

Working within the Luxury Wedding Market

Vanessa Harness

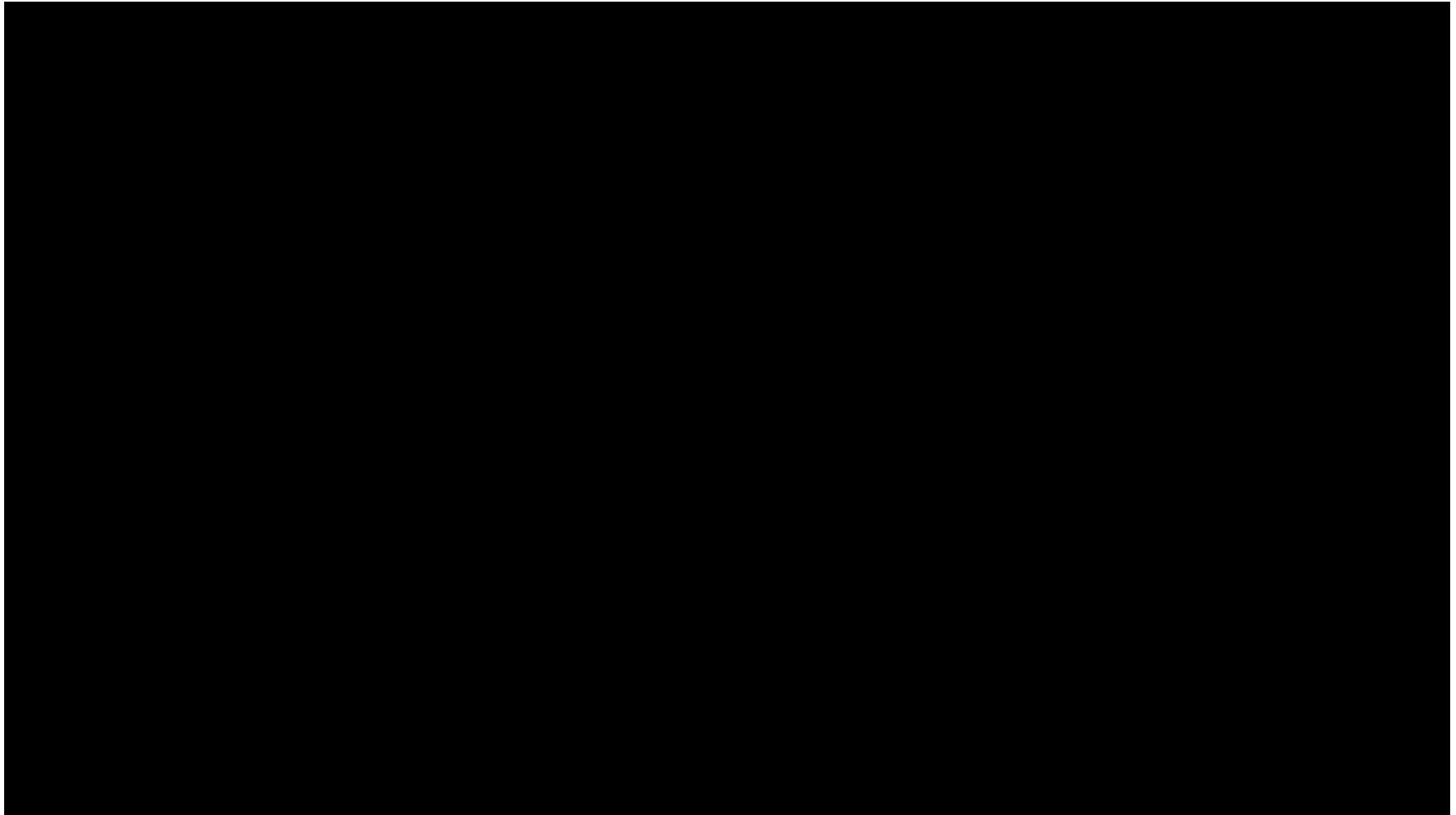
R&FWeddings (Rocks & Frocks Ltd)



Who are we?

- Rocks & Frocks Ltd (R&F Weddings) – multi award winning wedding planners
- Established in 2004
- Specialists in outdoor and high end venue luxury weddings
- Based in Cambridgeshire, working nationwide
- Team of 3; Vanessa (Creative Director), Dominic (Operations Director), Hannah (Planning Assistant)
- Our work comes from client & supplier referrals, Instagram and Google
- We know who our ideal client and target market is but do you and why is it important to know who your ideal client is?

What does an R&F Wedding look like?



How Do We as a Business Define a Wedding as being within the Luxury Market?

- Location – main stream venue, family home or high end venue?
- Budget Spend - over £50k, over £100k, over £200k+?
- Wedding Style? At the higher end of the market, client's are concerned more about what their wedding will look like (on Instagram & Pinterest!) rather than what things cost

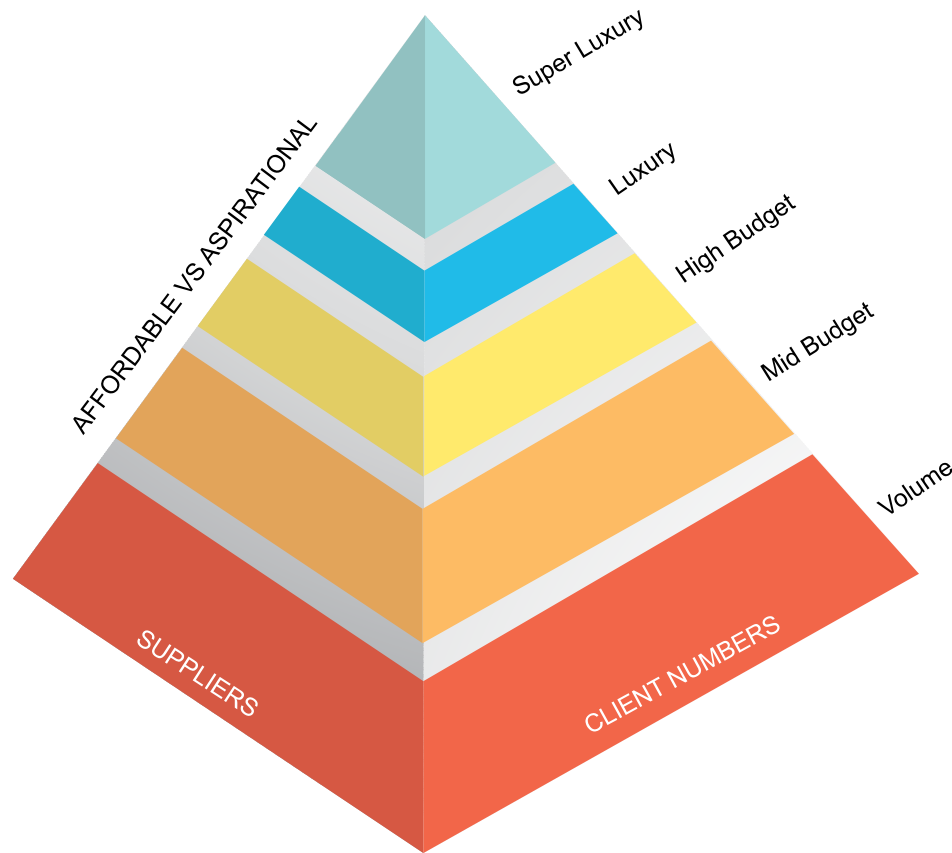
All of the above tells us as a business if a wedding is 'luxury' or 'mid-range'

For us; our couples need to have a minimum budget of £55,000 before we will take them on as a client – but why?

What Do Luxury Client's Want?

- Initial first impressions matter – we have won weddings based on what handbag we took to a consultation – do we understand the lifestyle the client lives?
- Personal presentation – do we look like someone that would fit seamlessly into their world and with their guests?
- Communication – how do you communicate with your client?
- The needs of a high end client are different to that of a regular client – high end are buying 'reassurance' and 'luxury'. Reassurance that you can provide the best – cost is not the important factor.
- Being aware of what is luxury in the client's world – brand awareness – what brands are they into?
- Knowing your worth – NEVER undersell or de-value your services. Price is to some degree irrelevant at a luxury level and clients will happily pay for a service they perceive to be of worth

Understanding your position in the marketplace



- The UK average spend on a wedding is £30,355 (source: Bridebook, July 2018) however this number is affected by large volumes of lower cost weddings meaning the true median average is much higher
- Do you want to be competing on price, value or quality of service?
- What sector is your business currently aimed towards?
- Who is your ideal client?
- Where do you market yourself (on what media/platforms?) to reach your ideal client?

Where are your clients?

Often you may be asked or ask the question what works for you? where should I place my advertising time and effort? If you ask online you will face a wave of conflicting opinion, to a degree they are all right, however the extremely important point is that what works for one might not work for another.

- You may have great success targeting Facebook and Facebook groups for volume, budget aware couples (especially with added value, discounts, offers and price matching)
- Style conscious less budget wary couples may be more easily attracted through Instagram and Pinterest? (Especially with your very best professional images and a devotion to interacting on the platform)
- For time precious professionals and more affluent couples your website is your showroom and Google is how they will find you (invest time in Google My Business, your website and spend money on well thought out highly targeted Google Adwords campaigns)
- High end luxe clients will come predominantly via word of mouth, reputation and supplier recommendation's all of which needs to be backed up with an amazing media and online presence

What steps can you take to align your business to your target market place?

- Only share images or weddings on your social media that you are in the market place that you choose to work in – that doesn't mean you cannot work in those arena's – only that you may not share it on social media
- Which online directories are you a member of?
- Interact on social media with brands that you feel are working in your target market
- Follow photographers, videographers, dress designers, high end fashion houses and comment, share and like
- We followed a particular photographer for months and months, we by chance happened to work a wedding together and we are now their go to 'recommended planner' whom they recommend to all their outdoor wedding clients. Our brands are aligned in the market place and we share clients making the relationship mutually beneficial
- If you advertise in magazines, which magazines are they, are your ideal client reading those magazines?

Q&A

Please follow us on social media to keep up to date with our work:

@RandFWeddings

www.randfweddings.co.uk

