



THE BOOKED
SOCIETY

WEBSITE & SOCIAL AUDITS



MARKETING IS ABOUT CRAFTING UNFORGETTABLE EXPERIENCES, CREATING LASTING MEMORIES, AND INSPIRING DREAMS TO BECOME REALITY.



WEBSITE CHECKLIST

Homepage

- Clear and attractive header with venue name/logo
- Brief description of the venue and its offerings
- Call-to-action (CTA) button to inquire/book
- High-quality images or videos showcasing the venue

About Page

- Detailed information about the venue (history, features, capacity, amenities, etc.)
- Photos of the venue's interior and exterior
- Testimonials from past clients

Services/Events Page

- Detailed descriptions of services offered (weddings, corporate events, parties, etc.)
- Packages or pricing information
- Gallery of past events

Contact Page

- Contact form for inquiries
- Phone number, email address, and physical address
- Map showing the location of the venue

FAQ Page

- Answers to common questions about booking, amenities, policies, etc.

Blog/News Section

- Regularly updated blog posts or news articles related to events, weddings, party planning tips, etc.

Mobile Optimization

- Ensure the website is mobile-responsive and displays properly on all devices

SEO Optimization

- Use relevant keywords throughout the website to improve search engine visibility
- Include meta titles, descriptions, and alt tags for images

WEBSITE *Best Practices*

High-Quality Visuals

Use professional, high-resolution images and videos to showcase your venue's features, ambiance, and amenities. Highlight key selling points such as the event spaces, decor, lighting, and outdoor areas. Visuals play a crucial role in capturing visitors' attention and giving them a glimpse of what to expect.

Clear and Compelling Messaging

Craft clear and compelling messaging that communicates your venue's unique value proposition and resonates with your target audience. Use concise headlines, descriptive language, and persuasive copy to convey the benefits of choosing your venue for their event.

User-Friendly Navigation

Design a user-friendly website navigation structure that makes it easy for visitors to find the information they need. Use intuitive menus, clear labels, and logical categorization to guide users through different sections of your site, such as event spaces, amenities, pricing, and booking information.

Mobile Responsiveness

Ensure that your website is optimized for mobile devices to provide a seamless browsing experience across all screen sizes and devices. Mobile responsiveness is essential for catering to users who access your site on smartphones and tablets, especially when they're on the go or during event planning.

Online Booking and Inquiry Form

Implement an online booking or inquiry form that allows potential clients to inquire about availability, request quotes, or schedule tours directly from your website. Make the form easy to find, fill out, and submit, and provide prompt follow-up to inquiries to capture leads effectively.

WEBSITE *Best Practices*

Social Proof and Testimonials

Showcase social proof and testimonials from satisfied clients to build trust and credibility. Incorporate customer reviews, testimonials, case studies, and success stories that highlight positive experiences and outcomes from past events held at your venue.

Interactive Features

Incorporate interactive features such as virtual tours, 360-degree panoramas, or interactive floor plans to engage visitors and provide an immersive experience. Interactive elements allow users to explore your venue virtually and visualize their event setup, enhancing their decision-making process.

Event Calendar or Schedule

Include an event calendar or schedule on your website to highlight upcoming events, promotions, or special offers. Keep the calendar updated with relevant information, including event dates, times, descriptions, and registration details, to keep visitors informed and engaged.

FAQ Section

Create a frequently asked questions (FAQ) section to address common queries and concerns that potential clients may have about hosting events at your venue. Provide comprehensive answers to questions related to pricing, capacity, amenities, policies, and other relevant topics to alleviate doubts and streamline the decision-making process.

Strong Calls to Action (CTAs)

Incorporate strong calls to action (CTAs) throughout your website to encourage visitors to take desired actions, such as booking a tour, requesting a quote, downloading a brochure, or contacting your team. Use clear, action-oriented language and strategically place CTAs to guide users toward conversion points.

SOCIAL CHECKLIST

Profile Setup

- Update profile information including name, bio, website link, and contact details
- High-quality profile picture and cover photo

Content Strategy

- Consistent posting schedule with a variety of content (photos, videos, text posts, etc.)
- Engaging and relevant content that resonates with your target audience

Audience Engagement

- Respond promptly to comments, messages, and mentions
- Encourage interaction by asking questions, running polls, and hosting giveaways

Visual Branding

- Maintain a cohesive visual identity with consistent colors, fonts, and themes
- Use branded graphics and templates for posts and stories

Hashtags

- Research and use relevant hashtags to increase visibility and reach
- Create a branded hashtag for your venue and encourage guests to use it

Community Building

- Follow and engage with other local businesses, influencers, and venues
- Participate in relevant industry conversations and groups

Analytics and Optimization

- Regularly monitor analytics to track performance and identify areas for improvement
- Adjust your strategy based on insights and feedback from your audience

SOCIAL MEDIA

Best Practices

Instagram

- Post high-quality photos and videos of your venue, events, and behind-the-scenes moments.
- Use Instagram Stories and Reels to showcase different aspects of your venue and engage with your audience.
- Utilize relevant hashtags to increase visibility and reach new potential clients.
- Collaborate with influencers or other local businesses to reach a wider audience.
- Encourage user-generated content by reposting photos and videos shared by guests at your venue.

Facebook

- Create a Facebook Business Page for your venue and regularly share updates, events, and promotions.
- Use Facebook Live to give virtual tours of your venue and interact with your audience in real-time.
- Join local Facebook groups related to events, weddings, and parties, and participate in discussions to establish your venue as a go-to destination.
- Run targeted Facebook ads to reach your ideal clientele and promote your venue's services and offerings.
- Encourage guests to leave reviews and recommendations on your Facebook page to build credibility and trust.

Pinterest

- Create boards showcasing different event themes, decor ideas, and wedding inspiration related to your venue.
- Pin high-quality images of your venue, including interior and exterior shots, to attract users searching for event planning inspiration.
- Include detailed descriptions and keywords in your pins and boards to improve discoverability.
- Collaborate with wedding planners, photographers, and other wedding-related businesses to cross-promote each other's content.
- Utilize Pinterest Ads to reach users actively searching for event planning ideas and drive traffic to your website.

SOCIAL MEDIA

Best Practices

LinkedIn

- Create a LinkedIn Company Page for your venue to showcase your professional expertise and services.
- Share industry insights, event trends, and tips for event planning on your LinkedIn feed to position your venue as an authority in the field.
- Connect with event planners, corporate clients, and other professionals in the events industry to expand your network and generate leads.
- Participate in relevant LinkedIn Groups and discussions to engage with potential clients and build relationships.
- Utilize LinkedIn's advertising options to target decision-makers and event planners in your target market.

YouTube

- Create video content showcasing your venue, including virtual tours, client testimonials, and event highlights.
- Optimize your YouTube channel with relevant keywords, tags, and descriptions to improve search visibility.
- Collaborate with event planners, videographers, and other content creators to produce engaging and shareable videos.
- Utilize YouTube ads to reach users searching for event venues and drive traffic to your website or booking page.
- Engage with your audience by responding to comments, asking for feedback, and encouraging viewers to subscribe to your channel for future updates.



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!