

Marketing Plan

- **Get listed on event websites. Note: Some of these websites do not help with SEO, but help with name recognition and also makes it easier for brides to find your venue.**
 - greenweddingshoes.com (helps with SEO)
 - eventvenueschattanooga.com (Georgia Venues) (helps with SEO)
 - herecomestheguide.com (North Georgia Venues) (doesn't help with SEO)
 - brides.com (doesn't help with SEO)
 - theknot.com (doesn't help with SEO)
 - eventwire.com (doesn't help with SEO)
 - weddingbee.com (doesn't help with SEO)
 - wedding-spot.com (helps with SEO)
 - thehitch.com (doesn't help with SEO)
 - mywedding.com (helps with SEO)
 - eventup.com (doesn't help with SEO)
- **Have quarterly or bi-yearly open houses planned and send paper or email invites to local event companies in Chattanooga & North Georgia:**
 - Event Planners & Designers
 - Caterers & Cake Makers
 - Florists
 - Lighting & Draping Companies
 - DJ's
 - Photographers
 - Beauty
 - Entertainment
 - Photo Booth
- **Collect email addresses from website visitors then send out email newsletters/updates/reminders monthly**

- **Send out press releases to local papers and magazines showcasing your venue, amenities, and upcoming open houses**

- **Advertise in local papers and magazines and pay for their online advertising (whenever possible):**
 - [Chattanooga Magazine](#)
 - [CityScope Magazine](#)
 - [Blush Magazine](#)
 - [Chattanooga Pulse](#)
 - [The Pink Bride](#)
 - [Chatter Magazine](#)
 - [The Scout Guide](#)
 - [Times Free Press](#)
 - [Chattanoogan.com](#)

- **Host a bridal event at your venue with other vendors and submit your events to event websites**
 - [chattanooga.events](#)
 - [Times Free Press](#)
 - [Chattanooga Fun](#)

- **Set up a booth at wedding expo:**
 - [thepinkbride.com](#)
 - [Bridal Affair](#)

- **Advertise on Social Media websites**
 - Facebook
 - Instagram
 - LinkedIn
 - Twitter
 - Pinterest

- **Advertise on Search Engines (helps with SEO while advertising)**
 - Google Adwords (start with any budget; pay per click)

SEO Plan

- Add keywords to your website wording
- We can add keywords to the meta tags of your website
- Do whatever we can to get more links to your website
 - Advertise with websites that provide link backs
 - Ask friends to link to your website from their blogs and websites (social media link-backs don't really help with SEO)
- Make sure that you're listed in Google's Business Directory so that people can find you when they search for local businesses
- Google Adwords - Pay per click advertising
- We can create social cards for Facebook and Twitter. This makes it easier for people to share your business using social media.