



THE BOOKED
SOCIETY

THE ELEVATED FUNNEL



REACH YOUR
IDEAL AUDIENCE
AND CONVERT
LEADS INTO
BOOKINGS.

THE BOOKED
SOCIETY



CONTENTS

WHAT IS A FUNNEL? → 01

ATTRACTING YOUR AUDIENCE → 02

ENGAGING EXPLORATION → 03

DELIBERATE DECISION-MAKING → 04

DECISIVE ACTION → 05

SUSTAINED SUCCESS → 06

MARKETING CHECKLIST → 07

WHAT THE HECK EVEN IS A FUNNEL?

Let's chat about funnels – but don't worry, we're not talking about kitchen gadgets. Think of a funnel as a series of steps that guide potential customers through the journey of becoming paying customers.

Here's how it typically works:

1. **Awareness:** This is the top of the funnel, where you make potential customers aware of your venue's existence. This could involve tactics like social media posts, online advertising, or content marketing to reach a broad audience.
2. **Interest:** Once people become aware of your venue, the next step is to pique their interest. You might do this by showcasing stunning photos of your space, sharing testimonials from happy clients, or offering valuable content like guides to planning events.
3. **Consideration:** At this stage, potential customers are actively considering whether your venue is the right fit for their needs. You might provide detailed information about your amenities, pricing packages, and availability to help them make their decision.
4. **Decision:** Finally, the goal is to convince potential customers to book your venue for their event. This could involve offering special promotions or incentives, providing a seamless booking process, and addressing any last-minute concerns or objections they may have.

By guiding potential customers through each stage of the funnel, you increase the likelihood that they'll ultimately choose your venue over competitors. And by optimizing your funnel over time based on data and feedback, you can continually improve your conversion rates and grow your business.

ATTRACTING YOUR AUDIENCE

Awareness

- Create captivating content: Produce visually appealing content such as high-quality photos, videos, and virtual tours showcasing your venue's unique features and amenities.
- Utilize social media: Share your content across various social media platforms frequented by your target audience. Use engaging captions and hashtags to increase visibility and reach.
- Invest in targeted ads: Use paid advertising on platforms like Facebook, Instagram, and Google Ads to target individuals interested in event planning or related topics.
- Offer valuable content: Provide useful information and resources for event planners, such as blog posts, infographics, and downloadable guides.
- Social Media Presence: Maintain an active presence on social media platforms such as Instagram and Facebook. Share visually appealing posts showcasing your venue's unique features, past events, and client testimonials. Engage with followers by responding to comments and messages promptly.
- Content Marketing: Create blog posts, videos, or infographics that provide valuable information related to event planning, wedding trends, or venue selection. Optimize content for search engines to attract organic traffic to your website. For example, publish a blog post titled "Top 10 Wedding Venue Trends of 2022" or share a video tour of your venue on YouTube.

ENGAGING EXPLORATION

Interest

- Engage with your audience: Respond promptly to inquiries and comments on social media and your website to show your responsiveness and dedication to customer service.
- Showcase success stories: Highlight testimonials and case studies from past clients to build credibility and demonstrate the positive experiences others have had at your venue.
- Host virtual events: Organize webinars, virtual tours, or live Q&A sessions to give potential clients an interactive experience and a deeper understanding of what your venue has to offer.
- Encourage user-generated content: Encourage past clients to share their event photos and experiences on social media, tagging your venue and using relevant hashtags.
- Virtual Tours: Offer virtual tours of your venue through live streams or pre-recorded videos. Invite potential clients to join virtual open houses or schedule one-on-one video calls for personalized tours. Showcase different event setups, amenities, and customizable options during the virtual tour to pique their interest.
- Email Newsletters: Start an email newsletter to keep subscribers informed about upcoming events, promotions, and venue updates. Use visually appealing templates and include compelling content such as real event highlights, client testimonials, and exclusive offers. Encourage recipients to subscribe to your newsletter through website pop-ups or social media posts.

DELIBERATE DECISION-MAKING

Consideration

- Provide detailed information: Ensure that your website and marketing materials contain comprehensive information about your venue, including pricing, capacity, amenities, and available services.
- Offer incentives: Provide special offers, discounts, or package deals for clients who book events within a specific timeframe or meet certain criteria.
- Create urgency: Use language and design elements to convey a sense of urgency, encouraging potential clients to take action sooner rather than later.
- Provide multiple contact options: Make it easy for potential clients to get in touch with you by offering multiple contact options, such as phone, email, contact forms, and live chat.
- Client Testimonials: Gather testimonials from satisfied clients and feature them prominently on your website and social media channels. Highlight specific details such as the seamless booking process, exceptional service, and memorable experiences at your venue. Potential clients are more likely to trust peer recommendations when making decisions.
- Personalized Consultations: Offer personalized consultations to address potential clients' specific needs and preferences. Schedule in-person or virtual meetings to discuss event requirements, budget constraints, and customization options. Provide tailored recommendations and proposals to demonstrate your commitment to meeting their expectations.

DECISIVE ACTION

Decision

- Streamline the booking process: Simplify the booking process by offering online booking forms, scheduling tools, and virtual consultations to make it easy for clients to secure their event dates.
- Showcase social proof: Highlight positive reviews, testimonials, and endorsements from satisfied clients to reassure potential clients of your venue's quality and reliability.
- Offer exceptional customer service: Provide personalized assistance and support to help potential clients navigate the booking process and address any questions or concerns they may have.
- Follow up promptly: Reach out to potential clients who have expressed interest in booking your venue to provide additional information, answer questions, and guide them through the final steps of the booking process.
- Clear Call-to-Action (CTA): Include clear and compelling calls-to-action (CTAs) on your website, social media posts, and marketing materials. Encourage potential clients to take the next step, whether it's scheduling a venue tour, requesting a quote, or submitting a booking inquiry. Use actionable language such as "Book Now," "Schedule a Tour," or "Get Started."
- Limited-Time Offers: Create urgency and incentivize action by offering limited-time promotions or discounts for event bookings. Use scarcity tactics such as "Book by [date] to receive 10% off" or "Limited availability for summer weddings - reserve your date now!" Promote these offers through targeted email campaigns, social media ads, and website banners.

SUSTAINED SUCCESS

Advocate

- Stay in touch: Maintain regular communication with past clients through email newsletters, social media updates, and special offers to keep your venue top of mind for future events.
- Encourage referrals: Offer incentives or rewards for clients who refer others to your venue, such as discounts on future bookings or exclusive perks.
- Collect feedback: Solicit feedback from past clients to identify areas for improvement and gather testimonials and reviews to showcase on your website and marketing materials.
- Foster a sense of community: Create opportunities for past clients to connect with each other and share their event experiences, such as hosting alumni events or online forums.
- Post-Event Follow-Up: Send personalized thank-you emails or handwritten notes to clients after their events. Express gratitude for choosing your venue and ask for feedback on their experience. Offer incentives for returning clients, such as discounts on future bookings or referral rewards.
- Exclusive Events or Loyalty Programs: Host exclusive events or offer loyalty programs to reward repeat clients and encourage continued engagement. Invite past clients to special VIP events, networking mixers, or anniversary celebrations at your venue. Provide perks such as priority booking, discounted rates, or complimentary upgrades for loyal customers.

MARKETING CHECKLIST

- **Define Your Target Audience:** Identify the types of events and clients you want to attract to your venue. This could include weddings, corporate events, parties, etc.
- **Create Compelling Content:** Develop content that showcases your venue's unique features and appeals to your target audience. This could include photos, videos, blog posts, and testimonials.
- **Optimize Your Website:** Ensure your website is easy to navigate, mobile-friendly, and optimized for search engines. Include clear information about your venue, pricing, and contact details.
- **Engage on Social Media:** Establish a presence on social media platforms like Instagram, Facebook, and Pinterest. Share your content regularly, interact with followers, and use relevant hashtags to increase visibility.
- **Run Targeted Ads:** Consider running targeted advertising campaigns on platforms like Facebook, Instagram, and Google Ads. Use demographic and interest targeting to reach your ideal clients.
- **Collect and Nurture Leads:** Capture leads through your website, social media, and events. Follow up with leads through email marketing campaigns, offering valuable content and promotions to keep them engaged.
- **Network and Collaborate:** Build relationships with other businesses and event professionals in your area. Collaborate on events, cross-promote each other's services, and participate in industry networking events.
- **Monitor and Analyze Performance:** Regularly track the performance of your marketing efforts using analytics tools. Identify what's working well and where there's room for improvement, then adjust your strategies accordingly.



WE WANT YOUR VENUE TO THRIVE.



We assist venue owners in marketing and sales. We use proven strategies to help venues attract the right clients and book more events. Our goal is to make the booking process smooth and luxurious for both the venue and the clients.

With our carefully designed process, we aim to improve efficiency and make the venue more profitable while also helping the client have a better experience!