

5

Mistakes

THAT ARE **KILLING**
YOUR BRIDAL SHOP



AND SO IT BEGINS...

There's a moment in every bridal shop owner's life when they question the effectiveness of their marketing efforts. Should I cancel that billboard? Do radio ads even work? Should I upgrade my subscription to that vendor directory site?

There are so many different marketing options today and you've probably been contacted by a few people, today alone, claiming their strategy is the end-all-be-all. This can be so overwhelming but sit back and just breathe.. You've made it this far and the fact that you're taking some time to investigate your decisions shows that you will probably figure it out.

But seeing as we make it our goal to drive as many appointments to bridal shops all over the world, we wanted to go over a few what-not-to-dos. If you are wanting to see an increase to your appointment rate, make sure to avoid these five mistakes that could be killing your bridal shop.



NOT UNDERSTANDING GENERATION Z

It seems like such a basic concept that would be impossible to lose control of, understanding the customer.

Current brides are evolving and changing, so keeping up with every trend and preference becomes extremely difficult, even though you deal with them everyday.

Simply having any website doesn't cut it anymore. Generation Z is all about experiences. It is important to realize that these experiences begin the moment they stumble upon you online. We have found that 90% of brides shopping online for wedding dresses are doing so on a smartphone. Not only do you have to catch their attention, but you have to catch their attention while they're on a phone.

There has also been a shift in the bridal industry of one appointment not being good enough for the bride to be. They want to pick and choose the wedding shops that they have the best experience at, which destroys closing ratios of individual stores.

This is not a death sentence however, as there are ways to combat this trend.

There are many ways in which people can scope out your shop, and Generation Z will exhaust all of these options before they even see your store in person. Setting up the experience from the moment they stumble across you online is key. Now how do we do that?

Say it with me, *Content is Key. Content is Key. Content is Key.* If you want brides to stay on your website long enough to schedule an appointment, you have to give them content to consume. There are two types of content that we recommend implementing on your website, content related to your store's experience, and content related to the depth of designers you carry.

Generation Z brides are coming to your site simply because they are in the research phase, and they want to see the options that are out there. Brides will be on the lookout for images of wedding dresses that they can picture themselves in, and posting your designer collections online is the best way to do that. More on that later.

NOT RUNNING GOOGLE ADS

We live in a world where answers for everything are available just a few taps away on Google. Maybe you choose not to rely on Google to find every business that you interact with, but Generation Z definitely does.

‘Car wash near me’

‘Pizza near me’

‘Bridal shop near me’

Are you the owner that feels your number 1 search position is ‘good-enough’ for your business? If so, this is your wake-up call.

Google now shows up to 4 ad results before the map on every search. If you are deciding to opt-out of ads, guess who is enjoying relatively-inexpensive domination of your area? Your competition.

Let’s not forget that your competition today is not simply the store down the street, no. Your competition today consists of direct-to-consumer manufacturers who are highly motivated to ‘skip the chain’ and sell dresses directly to customers.

Look at what happened to that big box bridal chain (Daniel’s Bridal, was it?). The lower price-point market was completely outcompeted online leading to **Daniel’s** demise.

Imagine being able to hand a business card to every newly engaged bride in your area the exact moment they decide they want to go shopping for a wedding gown. Welcome to 2020 -- the time where you can use Google to drive traffic to your bridal shop. You may have heard of the term ‘geo-fencing.’ This is simply a term that describes the ability of an advertisement to target a specific area. Google allows you to draw a circle around a specific area and show ads to anyone who is in that area. So if you wanted to put a 20 mile radius around your competitors store, and run ads for your shop anytime someone searched ‘bridal shops’ in that area... you could.

So is it worth it? Let’s dive into the numbers a bit more.

For Bridal-related keywords, the CPC (cost per click) is about \$1.00 on average. That means, you get charged \$1.00 every time someone goes on google and clicks your ad.

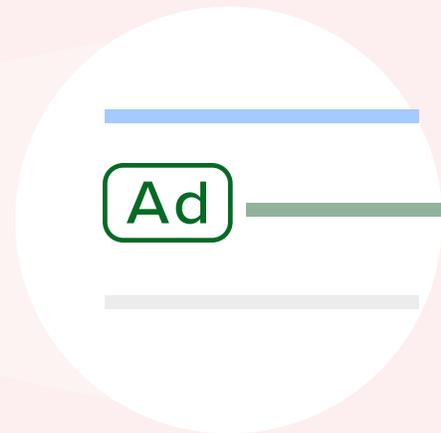
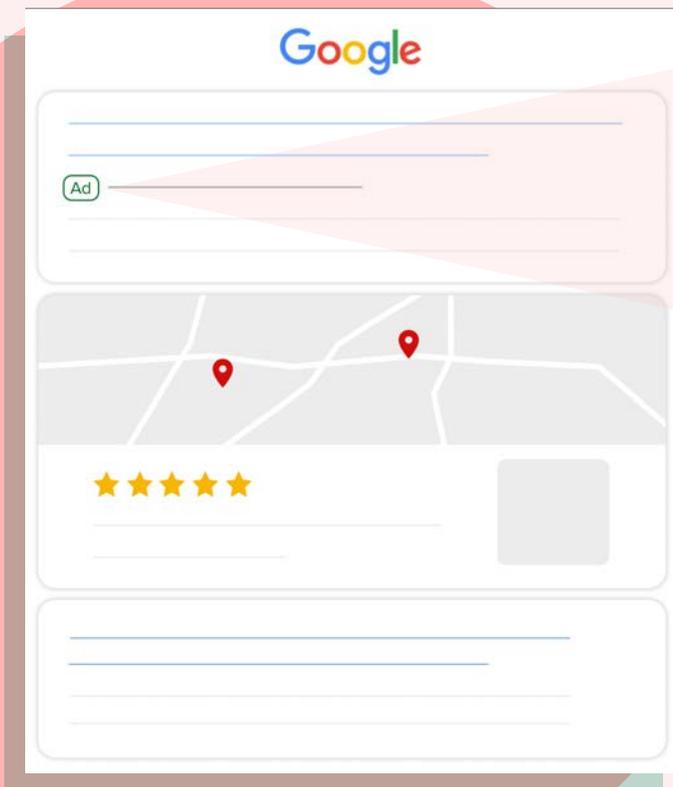
If your ads are set up in an effective manner, it will cost you about 15-30 clicks to generate one appointment. In other words, it will cost you \$15-\$30 to generate 1 appointment. Is it worth it?

Let's assume your average gown price is \$1,200 and your store's closing ratio is 30%.

At \$30 per appointment, you are paying \$90 (cost of three appointments) to make a sale.

\$90 investment for \$1,200 return?
Yes please.

Moral of the story... Google ads are the way to generate appointments in 2020 and if you're not taking advantage of them, your competition definitely is.



NOT ADDING DESIGNER COLLECTIONS ON THE WEBSITE

Yes, it's time to revisit the topic of the bride's experience on your website. There are multiple benefits to showcasing the entire designers' collections on your website. Specifically, we will focus on two: Pageviews, and SEO.

You live in a world of bridal gowns. You know every gown designer, what they carry, and what's available. The important thing to remember about brides visiting your site is that they don't. They are coming into this experience cold, but are very eager to learn. These brides will be visiting your site during the research phase of their buying process, meaning that it is up to you to show them what is available. They will either go to your website, your designers' websites, or your competitors' websites. Which of these is best in your favor?

You can significantly increase the amount of average pageviews on your site by including the designers' collections. The way to think about it is that each pageview

is one step closer to booking an appointment. If the bride finds a dress that she loves on your site, she is going to book an appointment at your store.

Brides look at 11 pages before booking an appointment, on average.

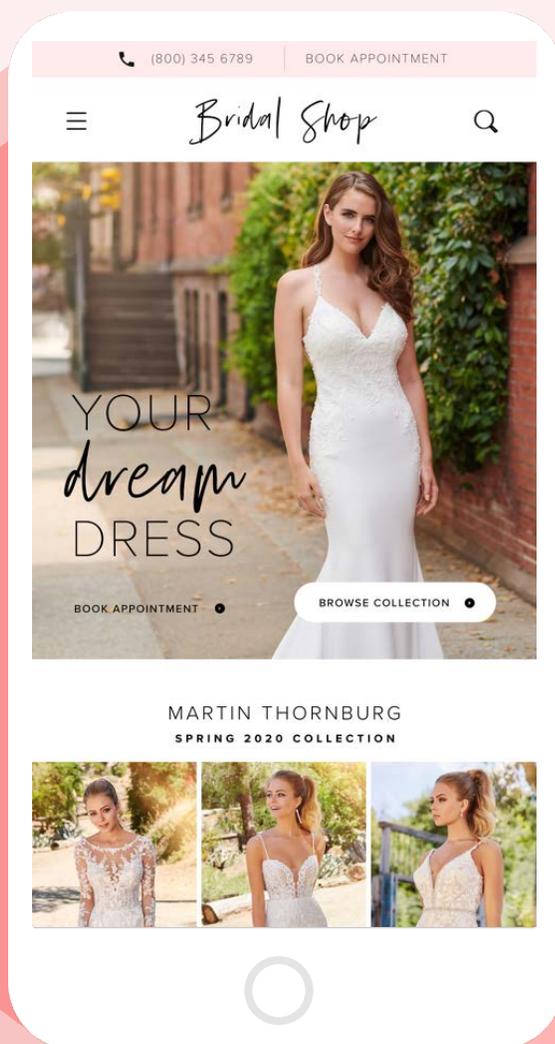
When you put all designer collections on your website, it also helps your SEO. Each dress that you put on your website is an extra search result that improves your visibility on Google. The difference between having your designer collections on your website, or not, is thousands of search results. Google has an advanced algorithm that determines where your website will appear on search engine results pages. Improving the content and engagement that your website can provide to a visitor is the main criteria that this algorithm operates on. Simply put, if your website provides a great experience, you will get more visitors.

Including designer's collections on your website also gives you the capability to utilize a wishlist feature. This wishlist feature will help you to track where the interest of your brides lies. Imagine

knowing which of your designers has the most draw in your particular area. Or imagine knowing exactly what styles a bride is interested in before she even walks through the door? We live in the information age, and having all of the designers' collections on your website provides you just that... information. If you leave it up to your designers, or worse your competitors, then guess who gets the information.

A common question that we find in the industry is bridal shop owners not sure of whether to show all of the collections that a designer carries, or only what is available in-store. The line of thought behind this question is that it will disappoint the bride if you don't carry the dress she found online. From a technical/SEO standpoint, I recommend showcasing all of the collections on your website. Remember, these brides do not shop for wedding dresses everyday. They need you for your expertise, and only showing a limited amount of styles lessens the chance of them coming to you in the first place. Place a clear disclaimer on your site that says 'browse our designers, not all gowns are carried in the

boutique. Please contact if seeking a specific style' and take 2 birds with one stone. (i.e. get the customers to come to you and get the SEO benefit of having all the styles on your website).



NOT UNDERSTANDING MARKETING RESULTS

The old saying goes 'if it's not broken don't fix it' and what a motto that is to live by. The challenge most stores face is knowing whether their current strategy is broken, or not, in the first place.

Pop-quiz time! How many of the following questions do you know how to answer right now:

How many people come to my website from my designers' websites each month?

How many pages do people look at each time they come to my site?

What are the top 5 cities that people find me from?

How much does 1 appointment cost me?

How'd you do? For those that confidently answered each question with excitement, bravo! For those who need some help, it's time to setup Google Analytics and Conversion Tracking on your website.

Google analytics is a free tool that

allows you to pull back the curtain on your website and understand where your customers are coming from and what they are doing once they've found you.

Conversion tracking allows you to tag appointments that come directly as a result of your advertising campaigns. Imagine creating a marketing budget for your store without knowing how much it costs to generate an appointment. How should you know how much to spend? Conversely, if you know exactly how much it costs you to generate one appointment, then you can get very specific with your ad-spend. You can spend exactly enough marketing dollars you need to keep your store at capacity for the quarter!

The difficulty in conversion tracking stems from the technical requisite. You, or someone who works for you, needs to know a little about the 'behind-the-scenes' stuff, dare we say 'coding' stuff, in order to set it up.

Point is, how do you know where to improve if you do not know where you're currently lacking? How do you know what type of budget to spend on advertising if you do not

know how much \$ it costs for an appointment?

The days of relying on your intuition purely are over. The competition is here now, and it is coming in full force. Take control of your marketing by learning your numbers.

NOT USING TEXT MESSAGES TO CHAT WITH YOUR BRIDES

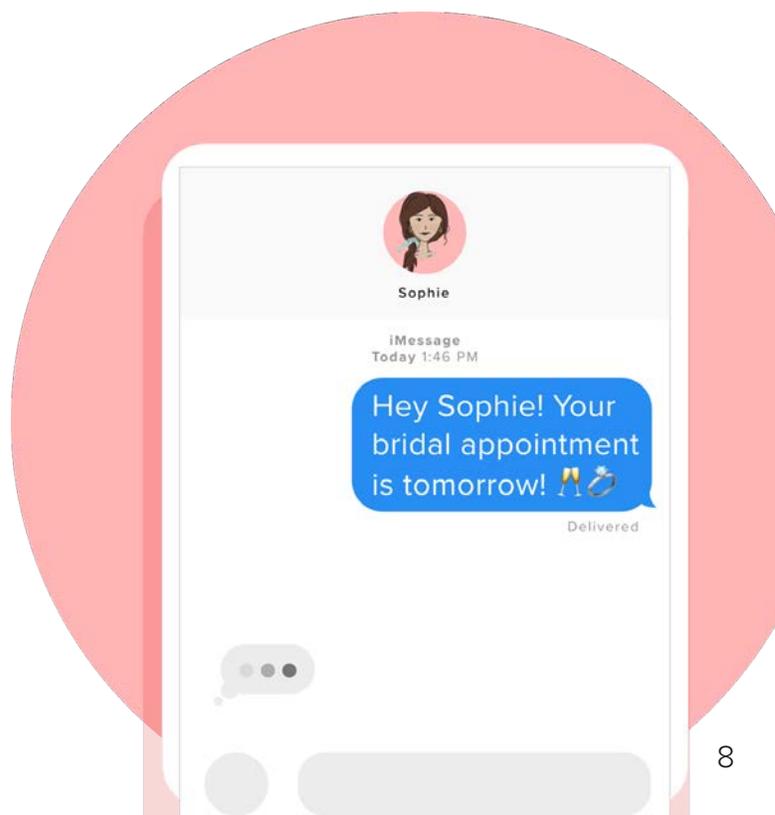
When was the last time you left a text message on your phone completely unanswered? Didn't even read it? Really?

Text messaging is one of the best ways to communicate with Generation Z. Text messages on average have a whopping 99% open rate. Talk about a way to get your message across! We all have to accept a simple fact, for B2C (Business to Consumer), phone calls are a dead medium. Texts are simple, quick, and unobtrusive.

Take your store's texting to the next level. Use texting to schedule appointments, confirm appointments, and follow up with

brides after the appointment. **Get Personalized!** This gives you extra points and keeps you at the top of the bride's mind. How many times have you forgotten that you have that dentist appointment? It really would've helped to have a quick text that reminds you, right? The same thing applies to your bridal shop.

Generation Z understands what automation is so if you send the same bland message each time, brides will ignore your texts over time. Get each of your consultants to start texting their brides with personalized messages. This is a great strategy to prevent brides from canceling their appointments, because they will already have a connection to your store.



Be a Bridal Shop... Not an IT Company

At the end of the day, you probably did not get into the bridal business to become an IT company.

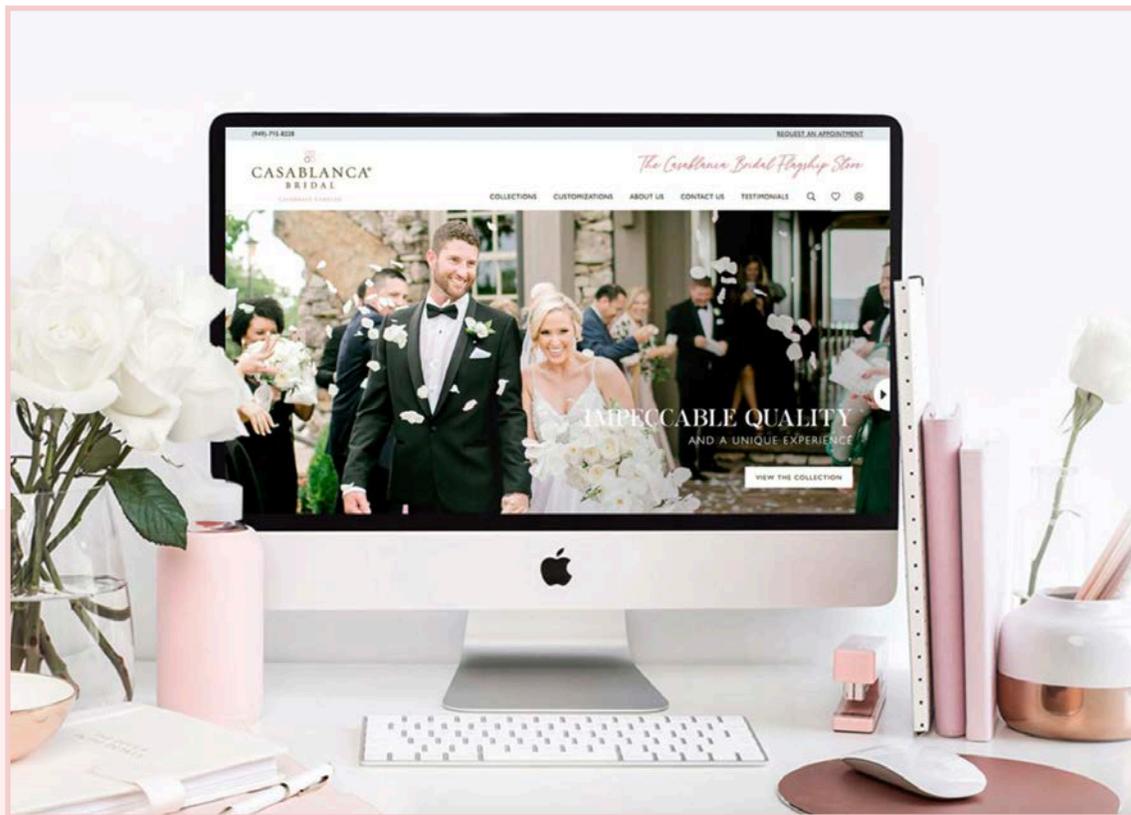
Generation Z brides are much different than Millennials, so it is important to consider using a platform that was created specifically for bridal shops.

A great way to see if it's a good fit for you is to check out our **free trial**. If anything, it'll give you some insight into what a company that works with hundreds of bridal shops can do for your store.

Ready to see how SYVO fits with your store?

[Start My Trial](#)

[Setup My Demo](#)



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TECHNOLOGY
Less EFFORT**

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