One Big Media Company

💍 GOHIGHLEVEL SNAPSHOT · WEDDING & EVENT PROS (VENUES, PHOTOGRAPHERS, PLANNERS)

Wedding & Events Agency Sales Kit

Pitch, outreach, pricing and onboarding to land and keep clients in this niche.

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THE OPPORTUNITY

Selling to wedding & events

Your buyer: A wedding venue, photographer, videographer, or planner booking anywhere from a few dozen to a few hundred events a year. Couples inquire with several vendors at once, tour or meet with two or three, and book the one who felt most responsive, so slow replies, unanswered proposals, and expired date holds cost real bookings.

Why they buy:

- Couples inquire with several vendors at once and book whoever replies first and best
- You're working weekends, so Saturday inquiries sit until Tuesday
- Proposals go out and then nothing happens, with no consistent follow-up
- Date holds expire quietly and you're never sure whether to release the date
- Past couples never hear from you again, so reviews, referrals, and anniversary bookings slip away

Suggested resale pricing

Setup fee	Monthly
$500-$1,500	$297-$697

Venues often justify the higher end because each booking is worth more. Add value with engagement-season campaign management and directory lead routing.

Sell on reply speed and proposal follow-up, since every wedding pro knows they lose couples while they're working weekends. Retain the account by running engagement-season campaigns, managing date-hold follow-up, and building vendor referral partnerships, with monthly reports on inquiries, tours booked, and contracts signed.

CLOSE

Pitch script

Quick question: when a couple inquires on a Saturday while you're working a wedding, when do they usually hear back? Most wedding pros say Monday or Tuesday. Couples typically reach out to several vendors at once, and the one who replies quickly and warmly is often the one who gets the tour. We install a system built for venues, photographers, and planners. Every inquiry gets a personal reply within moments, checks their date and flexibility, and invites them to book a tour or consultation on your calendar. After you send a proposal, it follows up with answers to the questions couples ask before signing. If you offered a date hold, it reaches out before the hold ends so you get a clear answer: book, extend, or release. After the event, it asks for reviews and referrals and even reaches out on their anniversary. Could we take fifteen minutes to see it in action?

Cold email

Subject: Saturday inquiries at {business}

Hi {first name},

When a couple inquires while you're working a wedding, how long until they hear back?

Couples usually contact several vendors at once, and fast, warm replies tend to win the tour.

We set up a system for wedding pros that replies to every inquiry within moments, books tours and consultations, follows up on proposals, and gets a clear decision before date holds expire. After the event, it asks for reviews and referrals and reaches out on anniversaries.

Open to a 15-minute look?

{your name}

Cold SMS

Hi {first name}, it's {your name}. I help wedding pros reply to inquiries in moments, even mid-event, and follow up on every proposal. Worth a quick 15-min look? Reply STOP to opt out.

Social DM

Hi {first name}, love your recent work! I build follow-up systems for wedding pros: instant inquiry replies, tour booking, proposal follow-up, and date-hold reminders. Open to a quick demo?

DELIVER

Offers & onboarding

Offer ideas for the client

- Complimentary 7-day date hold after a tour or consultation
- Engagement-season booking bonus from late December through February
- Off-peak and weekday date pricing for flexible couples
- Anniversary session, dinner, or vow renewal offer for past couples
- Preferred vendor referral partnership with a thank-you for each booked referral

Client onboarding checklist

- Collect: logo, brand colors, business hours, service area, Google review link
- Get access: domain/DNS, Google Business Profile manager, Facebook/Instagram admin
- Phone: buy or port a number, register A2P 10DLC, set up call forwarding
- Import the customer list (CSV) and tag it for the reactivation campaign
- Fill in the 20 custom values and publish the workflows
- Run a live test: submit the form, miss a call, book an appointment
- Book a 30-day results review with the client

KPIs to report monthly

- **Inquiry response time**: Reply to every new inquiry in under 5 minutes, including weekends
- **Inquiry-to-tour rate**: Grow the share of inquiries that book a tour or consultation each month
- **Tour show rate**: Keep no-shows low with reminders and video options
- **Proposal-to-booking rate**: Improve the share of proposals that become signed contracts quarter over quarter
- **Date hold conversion**: Get a clear book, extend, or release decision on every courtesy hold before it expires
- **Reviews and referrals**: Request a review from every couple after their event and track new reviews and referrals monthly

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.