



**A STEP BY STEP GUIDE TO MARKETING
YOUR WEDDING BUSINESS**

AGA BUSINESS
SOLUTIONS



TRUSTWORTHINESS | EFFICIENCY | VISIBILITY | GROWTH

Launching March 2026

IS VISIBILITY JUST A NUMBERS GAME?

To a certain extent but **ONLY** after you have created a **trustworthy** and **efficient** business.

Visibility without Trustworthiness

You may have eyes on your business and even inquiries but your bookings are low.

Wasted Time and Money | Confusion | Frustration

Visibility without Efficiency

You are getting inquiries and bookings BUT you are drowning in the day-to-day.

Stress | Overwhelm | Burnout

DO NOT Play the Numbers Game

Until you know how to win!

Creating a Trustworthy Brand

The 13 P's

PEOPLE

POSITION

PROCESS

PRESENTATION

PACKAGING

PROOF

PROMISE

PERSPECTIVE

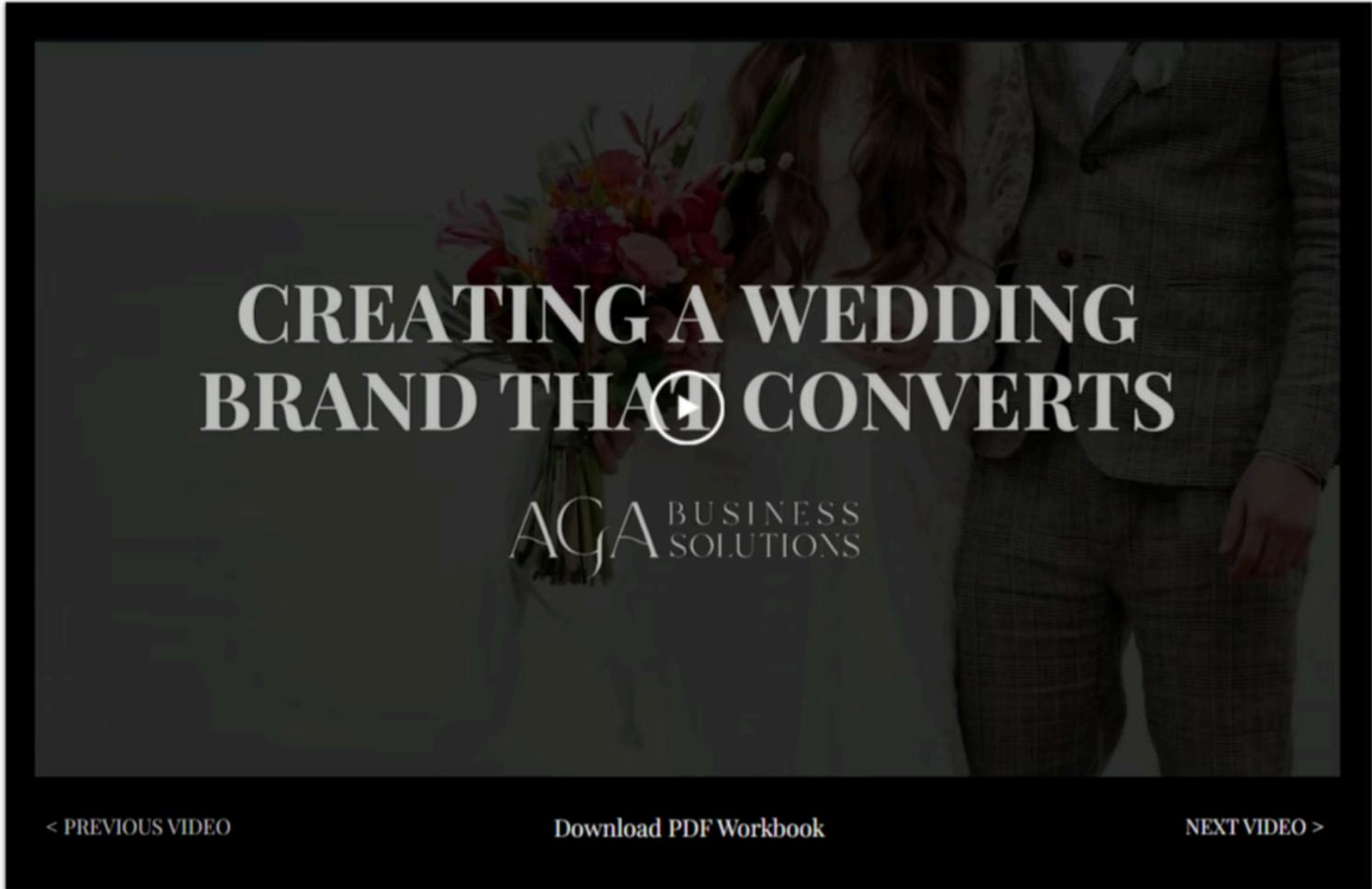
PERSONALITY

PRODUCTS AND SERVICES

PRICE

PERKS

PERCEPTION



Creating a Wedding Brand that Converts

Video by AGA Business Solutions | Creating a Wedding Brand that Converts

 AGA Solutions

THE BASICS BEFORE YOU START

Marketing should not be seen as a “sales pitch”.

It should be treated as a conversation.

WHO ARE YOU TALKING TO?

ie: Your Ideal Client

What are their basic needs?

They need someone to help them plan and coordinate their wedding.

What are their wants beyond their basic needs?

Multi-Cultural Weddings | Luxury Aesthetic | Hip and Trendy | Budget

These specific needs are going to vary greatly based on your ideal client.

What are their pain points around planning a wedding?

“We are afraid that...”

What are their pain points within the industry?

“We don’t like how everyone...”

“We are having a hard time finding someone who...”

WHAT ARE YOU TALKING ABOUT?

ie: Your Marketing Message

Do Not Talk About Their Basic Needs

This is what most people do with their marketing.

Talk About These Things Instead

What are their wants beyond their basic needs?

What are their pain points around planning a wedding?

What are their pain points within the industry?

The goal of your marketing message is to elicit a reaction that connects and/or builds trust.

Client-Centric NOT Brand-Centric

Specific NOT Generic

MESSAGING EXAMPLES

Multi-Cultural Wedding Planner

Generic and brand centric:

We believe your day should reflect your personal style and traditions which is why our service is designed with you in mind.

Specific:

Honoring culture isn't a trend to us. It's personal. That's why our approach is rooted in care, intention, and deep respect for every tradition involved.

Specific & client-centric:

Honoring your culture isn't a trend. It's deeply personal. You want a wedding that reflects your traditions with care, intention, and deep respect.

INFUSED WITH PERSONALITY

Clear, specific, client-centric messaging:

Honoring your culture isn't a trend. It's deeply personal. You want a wedding that reflects your traditions with care, intention, and deep respect.

Nurturing, connection-driven messaging:

Honoring your culture isn't a trend. It's deeply personal. The traditions, people, and moments that shaped you have brought you to where you are today. Your wedding should feel like home, rooted in love and belonging.

Bold, unapologetic messaging:

Honoring your culture isn't a trend. It's deeply personal. Your wedding doesn't need to make sense to anyone else. The only thing that matters is that it feels right to you. End of story.

MESSAGING EXAMPLES

Glam Bridal Beauty Stylist

Generic and brand centric:

We specialize in bridal hair and makeup designed to make you look and feel your most beautiful on your wedding day.

Specific:

We specialize in full glam bridal beauty that looks incredible from every angle.

Specific & client-centric:

If you're looking for full glam look that makes a bold statement, turns heads and doesn't hold anything back, you're in the right place.

INFUSED WITH PERSONALITY

Clear, specific, client-centric messaging:

If you're looking for a full glam look that makes a bold statement, turns heads and doesn't hold anything back, you're in the right place.

Fun and playful messaging:

Soft glam? Not on our watch. You want an Instagram worthy full glam look that makes a bold statement, turns heads, and doesn't hold anything back. And, we are here for it!

Bold, unapologetic messaging:

Soft glam? B*tch please. You didn't come to play. You came to turn heads, make a statement, and remind everyone exactly whose day this is.

Marketing should not be seen as a “sales pitch”.

It should be treated as a conversation.

**But, it's difficult to have a conversation
and make a good impression when...**

You don't know who you are.

You don't know who you are speaking to.

You don't have a strong position or perspective.

You are afraid to show your personality.

WHO YOU ARE TALKING TO

WHAT YOU ARE TALKING ABOUT

HOW YOU ARE TALKING ABOUT IT

WHERE ARE YOU SHOWING UP?

ie: Visibility

Where Is Your Ideal Client Researching and Booking

This is not going to be the same for every client and every brand.

Referrals From Vendors

Referrals From Friends

Online Search

Social Media

The Knot

Style Me Pretty

Equally Wed

THE STAGES OF MARKETING

BEFORE

Defining Marketing Goals, Strategy and Tactics | Trial and Error | Systematizing | Executing

Ultimate Goal: strategic visibility that attracts your ideal client and inspires action.

DURING

Building Trust | Social Proof | Consultation | Booking Process | Delivering Services

Ultimate Goal: back up your marketing message and promises with tangible results.

AFTER

Strong Referral System | Testimonials | Vendor Relationship Building | Strategic Use of Content

Ultimate Goal: leverage valuable assets to build into and strengthen your marketing system.

THREE TYPES OF MARKETING

CONTENT

Blog Posts | Social Media | Emails | Videos | Galleries | Free Downloads & Checklists

Everything you create and share that shows people who you are and why they should trust you.

OUTREACH

Bridal Shows | Networking | Emails | Relationship Building

Outreach is all about connection marketing. It's the more human side of marketing.

ADVERTISING

Google Ads | Social Media Ads | Wedding Directories

The most straightforward of the three types. Advertising is paying to amplify visibility.

YOUR RESOURCES

TIME | MONEY | ENERGY

At times, you won't have a lot of money, so you will need to leverage your time, and energy and use some ingenuity.

At times, this may switch where you don't have the time or energy but you have more money which will change your strategy and tactics.

Being an entrepreneur always takes ingenuity and ingenuity should always be a part of all of your marketing efforts.

Ingenuity = the quality of being clever, original, and inventive.

CONTENT MARKETING

★WEBSITE★

★BLOGGING★

SEO

SOCIAL MEDIA

FREE EDUCATION

STYLED SHOTS

PODCASTING

YOUR WEBSITE

The first touch point most people have of your business.

Sets the tone for your brand, who you are, who you serve and what makes you unique.

DO NOT underestimate the power of your website!

A strategic website can completely change the trajectory of your business!

Resonates with and builds trust with your ideal client. Makes you stand out as the obvious choice.

You can't half ass this.

Find the Money or Figure it Out

BLOGGING

TWO GOALS: Trust and SEO

Needs to be done strategically. Blogging without strategy can hurt your brand.

Attention spans and trust are at an all time low. If someone takes time to click on your blog.

It means they are interested in what you have to say so it needs to impress.

What to blog about:

What are their wants beyond their basic needs?

What are their pain points around planning a wedding?

What are their pain points within the industry?

Real weddings but with strategy.

NOT about yourself unless it is relevant to your ideal client. What's in it for them?

Educational | Inspirational | Aspirational | Unique Perspective

OUTREACH MARKETING

★EMAIL MARKETING★

★IRL INFLUENCER MARKETING★

BRIDAL SHOWS & EXPOS

NETWORKING EVENTS

JOINT VENTURES & COLLABORATIONS

OPEN HOUSES & SPECIAL EVENTS

MEDIA MENTIONS AND APPEARANCES

DIGITAL MARKETING

EMAIL MARKETING

THE Best ROI

40% More Successful than Online Marketing

Best when paired with content marketing.

Make it about your ideal client. What's in it for them?

Interestest Client Follow Up

Bridal Show List Follow Up

Content Marketing System

Vendor Relationship Building

IRL INFLUENCER MARKETING

An “Influencer” isn’t just online. It’s ANYONE who...
has **access** to and **influence** over your ideal client.

Marketing to individual couples brings in one wedding one time.
Creating an unpaid “sales force” can bring in multiple bookings for years.

Long-term strategy that should be done with **integrity** and **authenticity**.

This is NOT about chasing referrals.
It’s about creating genuine connections.

What you can do for others to make their lives easier.
When you do this... the referrals happen organically.

THIS WAS THE **NUMBER ONE**
STRATEGY I USED WITH HCTB

Most of our marketing time, money and energy was focused here.

But, it did not happen overnight.

ADVERTISING

★GOOGLE ADVERTISING★

★RETARGETING CAMPAIGNS★

SOCIAL MEDIA ADVERTISING

INDUSTRY WEBSITES

PREFERRED VENDOR GUIDES

PRINT ADVERTISING

GOOGLE vs SOCIAL MEDIA ADS

With both Google and Social Media you can target specific demographics.

Google shows ads to people actively searching for your service.

Social media ads don't guarantee need.

Google ads can be a **superstar** OR they can be a money pit.

The difference is knowledge + strategy + trial and error.

★ Retargeting Ads ★

Can be done with Google and social media ads.

Targets warm leads. People already familiar with and/or interested in or interacted with your business.

NO online advertising is complete without a retargeting campaign.

EVERYTHING WORKS TOGETHER

You collaborate with other vendors to create a free guide

You write a blog post about the collaboration and optimize for SEO.

You repurpose the content and break it up to create social media posts.

You tag and invite all collaborators on your posts.

Outreach & Content Marketing

You use the most popular posts to create Google and social ads.

Advertising

When people visit your landing page, they can opt in for more content where you can then send them a series of educational emails.

Outreach & Content Marketing

The key is compounding your efforts AND creating a system.

CREATING A MARKETING PLAN

Consider your goals and whether they are long term or short term.

Eliminate those tactics that are not aligned with your goals.

Consider your resources of time, money and energy.

Out of the tactics left eliminate those tactics that are not aligned with your resources.

Resources vs Rewards

Out of the tactics left what feels like it has the best potential outcome for success.

Alignment

Out of the tactics from that short list, what feels like it is most aligned with your brand and personality?

Choose 1-3 To Focus On

THINGS TO REMEMBER

Educate yourself before proceeding with any marketing tactic.

Whether it's content, outreach or advertising it's important to research and educate yourself.

Trial and Error is a huge part of creating an effective marketing plan.

It is important to learn and adapt while trying out different marketing tactics. Know when to move on.

Know when to outsource, delegate and hire help.

It's nearly impossible for you to be an expert at every area of marketing. Know your limitations.

Duplicating, scaling, systematizing and automating is key.

Once you figure out what works, use it strategically so you are not constantly reinventing the wheel.

BEING OMNIPRESENT

You do not need to do every single marketing tactic.

However, the more places people see your brand the more they will trust you.

The goal is to be in as many places as possible as long as they align with your brand and ideal client.

Once you refine and systematize one marketing tactic.

Move onto the next.

And then the next and the next and so on.

This is one of the biggest mistakes I see business owners make.

They switch back and forth from one tactic to another. Not really knowing what they are doing.

Shooting arrows into the air just hoping something hits a target.

When nothing does, it leaves them frustrated and confused.

I GET IT

This sh*t is hard.

The difference between being an entrepreneur and working for yourself.
Is how much you are working ON your business vs working IN your business.

Your number one job as a business owner is marketing.
If you don't have business coming in... you don't have a business!

It takes a mindset shift.

How bad do you want it?

Successful people do what others are not willing to do.



Launching March 2026

Covers all of this information and more including all of the tactics, how to do them well as well as pro tips and FAQs for each one.



AFFORDABLE SOCIAL MEDIA MANAGEMENT FOR WEDDING PROS

We Know the Wedding Biz!

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Affordable Social Media Management for Wedding Pros

Get social media help for your wedding business. Our affordable social media management is only \$199 a month. We know the wedding biz!

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LET'S BUILD A WEBSITE YOUR BRAND DESERVES

Web Design for Visual Brands & Wedding Pros

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Website Design | Wedding Industry | Planners | Photographers

Strategic custom website design for wedding planners, photographers, and wedding professionals ready to elevate their brand and attract premium clients.

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VIRTUAL ASSISTANT SERVICES
Specializing in the wedding & beauty industries!

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Affordable Virtual Assistant Services | Wedding & Beauty

Affordable Virtual Assistant Services specializing in the wedding & beauty industries. Let our talented VAs help your business run so you can focus on growth!

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A person with long hair is holding a tablet computer. The image is overlaid with a semi-transparent dark grey box containing white text. The text reads 'BUSINESS SUCCESS BLUEPRINT' in a large, serif font, and 'Personalized Business Review & Strategy Plan' in a smaller, sans-serif font below it.

BUSINESS SUCCESS BLUEPRINT

Personalized Business Review & Strategy Plan

Business Success Blueprint from AGA Business Solutions

Business Success Blueprint: Comprehensive business review and strategy plan to give you a clear picture of your business and a clear-cut strategy plan.

 AGA Solutions



**STRUCTURE.
STRATEGY.
SUPPORT.**

To help grow your wedding business.

SOCIAL MEDIA | WEBSITES | VIRTUAL ASSISTANTS | CONSULTING

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Wix Website Templates for Wedding Planners | Photographers

Wix website templates for wedding planners, photographers or anyone in the wedding industry looking to elevate their brand.

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Book a Free Consultation

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