



# Marketing Your Venue

Drive inquiries from beyond the marketplace

## The Three-Channel Approach

Successful hosts don't rely on Venue Connect alone. They use three channels in concert: marketplace presence, organic social media, and direct relationships with event planners.

Each channel reinforces the others. A great Instagram post drives traffic to your listing. A glowing review on your listing closes a guest who found you on Instagram.

### Channel 1 — Maximize the Marketplace

Keep your listing fresh: update the description seasonally, swap your hero photo every 6 months, respond to every inquiry within an hour during business hours.

Ask every happy guest for a review within 48 hours of their event — that's the moment they're most likely to leave one.

### Channel 2 — Instagram (Not TikTok)

For event venues, Instagram outperforms TikTok by a wide margin because event planners shop visually and Instagram is where they live.

Post 3x per week: one event-in-progress shot (with permission), one detail shot or styled corner, one behind-the-scenes or owner story.

Use 10-15 hyperlocal hashtags: #YourCityWeddings, #YourCityEvents, #YourCityVenues, etc. Avoid huge generic ones like #wedding.

Tag every vendor in every post. They'll repost you and bring their audience.

### Channel 3 — Event Planner Relationships

Local event planners book the same venues over and over. Get on their list and you'll see compounding bookings.

Identify the top 20 wedding/event planners in your city. Send a personal email introducing your space and offering a free site visit.

Once they visit, follow up monthly with new photos, special pricing, or open dates. Plan a 'planners only' open house once per year.

## **Email List**

Collect emails at every event (with permission). Send a quarterly newsletter with: open dates, new photos, recent events, and any seasonal promotions.

Mailchimp or Beehiiv have free tiers that work perfectly for venue lists under 500 contacts.

## **Reviews & Word of Mouth**

After every event, send a thank-you message and ask for a review. Make it easy by including a direct link.

Ask happy guests to tag you in their event photos on social — those organic posts are gold.