

Snohomish Wedding Tour

Social Media Toolkit

Dear Snohomish Guild Member,

Thank you for your participation in this year's guild wedding tour. This event would not happen without your continued support and we are thankful for you! Part of the success of this event is the amount of brides we reach. This year we are asking for your help in promoting the tour through the use of social media. In the following pages, you will find all of the tools to make this as easy a process as possible.

As most of you know, Social Media is the outlet to which our clients are turning for testimonials, and news and events.

With the tour fast approaching. Please use the enclosed materials to help peak interest and promote the tour. This also helps you promote your own brand simultaneously.

These documents were created for the Snohomish Wedding Guild by the Marketing Committee. If you have any questions about the material, please contact Laura Marchbanks of Laura Marchbanks Photography, 425-512-2406.

Again, thank you for your help in taking this great event viral!

Warmly,

Your Marketing Committee.

PS. Attached you will also find a few graphics to use in your email signature and on facebook and your blog. We hope you'll utilize them!

FACEBOOK

Most of us are on Facebook. If you are, please be sure to “Like” the **Snohomish Wedding Tour** Page (not to be confused with the Snohomish Wedding Guild Page). And, then make sure you tell your friends and fans to do the same! You can do so by going to facebook.com and typing “**Snohomish Wedding Tour**” in the search bar.

After you have “Liked” the “**Snohomish Wedding Tour**” page you can make it an active link in your status updates.

Here’s how: When typing **Snohomish Wedding Tour** - enter the phrase **@Snohomish** and select **Snohomish Wedding Tour** from the drop down menu – this allows people to click directly to the fan page for “Snohomish Wedding Tour” from your status post.

Please be sure to link the page for the TOUR and not for the GUILD. The TOUR page is specifically for brides. The Tour page should NOT be used for internal or industry related postings. Only postings relating directly to the TOUR.

Interested in more cross promotion??? visit the facebook pages for other vendors at your venue (and all the venues) to “Like” their pages as well. You can then add their links in your updates on Facebook.

Sample Facebook posts:

1. The [Snohomish Wedding Tour](#) is June 2nd!!! Join us in touring some of the most beautiful venues in the Seattle area, and meet some amazing wedding professionals too! Tickets are \$5.00! Visit: www.mysnohomishwedding.com for more information and to register
2. Know someone who is getting married? Come see (insert your business page link) at (link venue page here) for the [Snohomish Wedding Tour](#). Tickets are \$5.00! Visit: www.mysnohomishwedding.com for more information and to pre-register.
3. ATTENTION ALL BRIDES!!! Looking for that perfect rustic meets elegant venue? Or the small town charm within reach of Seattle? You’re looking for the [Snohomish Wedding Tour](#). Tickets are FREE! Visit: www.mysnohomishwedding.com for more information and to register
4. June 2nd is the [Snohomish Wedding Tour!!](#) Visit all of the finest venues in Snohomish and meet wedding professionals that can help you have the day

you've been dreaming of! Tickets are \$5.00! Visit:
www.mysnohomishwedding.com for more information and to register.

5. Thinking of getting married in 2014?! Get a jump on your planning with the Snohomish Wedding Tour happening on June 2nd! Snohomish is the Seattle area's best kept wedding destination secret. Visit www.mysnohomishwedding.com for more information. Tickets are only \$5!

BLOGGING / NEWSLETTERS

If you blog, please help us to promote this event on your blog or newsletters as well. If you don't blog, please call me, I'll give you 101 reasons why you should.

Here are a few sample blog posts and recommended formats to get your wheels in motion.

SAMPLE BLOG POST 1

Title: Snohomish Wedding Tour: Laura Marchbanks Photography

We are thrilled to announce that we will be participating in the Snohomish Wedding Tour on June 2nd. Laura Marchbanks Photography will be showcasing our work at Craven Farm, along with some of the best wedding professionals in the area.

You are invited! And tickets are only \$5.00. Please visit www.mysnohomishwedding.com to get more information on all of the venues and a map for the tour. Stop by and say hello! We would love to meet you.

SAMPLE BLOG POST 2

Title: Snohomish Wedding Tour: Laura Marchbanks Photography at Craven Farms

The Snohomish Wedding Tour is June 2nd! Stop by Craven Farm and visit us!

This year, we are showcasing alongside these wonderful Vendors:

[Craven Farms:](#)

Craven is one of the most charming venues in Snohomish, set in the countryside amongst sprawling fields and picturesque landscape, envision yourself saying I do in this rustic yet elegant setting

[insert image]

From the Gown Up:

Personal service is the name of the game for From the Gown Up. Shop in a relaxed environment in the heart of Snohomish, where you'll get the best gown for your style.

[insert image here]

etc...

{}{}{}{}{}{Link all vendor websites, and share what you love about them along with images of their business.}{}{}{}{}{}{}

For more information on the tour, and the professionals you can visit at other venues, visit www.mysnohomishwedding.com

SAMPLE BLOG POST 3

Title: You're Invited! Snohomish Wedding Tour, June 2nd

**Attention Future Brides & Grooms!
You Are Invited To the Snohomish Wedding Tour**

Where: Snohomish Wedding Country

When: June 2nd, 2013

Cost: \$5.00

More Info: www.mysnohomishwedding.com

INSTAGRAM / TWITTER / HASHTAGGING

If you use instagram or twitter, we ask that you start hashtagging any relatable images with **#snohomishweddingtour**. This allows brides or potential tour goers to follow along with anyone and everyone talking about the tour.

Instagram idea?: Images that are inspiring your creations for the tour?

Also, keep in mind that you can instagram and tag your images on the day of the tour too!!

PINTEREST

Start a board for your venue décor inspiration and tag #snohomishweddingtour on the images. You can also link in the description to www.mysnohomishwedding.com, and viewers can click directly to the site to purchase tickets.

Also, did you know the guild has a Pinterest account? Make sure you find and follow us so you can repin our pins!

Well, isn't that Pinteresting?

LOGOS AND BADGES

Use this QR code in your printables or online to direct brides to the ticket sales page prior to the tour.



Drag this graphic into the bottom of your email signature, or use as a web badge on your blog or website!



This graphic can be used on your website as well



5th Annual

Wedding Tour

SUNDAY, JUNE 2nd, 2013
11:00 A.M. ~ 5:00 P.M.

— Buy Tickets Now —

Explore Premier Wedding Venues in Snohomish

www.MySnohomishWedding.com