



AUCKLAND WEDDINGS

# MEDIA KIT 2017



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## INTRODUCTION



## AUCKLAND WEDDINGS

## WHO WE ARE

We are a team of creatives dedicated to building beautiful, effective wedding websites. Auckland 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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### COCOLILY EVENTS

*Emma Brown*

Auckland Weddings is the perfect place for brides and grooms to start their journey to planning their perfect day. The site's directory and blog covers everything you need for inspiration, and is a great place to start with everything you need in one place. We've loved the support Auckland Weddings has given our business through Facebook posts and EDMs to their database, as well as their networking events.

### PERSPECTIVES PHOTOGRAPHY

*Amber de Reus*

Auckland Weddings has become the go-to tool for brides and vendors alike. It seems every bride we speak to has used Auckland Weddings in the planning process, and we can directly attribute many of our enquiries and bookings to our Auckland Weddings listing. Their impressive web presence means we would be crazy not to be a part of this community.

### THE STABLES

*Chris Cranshaw*

Auckland Weddings has been a consistent performer for us in terms of enquiries as well as lifting our profile. Their commitment to ensuring that each vendor has consistently good images and text as well as the SEO performance has paid off for the benefit of all vendors on the website. They have become an important part of our online strategy.

### PHOTOADVENTURE.CO.NZ

*Jasper Boer*

The team at Auckland Weddings have been very supportive and responsive in guiding me to achieve an exposure increase for my wedding photography business. After a discount promotion offer was included in the EDM newsletter, I received 5 enquiries that same day! If you're looking for a quick boost I'd recommend taking the leap.



## TRAFFIC

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### 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. Auckland Weddings is No. 1 for many key search terms.

### 17,500 + FACEBOOK 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.

### 8,000 + INSTAGRAM FANS

We are rapidly growing and continuing to be one of the top utilised platforms in Auckland wedding planning. We share beautiful vendor imagery, keeping our brides inspired and involved with the local wedding scene.

### 10,000 + VISITORS PER MONTH

Thanks to our optimisation, social media, and regular content creation, Auckland Weddings is used as a planning tool by over 10,000 Auckland brides and grooms every month.



## 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 30,000 + fans on our social media platforms.



## GAVIN + LISA

*Mudbrick Vineyard & Restaurant,  
Waiheke Island*

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## WEDDING SHOWCASE

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Our Wedding Showcase is one of the most popular sections on the site. Brides-to-be love getting inspired by looking at real wedding photography, and our carefully curated and crafted showcases beautifully highlight all featured vendors. This is a powerful way to put your business in front of potential clients.

Whether you're a venue, photographer, caterer, dress maker or something else, you'll love the way our wedding showcases perfectly highlight what you can offer your clients.





## 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.

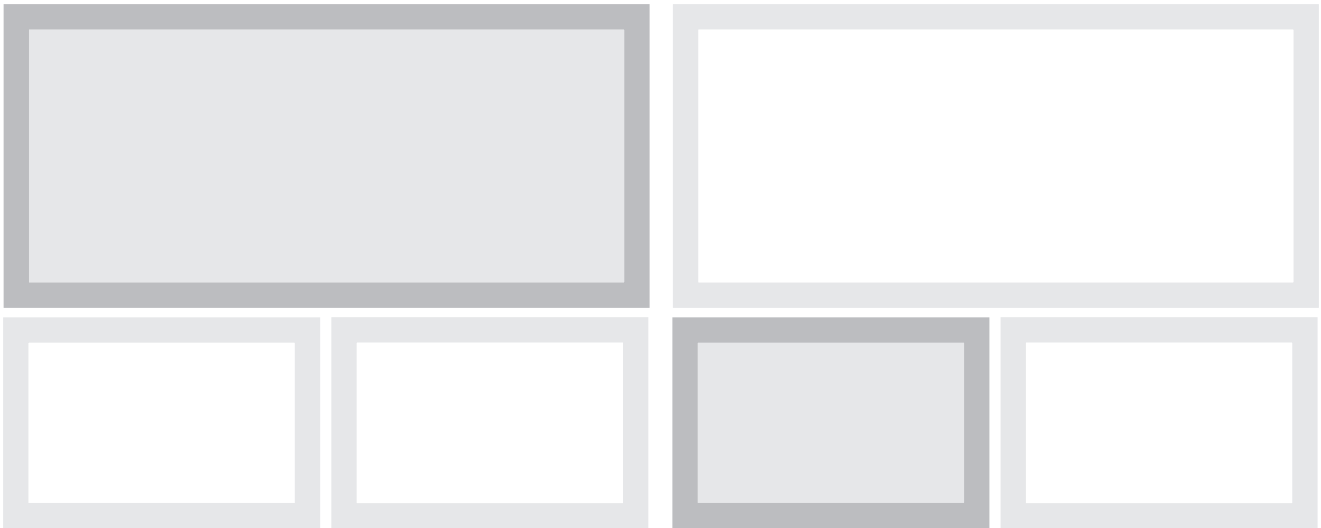
### WORD OF MOUTH MARKETING

Our Vendor Badge is an excellent way to link your website to your Auckland 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 Auckland 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 16000+ Auckland 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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Auckland 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 Auckland 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.

## THE ORANGE

*Analytics*

### VENDOR PROFILE

START DATE: 10/07/2016

END DATE: 10/10/2016

FILTER

PROFILE VIEWS: 1,578

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

### FACEBOOK



#### VENDOR INTRODUCTION

"Looking for a reprieve from the hustle and bustle of the city?

The Orange is an elegant and historic events and entertainment centre with a stylish aesthetic, providing everything to ensure your wedding is a success. Plus, you'll get to enjoy innovative cuisine inspired by the seasons."

Reach: 2,761

Link clicks (to your profile): 77

Likes: 12

Comments: 4



#### BLOG POST

"With the rise of the urban chic wedding theme comes a demand for sophisticated and spacious venues to host these celebrations. We're here to help with a list of our top 6 Auckland venues ideal for an urban chic wedding! Click the image below to see if you have these venues on your list."

Reach: 2,521

Blog Views: 994

## ANALYTICS

Keep track of exactly how well your Auckland 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 Mo McReynolds to discuss your Auckland Weddings advertising package.

**PHONE** Mo McReynolds 021 029 56784

**EMAIL** [advertise@aucklandweddings.co.nz](mailto:advertise@aucklandweddings.co.nz)

