



Advertising and media information  
**January 2013**

## Introduction to English Wedding Blog

*Hello!*

*Thank you for your interest in English Wedding Blog. Having navigated your way to this advertising pack, I don't doubt you're already familiar with English Wedding Blog – but here's a quick recap:*

English Wedding Blog is focused on wedding inspiration that's close to home – which means it is a perfect place to advertise your business to UK brides and grooms.

### Here are the numbers:

Monthly visits: 38,200  
Monthly page views: 67,000  
% UK visits: 66% (or 25,200 visits)  
9,670 twitter followers  
2,060 facebook Likes  
1,125 Pinterest followers

### About:

I'm Claire, creator and editor of English Wedding Blog. I have my own successful wedding business (Calligraphy-for-Weddings.com) and own a handful of wedding-related websites.

English Wedding Blog is the biggest: the centre of my online world. It ranks in the top 10 UK wedding blogs and reaches out to brides and grooms as well as to wedding business owners with real weddings, ideas and advice.

When it comes to advertising I've experienced the futility of classified ads in the national wedding magazines. **I know that advertising has to work**, and that that means higher search rankings, enquiries and conversions as well as brand affiliation. So I do more than offer a sidebar ad and a quick link.

### English Wedding Blog advertising works harder for you

I've advertised my own wedding business in every way available: the national and local press, online, in person at wedding shows. **As a marketing specialist I know:**

1. Different advertising media work for different wedding business types, and for different personalities.
2. The internet, and especially the mobile internet, are growing at an incredible rate – so every wedding business **needs** to optimise its presence across the web
3. Blogs are at the heart of the social web and I invest time in developing English Wedding Blog's presence on [facebook](#), [Pinterest](#) and other social media channels. As an English Wedding Blog advertiser this includes sharing your content as well as my own.

It's important to assess your wedding business advertising: how well does it work, and could it work harder?

I've already done that for you with English Wedding Blog. **Sponsorship is designed with your wedding business success in mind.**

You get more than a single sidebar ad, more than an introductory blog post, more than updates on the blog.

- **You get your own login.**
- **You get to write your own blog posts from within the dashboard of a top UK wedding blog.**
- **You get complete control over how hard your advertising works.**

## **What you get as an English Wedding sponsor**

- **Sidebar ad on the English Wedding Blog**
  - Align your brand with a top UK wedding blog known for quality and integrity
  - Ads rotate to give **everyone** a fair share at the top spot
  - **SEO optimised supplier page** on the English Wedding Blog with a direct link from the navigation menu
  - Your own images, links and text
  - My help with keywords, titles and search engine optimisation of the page
  - Your own login and password
  - **Share latest shoots, product launches, awards** and anything else about your business

**The price is only £50 per month. This includes all of the above.**

## **Interested? What to do next**

1. Get to know me and English Wedding Blog before you sign up. Share comments, and share links to your own blog when you do. It's nice for me to know a little about you and your brand – I choose my sponsors carefully for their brand image, product quality and customer experience.
2. To join English Wedding as a sponsor, email me to check availability.
3. Then we'll sort out images and links, and complete your English Wedding supplier page.
4. Payment is by PayPal or bank transfer – it's at this stage I'll ask for your payment.
5. As soon as it's done you'll see your supplier page go live, and you'll get your login and password to start writing on English Wedding Blog!

## One-off features: sponsored blog features

You may not wish to sign up as a sponsor of English Wedding Blog, and that's fine: I can offer advertorial features as an alternative. These are ideal for product launches, to introduce a brand or event, or to promote a special offer to brides and grooms.

### Policy

My policy on featuring brands and products is simple. If I stumble across something I love online, I'll blog about it, for free.

If a wedding supplier contacts me to ask for a feature on English Wedding Blog I will charge a nominal fee to cover my time. Some UK wedding blogs charge £300 for one-off features. I feel this is prohibitive to small brands and craft businesses.

The price for a product or brand feature on English Wedding Blog is **£50**. You also get a free banner ad for one month.

### Sponsored blog features are:

- **optimised for search** rank on keywords relevant to your business
- **carefully selected:** I only feature products and services I like and believe in
- **introduced** by me with a personal recommendation
- best with plenty of great images! Please send a selection of pictures with your copy. (600 px wide please)
- helpful for my readers, with links to relevant sections of your website, or to your blog posts as well as your home page
- promoted on the English Wedding Blog facebook page and twitter feed
- **easy to arrange:** simply email me your words and images, then I'll set up a blog feature to go live as soon as payment is made (by bank transfer or PayPal)

## More help for your wedding business

### How to blog your wedding business – paperback & Kindle



I'm on my third wedding business blog. I'm utterly convinced that my blogs have been a huge benefit to my wedding calligraphy business. And I love blogging: it's quick and easy (when you get used to it), Google adores it and readers enjoy it.

Safe to say I love blogging so much I consider myself an expert on blogging in the wedding industry.

I've written the book for wedding business owners who are new to blogging, to give plenty of helpful advice on getting set up and creating a really successful blog.

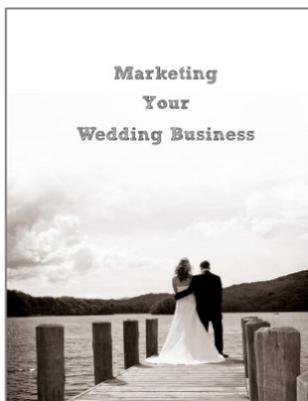
There are pages of ideas for blog posts, tips on how to optimise every aspect of your blog and ideas for marketing and promoting your wedding business blog.

I'd love for every wedding business owner to see the benefits of blogging first hand, and to learn it's easy, and quick, and can be loads of fun to do. My book can be there for you, holding your hand as you venture into the world of wedding business blogging — and helping you achieve great things with your blog.

Available on Amazon.com as a paperback <http://amzn.com/1475262736>

Buy from Amazon.co.uk (Kindle only) <http://www.amazon.co.uk/dp/B007X1A7Z2>

### Marketing your wedding business – magazine & digital edition



**My very own guide to Marketing Your Wedding Business will help you to boost your wedding business's performance:** improve your web presence, perfect your marketing and watch your business grow!

This 52 page magazine-style guide to marketing your wedding business talks you through promotion and business strategies specifically focused on the wedding industry.

Click the image or find out more: [Marketing Your Wedding Business](http://www.magcloud.com/browse/issue/190387)

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## **Wedding Business Ideas**

Ideas and advice for wedding suppliers on my website at <http://wedding-business-ideas.com/>

The wedding industry is a great place to work: it's creative, exciting and fun. Launching and managing your own wedding business can be tough, but I'm sure you know that. The Wedding Business Ideas website is here to inspire and guide you, whether you're starting a new wedding business of your own, or looking for advice on marketing your existing wedding business.

Every business launch is the beginning of a journey. You'll face challenges every step of the way, but the trick is to learn, and to keep learning every day.

From financial planning to creative techniques, where to buy the best value adhesives or which are the most profitable wedding shows for your brand – you will learn so much with the launch of your wedding business.

### **Learning about running a business**

There are calculated risks you'll need to take: should you pay for magazine advertising? Which is the best web host? Should you blog? Is facebook worth doing? How long should you spend on twitter?

I've had to consider and rethink all of these questions and many, many more. The Wedding Business Ideas website shares my experiences, and provides resources for you to explore in the development of your own wedding business

Wedding-Business-Ideas.com