



Sales & Marketing

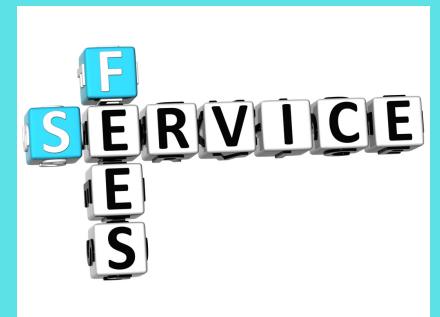
Service Fees

SERVICE FEES NOT SERVICE FREE!



Service Fees - The Facts

- Ongoing discussion for over 10 years.
- Why is it so difficult for some?
- New agents have an easier time charging a fee.
- There seems to be some anxiety around fees.
- It's your choice whether to charge or not.
- Look at ways that you may feel more comfortable in charging a service fee.
- A service fee can make for a positive experience for clients.
- Millennials expect to pay a service fee and are happy to do so.
- It's up to you what you charge.
- If you did charge a service fee pre-covid, you may want to review what you charge.



What service do you offer?

- Research and recommendations for wedding resorts and destinations most suited to the couple.
- Seek the best group rates possible.
- Secure wedding date and location with the resort.
- Confirm airseats & hotel rooms.
- Assist with any special requirements in accommodation that your guest may require.
- Manage all travel arrangements and requests for your guests.
- Book air and hotel for your guests.
- Provide a personalized wedding website.
- Provide couples with up-to-date details when requested.
- Connect you with the right people at the resort.
- Support for any issues, concerns before, during and after departures.
- Liaison with resort wedding co-ordinator



Social Media

— YOUR GREATEST MARKETING TOOL —



Social Media Scoop

Number of Facebook users in Canada

25.19m

Number of Instagram users in Canada

12.6m

Number of Twitter users in Canada

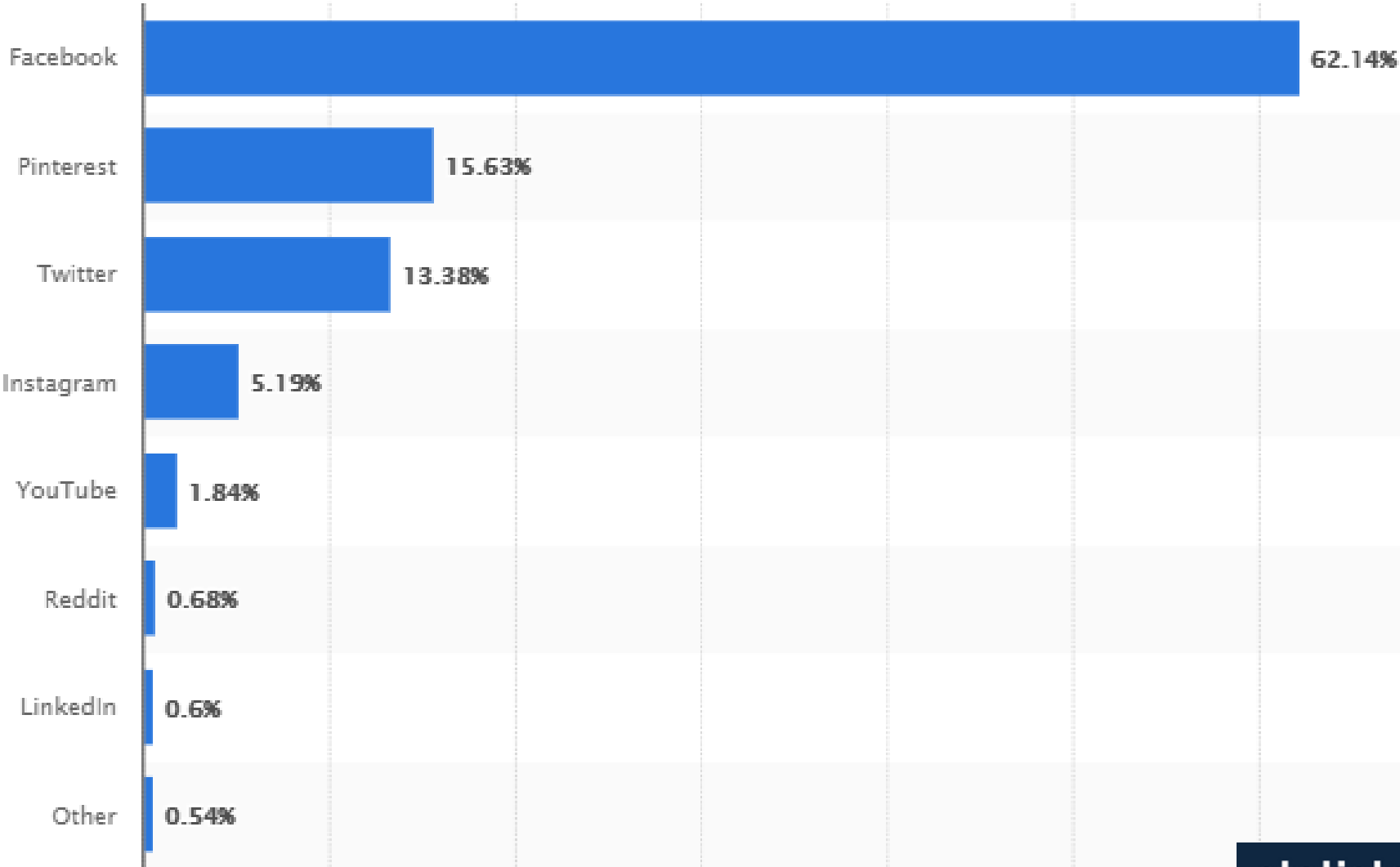
7.6m

Market share of Pinterest in Canada

17.88%

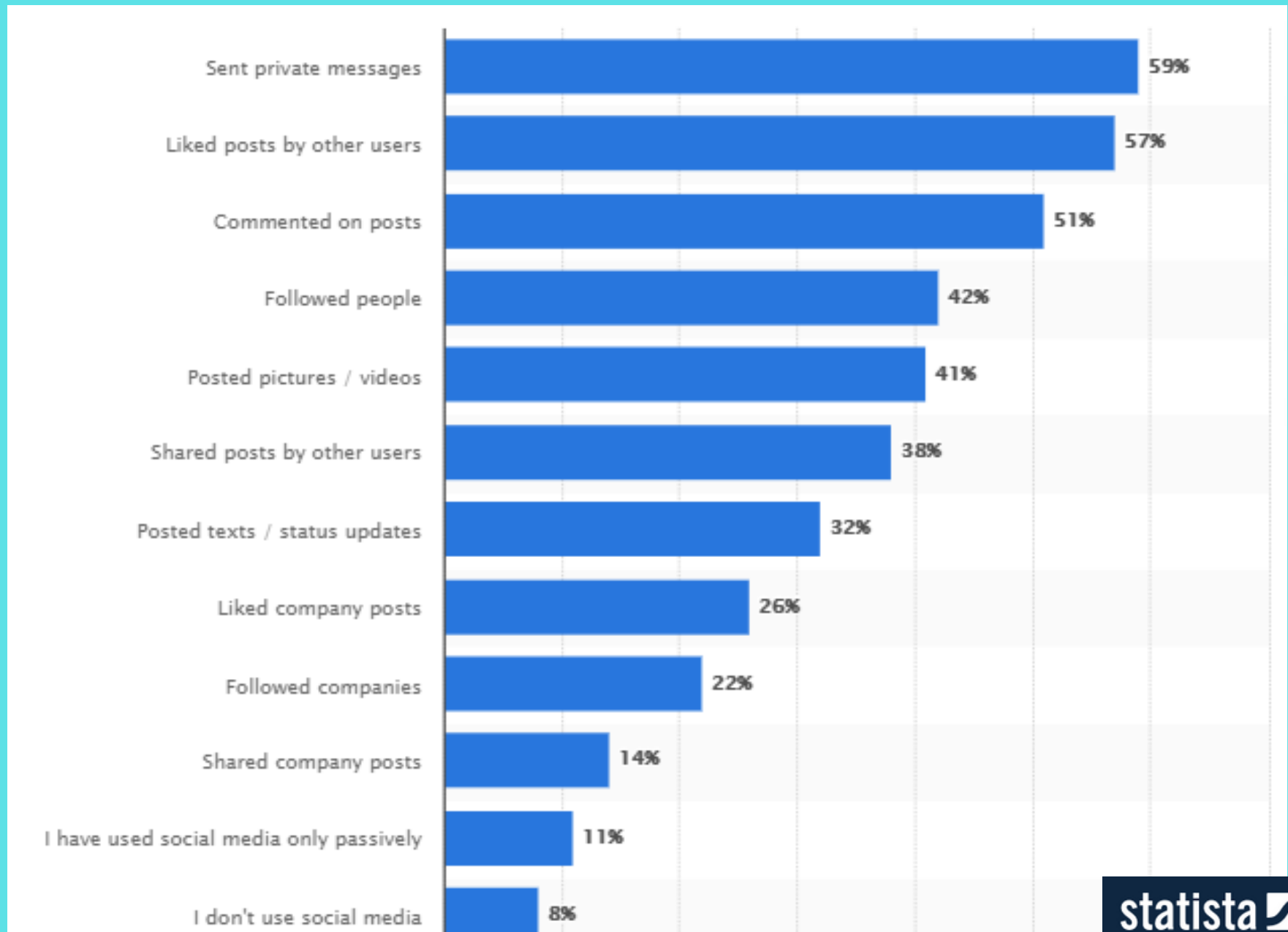
- Over 4.2 billion users (25 million Canadians)
- Active 2 - 2.5 hrs per day
- 90% of Canadians aged 15 - 34 years are active users
- 80% of Canadians aged 35 - 49 years are active users
- 60% of Canadians aged 50 - 64 years are active users
- Facebook remains the most popular social media platform in Canada; 83% of online Canadian adults report having a Facebook account, followed by messaging apps (65%), YouTube (64%) and Instagram (51%).
- Facebook also has the highest percentage of daily users (77%), followed by messaging apps (69%) and Instagram (69%).
- The average person has 8 accounts

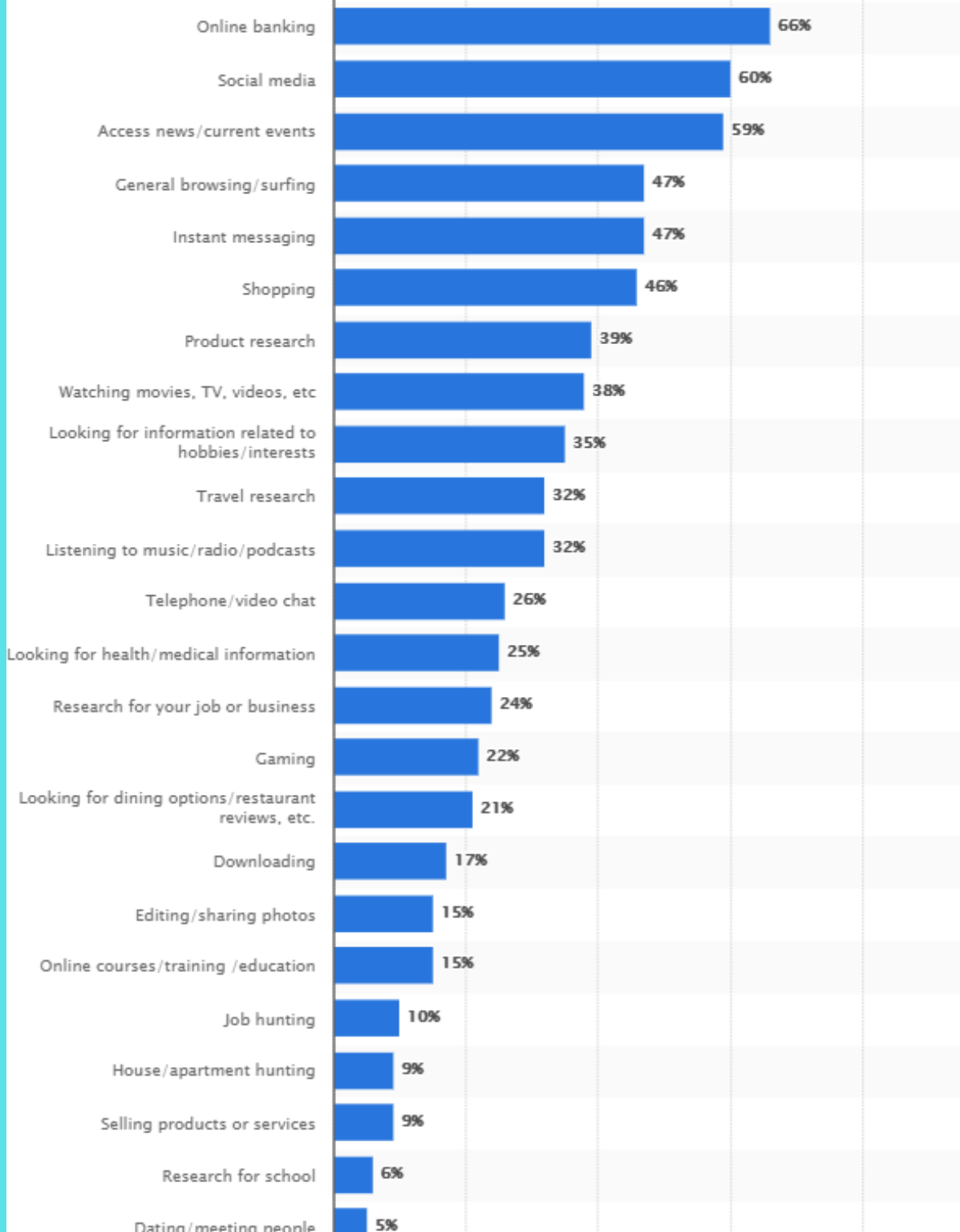
LEADING MOBILE SOCIAL MEDIA WEBSITES IN CANADA IN MAY 2021, BASED ON SHARE OF VISITS



Market share in percent

WHAT ARE PEOPLE DOING ON SOCIAL MEDIA?
















MOST POPULAR ONLINE ACTIVITIES AMONG INTERNET USERS IN CANADA AS OF MARCH 2020

Let's Tok!



- Over 1 billion users in 150 countries
- 56 million downloaded the app during the month of December 2020
- Made over \$500 million just in the US in 2020
- Many businesses are experimenting
- Users are 13 to 40 years
- Jennifer Lopez tested
- Highest earning TikTok star (Influencer) is Addison Rae with \$5 million

Rank	Grade 	Username	Uploads	Followers	Following	Likes	Interactions
1st	A++	 charli d'amelio	1,790	117,000,000	1,213	9,400,000,000	–
2nd	A++	 addison rae	1,449	80,900,000	2,452	5,200,000,000	–
3rd	A++	 Bella Poarch	312	71,500,000	595	1,600,000,000	–
4th	A++	 Khabane lame	892	67,700,000	46	908,600,000	–
5th	A++	 Zach King	283	60,100,000	41	744,900,000	–
6th	A++	 Will Smith	79	55,000,000	24	332,900,000	–
7th	A++	 TikTok	148	54,300,000	499	253,300,000	121
8th	A++	 Spencer X	1,245	53,400,000	7,157	1,300,000,000	–
9th	A++	 Loren Gray	2,832	52,500,000	225	2,800,000,000	–
10th	A++	 dixie	160	52,200,000	1,317	2,900,000,000	–

- \$500 – the amount TikTok is reportedly paying influencers to join the app and start creating content. It's working well though. The platform is growing like crazy.



Here's a quick rundown of some marketing and advertising related statistics:

1. Brand takeover ads cost anywhere between \$20,000 – \$200,000 (Digiday, 2019)
2. Hashtag Challenges cost brands \$100,000+ (Adweek, 2019)
3. Advertising campaigns start at just \$50/day now with no long-term commitment ([contact us today](#) if you want to launch a TikTok advertising campaign!)
4. TikTok recommends an additional \$100,000 – \$200,000 in ad spend within TikTok to promote a hashtag challenge (Adweek, 2019)
5. TikTok influencers with 2.5 million followers or more charge around \$600-1000 per post compared to \$100-\$200 for every 10,000-20,000 followers on Instagram (Telegraph, 2019)



Are we
there yet?



destinationweddingsvic

Melissa Barrie · 8 Followers



ohhappydaydbn

Destination Weddings · 20 Followers

Follow us! 🍉 An award-winning wedding biz run by a dynamic set of creatives.



dancorderophoto

Destination Weddings · 123 Followers

Wedding Photographer travelling the world. ✈️ 📷 ❤️ www.dancorderophotography.com



destinationwedding

Destination Weddings · 18 Followers

1 Billion likes on Instagram IG @TheFutureMrs 🗝️ 1k Follower 🏖️ Beach Vibez



user82212460

Destination Weddings · 0 Followers



nowweddings

Now Destination Weddings · 7 Followers



destinationweddingstudio

DestinationWeddingStudio · 63 Followers

Destination WEDDING & DESIGN company based in Florida and beyond!



**Social
Media
For
Business**

Social Media Business Plan

- Start with a plan
- Decide what platform(s) are best for you.
- Recognize who your clients are
- Build relationships
- Pay attention to the trends
- Focus on quality over quantity
- Use a social media management platform for scheduling/automation of your posts
- Track and analyze your performance

Start with a plan

- Set some goals and objectives
- Define your market
- Research the competition
- Get inspired
- Trolling

Decide on a platform

- Who are you targeting? What platform do they use?
- What are you most comfortable with using?
- Research how others use it
- Use different platforms to reach different audiences
- Expand to other platforms

Recognize who your clients are

- Who are they really?
- Are you the right fit for that client?
- Who is the right client for you?
- What do you find most important in a client?

Build Relationships

- Special interest groups
- Spread the word through friends and family
- What are ways you can connect?
- What relationships are important to your business?
- Connect with influencers in your niche

Watching the Trends

- Your clients depend on it
- Can lead to potential new clients
- Shows your are an expert and on top of your game
- You become the 'come to' person
- Followers love the 'real' experiences, personal recommendations and crave information
- The market is always changing

Quality over Quantity



Use a Social Media Management Platform

- Lessens the overall workload
- Schedules and automates your posts
- Use different formats when posting
- Post at the best times to capture followers



Track and Analyze your Performance

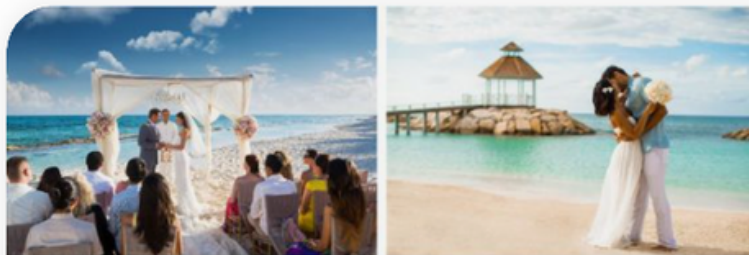
- Find out what is working and what is not.

Social Media Marketing

- In-your-face selling doesn't work
- Pivot to a creative selling technique
- Subtle Marketing is key



Instagram



★★★★★
THE BEST
 ALL-INCLUSIVE WEDDING PACKAGES
for your
DESTINATION WEDDING



Mint green... ▾



blog.destinationweddings.com

Best All-Inclusive Wedding Packages | Destination Weddings

destination wedding packages | wedding inspiration | destination wedding ideas | Caribbean destination wedding | Mexico all inclusive resorts | romance travel | honeymoon ideas

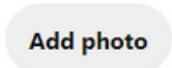


DestinationWeddings.com
11k followers



Photos 4 comments

Tried this Pin?
Add a photo to show how it went





Mint green... ▾

Save

trendybride.net

Virgin Islands Wedding — Destination Wedding Blog, Honeymoon, Travel - Trendy Bride

Virgin Islands Wedding. Anne and Mike brought thirty of their loved ones for a fabulous week in the spectacular US Virgin Islands. it was action packed events with something for everyone. They... **More**



Trendy Bride

12.7k followers

Follow

Photos 1 comment

Tried this Pin?

Add a photo to show how it went

Add photo



Sabrina Jay saved to I do ❤️



Mint green... ▾

Save

romancetravelgroup.com

5 Questions To Ask Yourself Before Choosing A Destination Wedding

He popped the question and you said yes! Congratulations! Now thoughts of a tropical destination wedding are drifting through your mind. So many questions! A wedding pro can definitely handle the...

More



Romance Travel Group ♥ Destination Weddings, Honeymoons and Romance...

1.5k followers

Follow

Photos Comments

Tried this Pin?

Add a photo to show how it went

Add photo

Search Engines

The image shows a screenshot of a Pinterest search results page for the query "DESTINATION WEDDING TRAVEL AGENT". The interface includes a top navigation bar with "Home", "Today", and the search term. On the right, there are icons for "All Pins", a notification bell with "18", and a profile icon. The main content area is a grid of pins:

- Pin 1 (Top Left):** "Planning a Destination Wedding? 6 Reasons Why You Should Book With a Travel Agent" by BlissHoneymoons.com. Image shows a bride and groom on a beach.
- Pin 2 (Top Row, Second):** "MARTINI FIERO" advertisement. Image shows a bottle of Martini Fiero.
- Pin 3 (Top Row, Third):** "Top questions to ask a destination wedding travel agent" by AMYFILLINGER.COM. Image shows a tropical beach scene.
- Pin 4 (Top Row, Fourth):** "Travel Agent Recommended Destination Weddings" by SOMETHINGLAZUL.COM. Image shows a tropical beach with palm trees.
- Pin 5 (Top Row, Fifth):** "PLAN YOUR MEXICO WEDDING" by SOMETHINGLAZUL.COM. Image shows a wedding aisle with floral decorations.
- Pin 6 (Top Row, Sixth):** "Promoted by Webber Naturals". Image shows a woman with blonde hair and several bottles of supplements.
- Pin 7 (Top Row, Seventh):** "HOW TO START PLANNING A DESTINATION WEDDING with a free guidebook" by www.kptravelgroup.com. Image shows a couple embracing on a beach at sunset.
- Pin 8 (Second Row, First):** "HOW TO PLAN A DESTINATION WEDDING" by affordableweddingvenuesandmenus.com. Image shows a bride and groom on a beach.
- Pin 9 (Second Row, Second):** "TOP 5 REASONS WHY YOU NEED A destination wedding travel agent" by ALPACA TRAVEL. Image shows two women smiling.
- Pin 10 (Second Row, Third):** "Create a Custom First Dance Song" by MAKE YOUR WEDDING UNFORGETTABLE WITH GONGFINCH. Image shows a couple dancing at a wedding.
- Pin 11 (Second Row, Fourth):** "DESTINATION WEDDING PLANNERS FOR CANADIANS" by SOMETHINGLAZUL.COM. Image shows a tropical beach scene.
- Pin 12 (Second Row, Fifth):** "Top 5 reasons why you need a Destination Wedding Travel Agent" by SOMETHINGLAZUL.COM. Image shows a tropical beach scene.
- Pin 13 (Second Row, Sixth):** "Best Islands for a Destination Wedding" by MIP. Image shows a tropical beach with waves.
- Pin 14 (Second Row, Seventh):** "Disney CRUISE LINE" by Disney Cruise Line. Image shows a Disney cruise ship and a water slide.

At the bottom right, there are navigation icons: a plus sign (+) and a question mark (?).

Search Engines





Panera Bread ✓

@panerabread



Do you want free unlimited premium ☕ all summer?
500,000 votes for YES by 6/22 and it's yours, America.
[#FREECOFFEE4SUMMER](#)



Yes!

87.4%

Nah, I prefer to pay

12.6%

588,748 votes · Final results

9:29 AM · Jun 16, 2020



Liz's Best Social Media TIPS

- Accept change
- Engage. It's not going to go away
- It can be your best marketing tool
- It's low cost advertising
- Be original, don't copy
- Don't annoy, they want to enjoy
- Never just share a post
- Always use hashtags
- Struggling? Hire someone
- Connect with wedding bloggers



Local Marketing

— DO LOCALS KNOW WHO YOU ARE? —

Local Marketing

- Supporting local businesses is trending
- Join local clubs and organizations
- Support other local vendors
- Attend local events & scope out locations
- Become known in your area as THE one to go to for romantic travel.
- Introduce yourself to other local business owners
- Advertise in local newspapers
- Canada Post direct mail

Georgetown Farmer's Market





Local Facebook Groups

Amy Johnson shared a post. March 23

Well folks, this post kinda exploded and I am going to have to shut it down unfortunately, at least until I can catch my breath and make sure I haven't missed anyone. If I "liked" your comment then I have your order. If I asked you how many and you haven't responded yet, just send me a dm. If I don't turn off commenting I will never get back to crocheting and that is really what it's all about. 🙌🏻 These orders came hard and fast, I will get them to you as quickly as I ca... See More



Glass Half Full

March 23

***update. Orders suspended until I am somewhat caught up. 160 is enough for now, I promise I will reopen orders as soon as i feel comfortable. Thanks so muc... See More



Adri Cos

June 3 at 1:45 PM



These PRIDE strawberries were our latest creations. If you like sweet & savoury treats please give my sister & I's small business a follow



Insta — @strawberriesbyadrinsab



23 hrs

Gorgeous chocolate-covered PRIDE strawberries!! From local vendors Adri & Sab



45

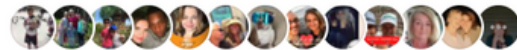
15 Comments 1 Share





Work Hard Shop Harder

Private group · 15.4K members



+ Invite



Kristy Micallef

Admin · April 30 · 🌐

ATTENTION LOCAL BUSINESSES AND LOCAL VENDORS! 📢📢📢📢📢

During these extremely difficult times please feel free to use this post to promote your business! Whether it is a storefront(porch pickups), a restaurant(takeout), a home business, a catering company, etc.... we would love to help all of you as much as we can!!

Please promote your business, or a business that you know of below.



Kristy Micallef

Admin · +1 · 17 hrs · 🌐

⚡⚡ 24 HOURS FLASH SALE!!!! ⚡⚡

Tom Ford or Chanel? Or both!

We have never showcased Tom Ford before but have been dying to!!

👓👓👓 These Sunnies are extremely popular right now! 🤩👀👀

Tom ... See More



👍👀 25

157 Comments

👍 Like

💬 Comment

Top Comments ▾



Write a comment...



Kathy Jurcic

1 Chanel gold and 1 Tom Ford back - Burlington south

👍 1

Marketing for Funds

— WHAT'S THE BEST APPROACH? —



Before you ask.....

- How many bookings have you done?
- How many online supplier events have you attended?
- How have you supported the supplier?
- How will it benefit the supplier?
- How do you ask for marketing funds?
- What if no funding?

Supplier Etiquette

- Build relationships
- Partner with other businesses
- Prove your worth
- Engage
- Support



Back at 5pm for Romance Travel Trends