

Wedding Planning

Blog Analysis

Client: Tina Preussner

Agency: Ashton Communications

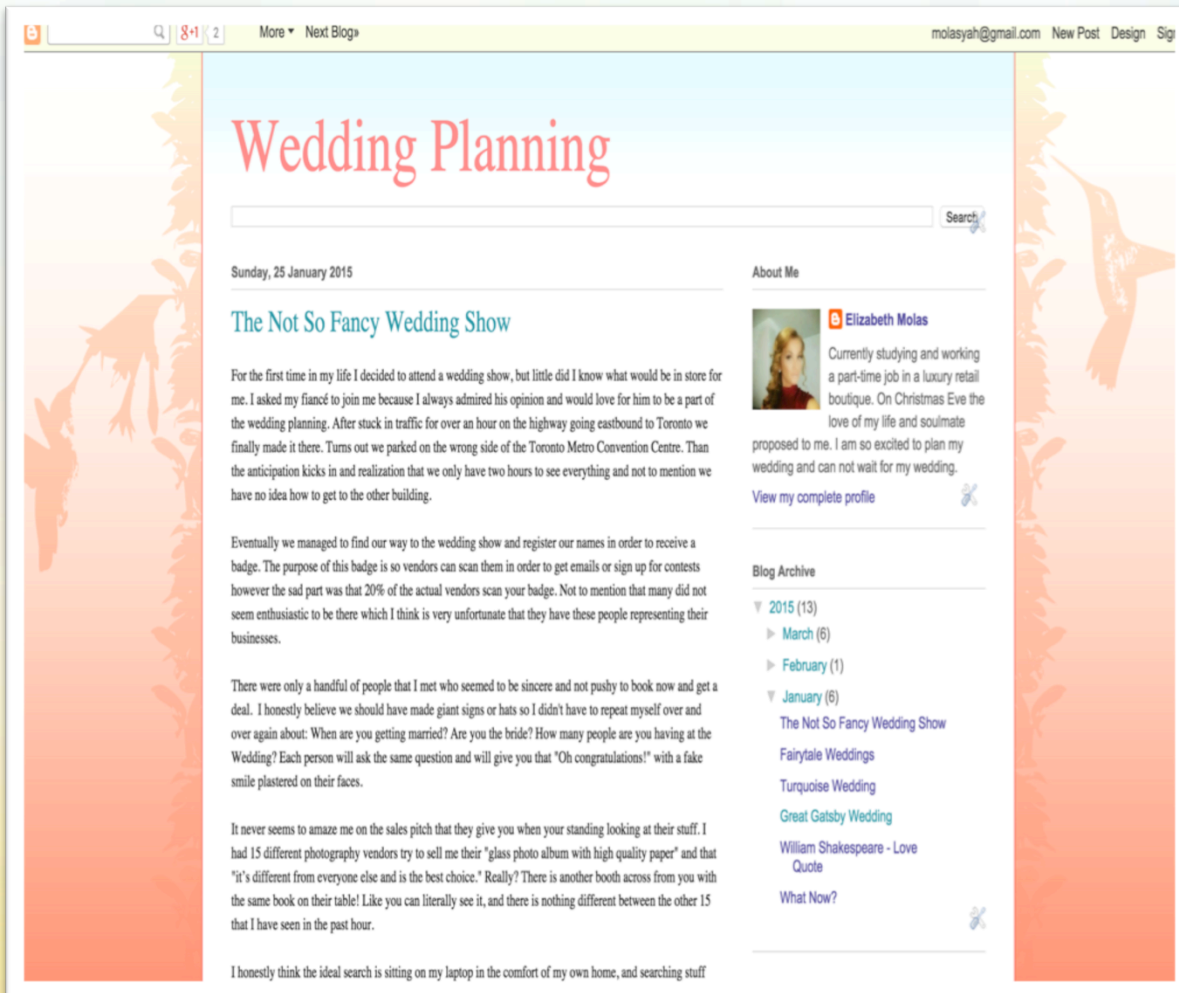
Ashley Molasy, Marketing Director

ASHTON

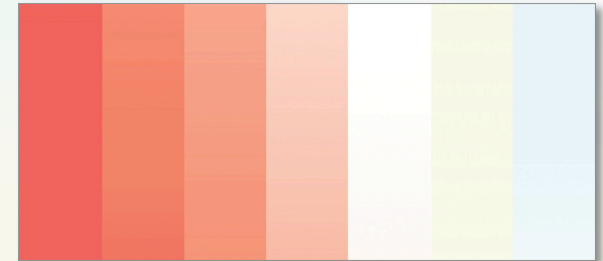
Intro

- Wedding Planning
- Analysis
- Recommendations

Layout & Design



- Colours



Coral, Blush Pink, Sky Blue and Pale Yellow.

- Balance
 - Content vs. Visuals

Layout & Design

My word of advice if you are attending a wedding show is to create shirts with your wedding information on them "Newly Engaged" "Wedding Day June 16/2015" "Yes, that's right. I am the bride." Or even a better idea, the Wedding Show could make printed shirts instead of those pointless badges that no one uses. We all know the only reason why they collect your information is to give it to third parties for marketing and advertising purposes.

Why not print out shirts for everyone and pay a fraction of the price that it costs to rent out those fancy touch screen machines and printers. They could even create excitement by offering a variety of colours. They know we are going to keep them and they can brand their logo all over it for free advertisement implementing that we attended to the bridal show.

My second advice to you will be to go to Michael's Craft Store or any retailer that may offer this service and create a custom stamp with your personal information such as name, address, email and etc. It will literally be the best thing you have ever done and can bring it along for other wedding shows.

No more filling out ballots and wasting time on them when you could be looking at other vendors. I promise you that you will thank me later. After the fifth ballot your hand starts to cramp and you will be carrying so much stuff by that time that you're juggling everything. Let's be honest who doesn't like free things or the opportunity of being that lucky bride who wins her dream wedding!

And lastly, you should create a new email account before going to any bridal show. This will prevent getting bombarded by hundreds of emails and to avoid your emails getting mixed up. I recommend having fun with it and incorporating your names or wedding date in it. It is much more manageable and you won't get woken up in the morning with notifications on your phone.

Personally I think I will stay away from wedding shows for now and may or may not return to them in the future. I hope to ask friends who have been recently married in the past couple years and get their advice on their personal experiences about their wedding. Being in my twenties is definitely has its advantages since everyone you know is getting married and the best part is newly married women are always so happy to help.

Elizabeth - Bride to be

Posted by Elizabeth Molas at 19:43

MC +2 Recommend this on Google

3 comments:

REGULARLY OFFLINE, AND POSTED ONLY 10-15 MINUTES REGULARLY be in store for me. I asked my fiancé to...



Sand Between Our Toes

Thinking of having a romantic destination wedding with your closest friends and family members? Destination wedding

is a u...



Unraveling Traditions

Most people have attended at least one wedding in our lifetime, whether it was our own or someone close to us. While the ceremony...

What Now?

A million thoughts will race through your mind moments after you place that beautiful ring on your finger. What do we do now? Where should ...



William Shakespeare - Love Quote

"When I saw you I fell in love, and you smiled because you know." Beautifully written by William Shakespeare. There is nothi...



The Cinderella Dress Effect

Walking into a bridal boutique can be one of the most intimidating and stressful moments for any bride.

Sometimes we wish it could be as e...



Crunching Numbers

As I begin looking at venues, dresses, cakes and all the wonderful things that I would love to have for my wedding. The only thought that ...



Marvelous Wedding Venues

After writing Sand Between Our Toes, I began to wonder about the endless places where we could have a destination wedding. It was excit...

- Blog Archive
 - Profile of Writer
 - Popular Posts
- Icons
 - Opportunity to Share
 - Comment on Webpage
- Content/Discussions
 - Wedding Hot Topics

Audience Overview

Audience Overview

Feb 25, 2015 - Mar 27, 2015

Email Export Add to Dashboard Shortcut



All Sessions
100.00%



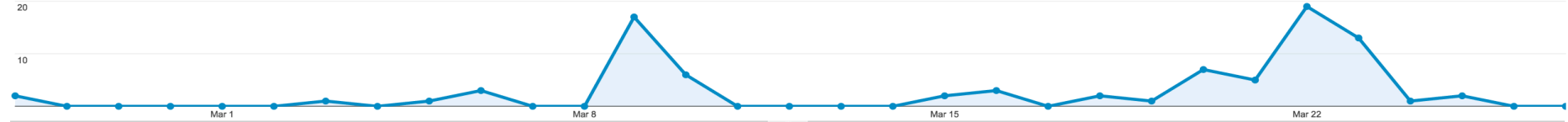
+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions



Sessions

85

Users

41

Pageviews

414

Pages / Session

4.87

Avg. Session Duration

00:08:22

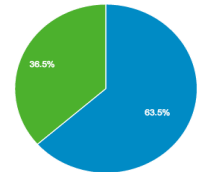
Bounce Rate

49.41%

% New Sessions

36.47%

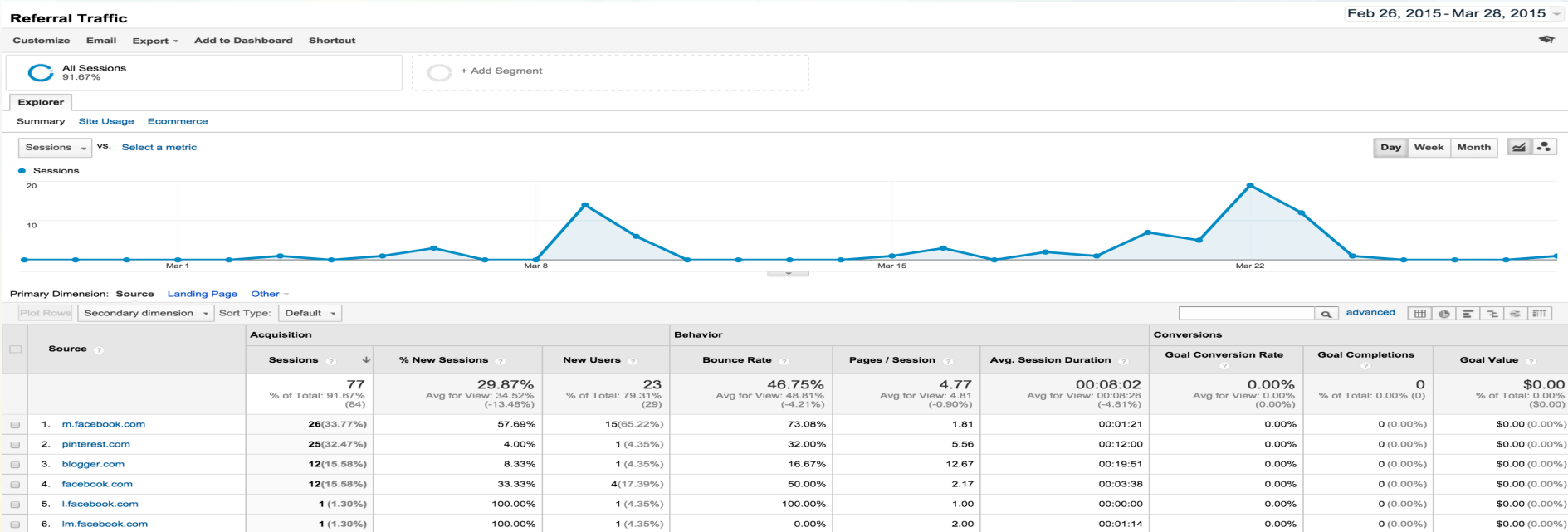
Returning Visitor New Visitor



- Audience
 - 63.5% Returning Visitors
 - 36.5% New Visitors
- Engagement
 - 4.87 Pages/Session
 - 8 Minutes/Per Session
- Single Page Visits
 - 49.4% Bounce Rate
- Traffic
 - Multiple Posts Per Day
 - Utilizing Data

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Social Media



- 92% Social Traffic
 - 52% Facebook.com
 - 32% Pinterest.com
- Twitter
 - No Traffic

Search Engine Optimization

Queries

Feb 26, 2015 - Mar 28, 2015

Google Search: Top 1,000 daily queries.

Customize Email Export Shortcut

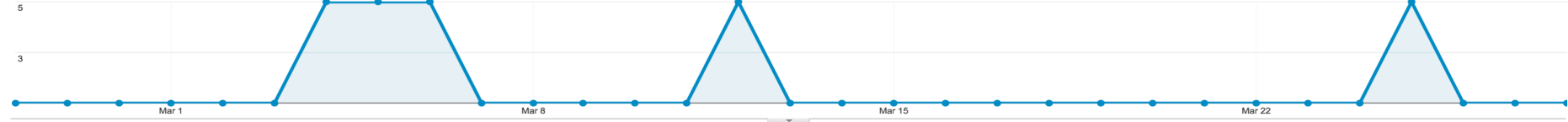
No data is available from the most recent 2 calendar days.

% of clicks: 0.00%

Explorer

Impressions vs. Select a metric

Impressions



Primary Dimension: Query Other

Secondary dimension

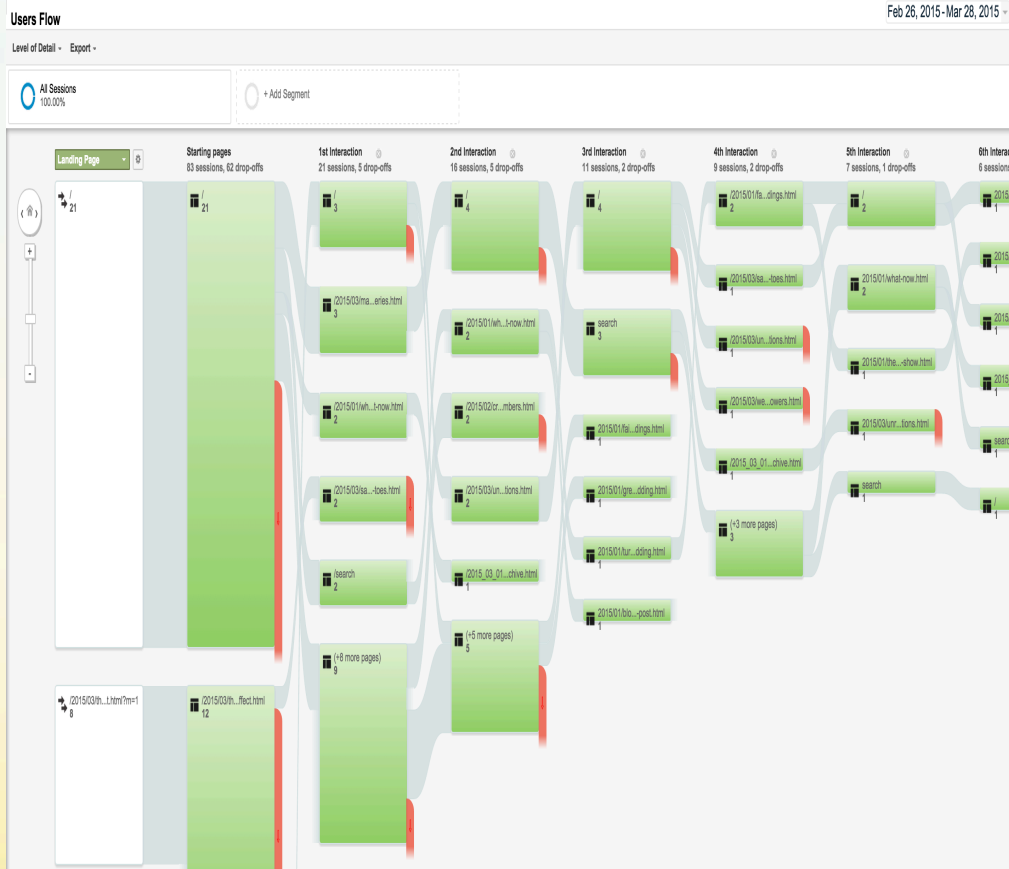
advanced

Query	Impressions	Clicks	Average Position	CTR
	10 % of Total: 83.33% (12)	0 % of Total: 0.00% (5)	14 Avg for View: 39 (-66.84%)	0.00% Avg for View: 41.67% (-100.00%)
1. i fell in love with her courage great gatsby	5(50.00%)	0 (0.00%)	23	0.00%
2. william shakespeare love quotes for wedding	5(50.00%)	0 (0.00%)	4.4	0.00%

Show rows: 10 Go to: 1 1 - 2 of 2

- “I fell in love with her courage Great Gatsby”
 - 5 Impressions
- “William Shakespeare love quotes for wedding”
 - 5 Impressions

Users Flow



- Starting Page
 - 83 Sessions, 62 Drop-offs
- 1st Interaction
 - 21 Sessions, 5 Drop-offs
- 2nd Interaction
 - 16 Sessions, 5 Drop-offs
- 3rd Interaction
 - 11 Sessions, 2 Drop-offs
- 4th Interaction
 - 9 Sessions, 1 Drop-offs

Conclusion

- Recommendations
 - Video/Rich Media
 - Expanding & Relating Content
 - Trending Topics
 - Engaging Visitors
- Social Media Focus
 - Facebook
 - Pinterest

Sources

- Google Analytics
 - <https://www.google.com/analytics/web/?hl=en#report/visitors-overview/a58476518w92448703p96217626/>