



WELLINGTON WEDDINGS

# MEDIA KIT 2018





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## INTRODUCTION

WELLINGTON WEDDINGS

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## WHO WE ARE

We are a team of creatives dedicated to building beautiful, effective wedding websites. Wellington Weddings was created to offer a sleek, minimalist platform that showcases the city's finest wedding suppliers to clients who desire the very best.

We want to work with people who are as passionate about excellence as we are.

## WHY WE'RE HERE

We are curated for your engagement. We are a collection of wedding suppliers, specific to the cities in which we operate.

Each site offers inspiration and advice to help brides in that city to create their dream wedding. From the first time a bride arrives on the site until their wedding day, our team acts as their stylish, knowledgeable best friend – helping her with advice, inspiration and carefully curated vendors.

*We do not follow; we lead.*

*We are exclusive, contemporary and aspirational.*

*We are classic and cool.*

*We are simply beautiful.*



## OUR VALUES

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### QUALITY

- From invoice design to Facebook posts, we're committed to doing things properly. We champion those who pursue excellence in what they do.

### INTEGRITY

- We do what we say we will do, by when we say we will do it.

### SATISFACTION

- We satisfy brides through consistently excellent inspiration, advice, and a curated selection of vendors.
- We satisfy vendors with an excellent return on investment, and being part of their city's wedding community.
- We satisfy our team with recognition, the ability to effect change and contribute to the shape of the business, enhance their skills, and have a role in a work environment that they love.

### EMPATHETIC COMMUNICATION

- Behind the site, we are human. We understand the needs of both our brides and our vendors, as well as their motivations and emotions. We are constantly refining our practices to provide the best experience on both sides.

### CURATED EXCELLENCE

- Every decision ranging from who we work with, to our blog content, our Facebook posts, Instagram images, and how we interact on social media is considered, collaborative, elevated, and amplified.
- If any action does not serve our overall mission, we don't do it.

### ACCESS

- Through a commitment to being on the cutting edge of SEO, we dominate top positions in Google for all key categories. This #1 position is exclusively available to our vendors, connecting them with brides who are ready to book.



## TESTIMONIALS

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### WALLACEVILLE HOUSE

*Lynne Graham*

I am more than happy with how our listing is going on your site. You have quickly moved into one of my top 10 referrers and it is good quality traffic too – your site delivers the lowest bounce rate at 12.50 percent and the average session duration is nearly 3 minutes, so you are delivering good quality leads which is what I like to see.

Our wedding season is already very busy this year with even 13 weddings booked for October. It will be the icing on the cake though to fill the gaps and make it a bumper season.

### JO + DOM STYLING

*Dom Whittaker*

Being part of the Wellington Weddings vendors list has given Jo + Dom Styling, as a small business, a great platform to be recognised for what we do, and has given us good exposure to meet and network not only with future brides, but with other vendors within the weddings and events industry. This has been really great and has been our support network in the growth of our business over the last year.

The Wellington Weddings team has always been friendly and supportive of our venture. Checking in now and then to see how we are getting on, and scoping us out to be a vendor with them was a really nice way to feel a part of the industry. They have been very welcoming towards us.

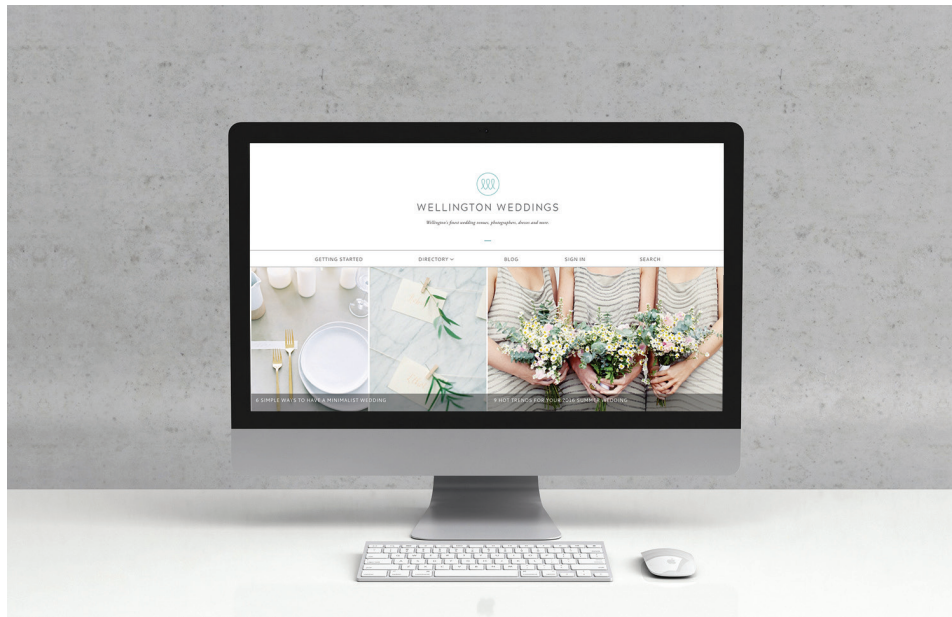
Our favourite part about being with the Wellington Weddings team is having a one-stop directory for brides to go to. Each vendor under the WW umbrella I would happily recommend and have worked with in the past. I think the idea behind that is really supportive, collaborative, and seems to work really well for both vendors and brides.

### SWEET BAKERY AND CAKERY

*Grace Kreft*

I have nothing but good stuff to say about Wellington Weddings! Not only is the directory gorgeous and refreshing, and the stats I'm sure speak for themselves, but the team are amazing to deal with as well behind the scenes. We've had a few interactions now - from helping with blog posts, to running competitions - and I love how friendly and helpful they are to deal with, and so content-driven, which I think makes a huge difference to both wedding business owners and wedding couples. Can't wait to see what the future holds with no doubt more good stuff to come!





## TRAFFIC

### NO. 1 ON GOOGLE

We are continuously tweaking the site's search optimisation to ensure our vendors are the first thing brides see when they begin their wedding planning. Wellington Weddings is No. 1 for many key search terms.

### 5,000 + FACEBOOK FANS

Thanks to our optimisation, social media, and regular content creation, Wellington Weddings is used as a planning tool by over 4,500 Wellington brides and grooms every month.

### 100% USER GROWTH EVERY 6 MONTHS

We are rapidly growing and continuing to be one of the top utilised platforms in Wellington wedding planning. Over 75% of our website traffic is new users, which guarantees constant profile views and engagement.

### 11,500 + SOCIAL MEDIA FANS

We offer our vendors the opportunity to run giveaways, promote special offers and discounts, and share your latest work with our highly engaged audience on our newsletter, Facebook and Instagram.





## WEDDING BLOG

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Every week, we publish two new blog articles in conjunction with our vendors. Utilising the blog can build credibility by presenting you as an expert in your field, highlight what makes your business special, create awareness around a new product or service you're offering, or simply profile your business.

### CREATING YOUR BLOG

Creating a blog article is as simple as getting in touch – our content manager Luke will work with you to create the right blog article for your business, and will then push it to our 10,000 + fans on our social media platforms.





## VENDOR BADGE

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### YOUR EXCLUSIVE SEAL OF APPROVAL

Our Approved Vendor Badge is reserved for only those businesses who have been recognised as the very best in the New Zealand wedding industry. By displaying the Vendor Badge on your website's homepage, prospective clients will know at a glance that they are working with a high quality business they can trust.

### WORD OF MOUTH MARKETING

Our Vendor Badge is an excellent way to link your website to your Wellington Weddings profile, making it easier for satisfied clients to leave positive testimonials and feedback. These word of mouth reviews build trust and credibility with your prospective clients.

### 10+ REVIEWS

When your Wellington Weddings profile has reached 10 or more client reviews, your vendor badge will change to show that you are a 10+ review profile.



## PRICING AND PROFILES



### CATEGORY LEADER

This vendor profile gives you a massive edge over the competition with your brand showcased on our home page, default first position in your categories, an enormous preview image within your primary category, and a large preview image in your secondary category.

### PREMIUM PROFILE

This profile gives you a generous landscape image that will stand out in your categories. This profile option includes all the same content as category leader.

FEATURES INCLUDE	CATEGORY LEADER	PREMIUM PROFILE
SITE WIDE PROFILE LINKS Profile links on homepage blog and showcase	●	
TOP OF CATEGORY Large profile link at top of category	●	●
FACEBOOK POSTS Reach 4400+ Wellington brides via our page	●	●
BLOG ARTICLES Establish expert credibility with your content	●	●
EMAIL NEWSLETTER Highlight special offers and services	●	●
VIDEO EMBEDDING HD video embedded in profile	●	●
PRICING PER QUARTER	\$1000 + GST	\$375 + GST





## PHOTOGRAPHY PACKAGE

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Wellington Weddings offers brides a consistently beautiful wedding planning experience built around professionally shot and edited photography. Where required, we can work with you to build a portfolio of stunning professional photography for use on Wellington Weddings and elsewhere.

### CLIENT CONSULTATION

We'll work with you to establish your goals and desired outcomes and work towards your photography budget.

### PROFESSIONAL PHOTOGRAPHY SHOOT

We'll capture the many different elements your brand offers, utilising top quality cameras, lenses, lighting and more.

### 20+ HIGH QUALITY IMAGES SUPPLIED

We'll supply you with the very best images for your Vendor Profile, as well as anywhere else you would like to use them.



## SUDBURY

*Analytics*

### VENDOR PROFILE

START DATE: 12/07/2016

END DATE: 11/08/2016

FILTER

PROFILE VIEWS: 521

The total number of times your vendor profile has been viewed in the above period.

### FACEBOOK



### VENDOR FEATURE

"This couple. This photographer. This venue. Sudbury NZ is a stunning Wellington venue offering gorgeous outdoor ceremony areas with stunning views and a reception space to fulfil your wildest rustic wedding dreams!"

Reach: 2,637

Link clicks: 41

Likes: 9

Shares: 2

Comments: 1

## ANALYTICS

Keep track of exactly how well your Wellington Weddings profile is performing with our Analytics tool. Stay up to speed with all results from your Wedding Blog articles, Wedding Showcases and Facebook content.

Log in and monitor your profile's performance at anytime. Narrow down your search to a day, week, month, or year.



## GET IN TOUCH

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Please get in touch with Bex Murphy to discuss your advertising package.

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