



Maximize

**YOUR BRIDAL SHOP'S
PAID MARKETING**



THE IMPORTANCE OF APPOINTMENT INTENT

Many of you have run some sort of ad on Facebook/Instagram. Whether it be a simple 'boosted post' or a retargeting campaign, you have likely used these platforms to target newly engaged brides in your area. The targeting capability you have on a platform like Facebook/Instagram is incredibly valuable, so why do we only recommend using this type of targeting for event-marketing? The reason lies in what we will refer to as 'Appointment Intent.'

Even though you are targeting these newly engaged women in your area using imagery/visuals paired with Call to actions (CTA's) the appointment rate is not nearly as high, \$ for \$, when compared to Google.

Why is that? On Instagram, you are targeting people while they are likely doing something else. These 'newly-engaged women' that you are targeting are likely browsing pictures of their friends, dog/cat videos, checking out that latest trip their cousin just got back from... Point is, their intention at that

moment is not to go book an appointment.

Using this same line of thought in regards to 'appointment intent', let's now examine the behavior of that same newly engaged bride on Google. Ask yourself, what is this person's intent when they are typing 'wedding dresses near me' into Google? The answer is quite simple... Their intention is to go try on wedding dresses.

So which is more effective? Running brand awareness campaigns on a platform that is hyper-targeted, with the hopes of the bride remembering to look for your name on Google when they are actively ready for an appointment? Or, showing up at the top of all Google searches for 'wedding dresses near me' in your area. Based on our data from working with over 350 bridal shops, we can say the latter is by far the frontrunner.

Moral of the story: You will get more appointments from Google ads than you will from Facebook/Instagram ads.

UNDERSTANDING THE METRICS THAT MATTER

If your goal is to fill up every weekend appointment-slot for the month, then you will want to be careful when reviewing metrics like ‘Impressions’ (how many people saw your ad) and ‘Clicks’ (how many people clicked on your ad). If your campaign has a significant amount of clicks, but you have no appointments, then all of those clicks mean you’ve wasted potential.

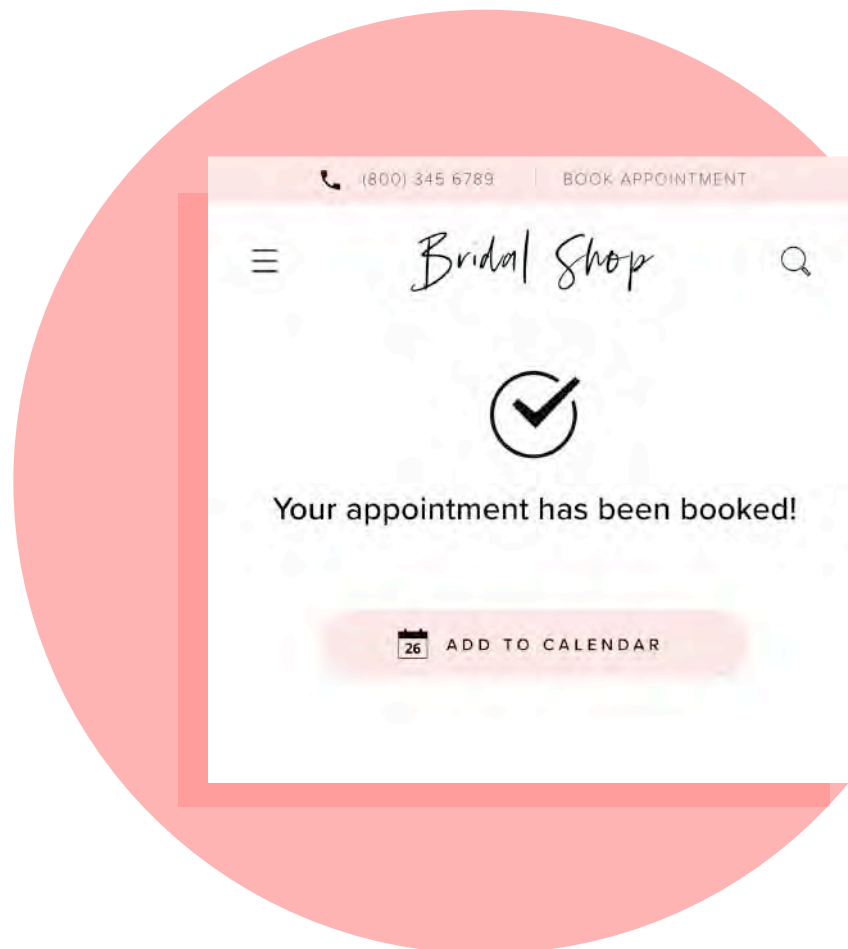
The **best** way to track your campaigns is to track ‘appointment conversions.’ So what are those, and how do we track them?

Appointment conversions are actions that indicate that a person has successfully inquired about making an appointment directly as a result of an ad campaign. One example of an appointment conversion is the successful submission of an appointment request form on your website. Another example would be a phone call that is directly the result of an ad campaign.

If you track your closing ratio in

store, then your appointment conversion rate online becomes incredibly valuable. With these two numbers, you can calculate the exact dollar amount you should spend to make however much revenue you desire.

On Google, you will want to configure a conversion tracking script, and on Facebook/Instagram you will want to install the ‘Facebook Pixel’. These will allow you to track ‘custom events’ like form submission, and phone calls. Unless you’re using the SYVO platform, this is going to require some technical knowledge to implement.



MAIN FACTORS BEHIND EACH PLATFORM

GOOGLE

PROS

Appointment Intention: You can exercise enough control on Google to ensure that your ads are showing up for people who have a high intention to book an appointment.

Giant Audience: The platform itself has an incredible amount of users, if you spend a budget, your ads will be viewed.

Analytics: There are extensive analytics on Google, allowing you to see exactly what is working and what isn't. This is key to making effective decisions.

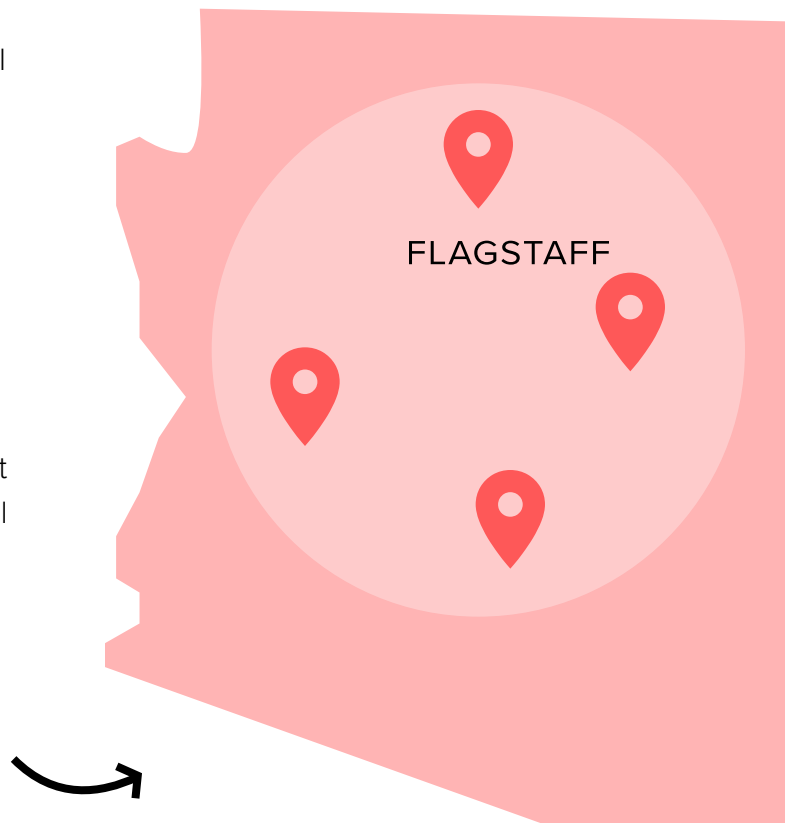
Location-based Ads: You can target specific areas in which your ads will appear. Spend money on areas where most of your brides come from. This keeps you from wasting money on areas where you know you won't get any appointments.

Payment: You only have to pay when people click on your ads.

CONS

Less Visual: Google revolves around search advertising, so most of the ads are all text based. This means you must get brides to click on your ads for them to see your dresses.

High Effort: Google Ads can be very complicated, especially when you are looking to convert clicks to appointments. It requires time and patience to optimize them.



FACEBOOK & INSTAGRAM

PROS

Incredible Targeting Features:

These platforms allow you to target people based on a wide variety of factors. For example, you can target brides who have recently been engaged.

Right Audience: The new generation of brides is infatuated with portraying their #lifestyle on Instagram.

Brand Awareness: As your ads continue to pop up on their feed, your store starts to become familiar to these brides.

Visually Oriented: You can show stunning visuals of your collection to capture the attention of these brides.

CONS

Lack of Appointment Intention:

You don't know if your ads are appearing in front of brides who have a high intention to book an appointment.

More Competition: Many stores are focused on increasing their social media following, so you will pay more per appointment than on Google.

THIRD PARTY DIRECTORY/ REPUTATION SERVICES

PROS

Works for Certain Industries:

These platforms work well for plumbers and restaurants.

CONS

Doesn't Work for Bridal:

Generation Z brides are moving away from these types of platforms in favor of Google.

Hard to Track Results: Tracking your return on your investment is difficult for these platforms. You won't know important metrics like your cost per appointment.

Directory of Your Competition:

These platforms list all of the alternative businesses for your end-consumer.

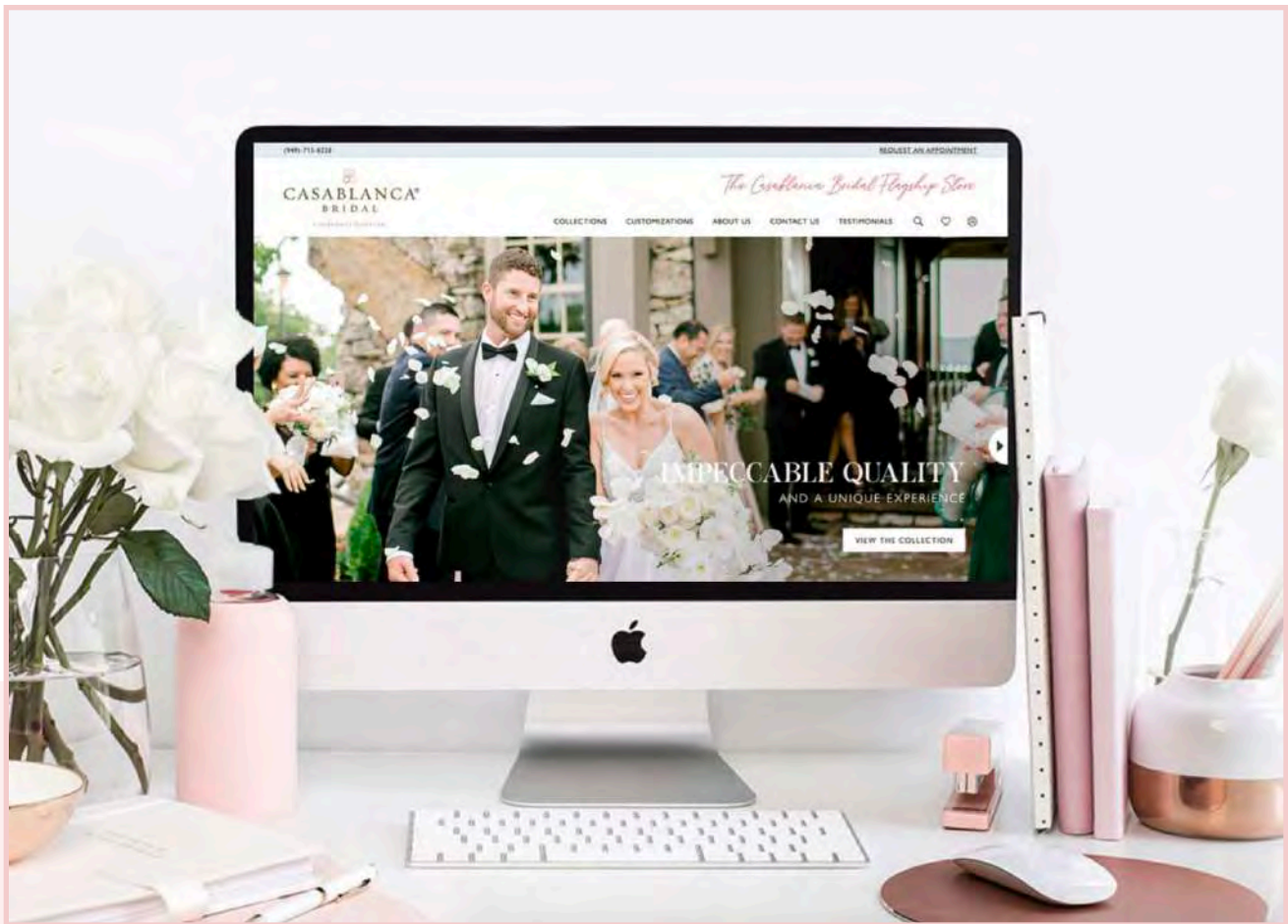
TIPS ON MAXIMIZING YOUR BRIDAL SHOP'S PAID DIGITAL ADVERTISING

- 1 Determine your appointment conversion cost (your cost per appointment).
- 2 Use the Pareto Principle (80/20 rule on your marketing budget): 80% Google. 20% Instagram/Facebook
- 3 Use your competition and other bridal giants as 'Keywords' in your Google Campaigns
- 4 Make your website mobile-friendly, and secure. This will reduce your cost per appointment.
- 5 Test and Refine your campaign strategy daily to maximize results. (Manage negative keywords, A/B test, bid optimization, consult with Google reps).

Ready to see how SYVO fits with your store?

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TECHNOLOGY
Less EFFORT

SYVO 