

Simple marketing review for your wedding business

Understanding your business from a marketing perspective:

What does your business sell?

Product only | Product backed up by service | Service backed up by product | Service only

Number of sales

Last year Target for this year Plan for next year

What does a customer spend with you, on average? £.....

Cost of making a sale? £.....

Your total annual marketing budget?

£1-£1000 | £1001-£2000 | £2001-£5000 | £5001-£10,000 | £10,001+

Ongoing 'Marketing Assets' of your business

Shop Premises open to public	Yes No
Business website	No Needs updating Working well
Suppliers who advertise your business	Yes No (who are they?)

Where do you now get most of your sales leads?

Place in order 1 (high) - 7 (low)

- Direct mailing / email marketing
- Passing Shop Trade
- Printed - 'general/local' publications
- Printed - 'wedding only' publications
- Website / online leads
- Wedding Fairs
- Word of mouth and referral

Current marketing activity review

Annual Printed advertising spend:

£0 | £1-£500 | £501-£1500 | £1501-£3000 | £3001+

Annual spend Online:

incl your website and online advertising

£0 | £1-£500 | £501-£1500 | £1501-£3000 | £3001+

How many wedding fairs you attend in a year:

0 | 1-2 | 3-4 | 5-6 | more

How many other websites link to your website?

Direct mailing to new customers, by print or by email?

£0 | £1-£250 | £251-£500 | £501-£1000 | £1001+

Other activity:

To discuss the results of your review and what it means for your marketing, please call Miranda, in confidence, for a no obligation chat on

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