, and your profile should be, too. Add albums (with captions!) of your work for potential customers to browse through.

Regular Posts. You should be posting in connection with your overall business daily, to several times per week. If you post daily, you may talk about weddings once per week. If you post twice a week, you may mention weddings every other week.

Videos. Use pre-recorded and Facebook Live. Do product demos where you show what you can do with a bride's vision, or highlight the most popular (or unique) blooms of the season. Always include a call to action encouraging brides and grooms to contact you.

Full Contact Info. Include phone number, address, website and email address.

Keyword-rich Descriptions. Think about the things that brides are searching for and use them in your descriptions. Mention the most popular types of flowers you sell, as well as keywords like bouquets, wedding flowers, boutonnieres, floral arrangements, etc.

Your Story. Show off your local roots with information on when your shop was founded and how you are tied to the community.

Contact Button. Make it easy for potential clients to get in touch.

Words that Wow

With your profile optimized, your next focus should be your content. Are you writing posts specific to 2017 and 2018 brides and grooms? Are you thinking specifically about their needs and worries? A bride getting married in 2017 may feel crunched for time, and that she's falling behind. A 2018 bride may be more worried about price or style.

Speaking of style, are your photos and albums professional and updated? Modern brides are very visual and want their weddings to be "Instagram-worthy," so they will pay close attention to your photos. Brides are likely to share your photos with members of their bridal parties, their wedding planners, their families, and more, so it's important to give as much information about the photos in the captions as possible.

Ad Appeals

The next step: ads. There are many different ads that you can run to target 2017/2018 brides and grooms; and one tactic is to advertise to women and men who are newly engaged. You can choose the length of the engagement, or you can choose men and women who have a relationship status of "Engaged."

To find these options, go to facebook.com/ads/create, choose an ad objective, and under Ad Set, Detailed Targeting, click "Browse," then "Demographics," then "Live Events." Or, just start typing in the Detailed Targeting form field whichever demographics, behaviors or interests you'd like to target.

Another ad segment to consider is people who have indicated an interest in bridal-themed businesses or publications. For example, target people in your local area who have an interest in (under Detailed Targeting) wedding magazines and blogs. Because Facebook and Instagram are sister companies, you can easily see statistics from both sites.



COMPARE, CONTRAST In this screenshot from Facebook's advertising console, you can see there's an audience size of 230,000 people who are women, ages 22-50, who are in a 50-mile radius of Carlsbad, California, and have an interest in bridal magazines and blogs. Notice that there are only 14,000 on Facebook, and 170,000 on Instagram, making Instagram a better ad choice.

Important note: With this specific example (see image above), it doesn't mean that all 230,000 are active. You'll find a blend of already married, engaged and single; but it does connect you with women who have a similar interest, and can be great exposure for your business, especially if you have other offers, such as bouquets for Mother's Day or Valentine's Day, retail items and more.

Email Gains

Pursue leads that are already warm by running an ad on Facebook or Instagram to your email list. If you have a list, you can upload it to Facebook, creating a "Custom Audience." Facebook will match the email addresses on your list to the ones used on Facebook.

Let's say you have a list of 10,000, and upload to Facebook. Facebook finds that 5,000 of the 10,000 use that same email address on Facebook. That means you can run an ad to those 5,000 people, making your ad extremely targeted, because the people on your list most likely already know you, and/or have worked with you.

To specifically find brides-to-be who are on your email list, create an ad using Facebook, choose your email list Custom Audience and add the keywords mentioned earlier within Detailed Targeting.

Pinterest Presence

Pinterest is great if you sell online; but even if you don't, it's a great place to show off your work ... and find potential clients. As a note, it's difficult to find local brides using Pinterest, and you may get some national inquiries. If you do happen to find local brides, comment on their wedding boards and give them tips on choosing flowers, linking to your page. Remember to pin arrangements ONLY from your website or upload photos and link to your Facebook page. Repinning from other florists sends business to someone else!

Group Activities

Another approach is to join local groups that deal with wedding planning from your personal Facebook profile. Read the rules of each group and how they respond to promotions, and if you are allowed, start answering brides' questions or explaining your services to them. Always link to your business page, although you cannot join the group as your page. This not only shows brides your knowledge of the industry, but introduces your business to many brides at once.

Find Some Partners

Is there a DJ you always find yourself with at events? A planner who always recommends you? Build partnerships and cross-promote each others' businesses on social media, through email, print, ads, or wherever your potential customers are. You may even consider giving a bundle offer to brides and grooms who book you both. Be sure that the businesses you partner with have the same customers, or you're wasting the free promotion. 🌸

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Bi-colors



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