

SYVO 

# The Bridal Shop's Guide:

THE BRIDAL SHOP'S GUIDE TO INCREASING  
APPOINTMENTS & CLOSING RATIO

**SHOWROOMING**

Sophie waltzed into our boutique, sunshine bouncing off her perfect manicure. Her entourage oohed and ahed as she pirouetted, envisioning her fairytale wedding. Two hours melted away as she slipped into dress after dress, each eliciting delighted squeals and giddy selfies.

The price tag? Never a concern. "Budget isn't an issue," she'd declared, eyes sparkling with champagne wishes and caviar dreams. We high-fived, popped open bubbly, and prepped for the "yes." But Sophie, like a wisp of smoke, vanished. No email, no call, no follow-up appointment set, just an empty silence...

***Has she found her dream dress online? Did our personalized attention and expert styling get taken advantage of?***

As a bridal shop owner, you're likely all too familiar with the concept of **SHOWROOMING** – Brides taking advantage of stores, their expertise, and their dresses, solely to get the information they need to bargain shop online.

## SHOWROOMING

---

is undoubtedly prevalent in our industry but many stores do not recognize the actual driver – the actual reason this is happening and what they can do to prevent it.

Stores are quick to jump to drastic methods to combat showrooming. Every day I speak with stores who are completely changing their tags in store to remove any mention of the designers / style numbers. Stores enact policies where brides cannot take photos, and implement other restrictions to the process that ultimately end up hurting the experience for all brides – solely to combat the specific type of bride who is intent on finding the cheapest price.

In today's guide, we will discuss the **TRUE CAUSE FOR SHOWROOMING** and discuss the right way to limit it from happening to your store. Let's dive in.

Sophie's story resonates deep within countless bridal boutique owners. The initial excitement, the seamless "yes" moment, only to be met with radio silence – a stark reminder of the prevalent issue: showrooming. But before we jump to restrictive measures that alienate all brides, let's delve into the true root cause behind this phenomenon and explore smarter solutions to turn "maybe" into "I do."

## *Beyond Price Tags:*

### **UNDERSTANDING THE MOTIVATION**

While price might seem like the culprit, it's often a lack of qualification. Brides enter your haven with diverse goals, not just budget constraints. Some genuinely seek your expertise, while others might view your boutique as a free styling session to fuel their online bargain hunt. Targeting the wrong bride from the get-go leads to mismatched expectations and ultimately, heartbreak. It's further problematic when you examine the opportunity cost of one showrooming appointment – Every showrooming appointment takes away that time slot from a qualified bride who might have actually purchased.

### **DITCH THE RESTRICTIONS, EMBRACE TRANSPARENCY**

Stores often react by removing designer names and style numbers, enacting photo bans, and creating a guarded atmosphere. This not only harms the genuine bride's experience, but also proves futile in today's tech-savvy world. Customers can easily reverse image search or find the information elsewhere, leaving you with poor SEO value and lower customer trust.

## *Attract Your Soulmate Brides:*

### **CRAFT YOUR NARRATIVE**

The key lies in attracting the brides who resonate with your unique value proposition. Craft a compelling website message that highlights your boutique's essence: the personalized attention, the curated selection, the experience you create. Don't just showcase dresses; showcase the emotions, the memories you help build.





## LET SOCIAL MEDIA BE YOUR WINGMAN

Cultivate a vibrant social media presence. Share real brides, behind-the-scenes glimpses, and designer collaborations. This humanizes your brand and attracts brides who connect with your story.

## QUALIFY WITH CARE, GUIDE WITH GRACE

Your website can be a powerful qualification tool. Offer informative content, budget guides, and personalized recommendations. This attracts genuinely interested brides and equips them with the knowledge to appreciate your expertise.



## CELEBRATE EVERY BRIDE, EVERY DREAM

Remember, brides come in all shapes, sizes, and budgets. Embrace inclusivity in your selection and messaging. Offer flexible pricing options and highlight designers known for diverse styles. This fosters trust and shows every bride they are valued.

*Personalization is Power*

## MAKE THEM FEEL SEEN

Leverage data and technology to understand individual preferences. Send targeted emails, recommend perfect gowns, and showcase styles aligned with their budget and vision. Let them know you see them, hear them, and truly care.

## BE THE STYLIST SUPERHERO

Expertise and trust are your weapons against showrooming. Actively listen, understand their dreams, and curate selections that go beyond size and silhouette. Offer genuine styling advice that reflects their unique needs. Remember, they seek not just a dress, but a confidante.

*Technology as Your Ally:*

## MAKE THEM FEEL SEEN

Embrace tools like wishlists, online booking, and text messaging. This streamlines the experience, captures leads, and allows for personalized follow-up. Showcase designer collections online to qualify brides and provide valuable information upfront.

## EXPERIENCE OVER EXCLUSION

Instead of fighting a losing battle against showrooming, shift your focus. By attracting the right brides, understanding their motivations, and offering a personalized, unforgettable experience, you'll create a space where "almost" naturally blossoms into "forever." Embrace transparency, celebrate individuality, and become the trusted guide on their journey to happily ever after. Remember, it's not just about selling dresses; it's about creating memories that last a lifetime.

For any additional information,  
contact me today.

**Peter Sunseri**

peter@syvo.com

(512) 533 - 1847

