



Booker's

BRIDAL GUIDE

Are you prepared for the wedding season?

booker
by MINDBODY.

Are You Prepared for Wedding Season? Make This Your Most Profitable Year Ever!

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Introduction:

A 2019 report by Wedding Wire found that the average bride spent roughly \$650 on hair and makeup services for her wedding day. However, remember that you're not an average salon or spa, and weddings are a \$50 billion industry that put a hefty focus on "picture perfection." That includes the bride's beauty needs, right? Right! So, your first rule is to always strive for above-average tickets!

Is your business located in one of The Knot's Top 25 Most Expensive Wedding Areas listed on their site? If it is, you're already in a position to capture more of the market share of bridal business—that is, if you can get the brides in the door and offer them the right services, at the right price, in the right atmosphere. That leads us to rule number two: Always be flexible when it comes to bundling services. It will benefit you in the long run. We'll show you how to customize packages and provide offers without sacrificing your bottom line.

Before we get ahead of ourselves, don't forget to consider the all-important rule number three: Market your bridal services in every way available! Whether it's through grassroots marketing, social media, or an ad in your local newspaper, spreading the word about your bridal business should be at the tip-top of your to-do list. If the brides don't know you offer special wedding day services, how will they book their appointments?

Not sure where to start? Don't worry! We'll take you through the different ways you can make your business the "bridal destination" in your region! By the end of this wedding season, white will be your new favorite color... but you'll be seeing green!

The Top 25 Most Expensive Wedding Areas:

1. **New York City (Manhattan):** \$76,944
2. **New Jersey - North/Central:** \$62,074
3. **New York - Long Island:** \$61,113
4. **New York - Westchester/Hudson Valley:** \$55,357
5. **Massachusetts - Cape Cod:** \$55,083
6. **Rhode Island:** \$52,777
7. **Illinois - Chicago:** \$52,332
8. **Connecticut:** \$47,435
9. **New York City - Boroughs Outside of Manhattan:** \$46,808
10. **Delaware & Pennsylvania - Philadelphia:** \$46,211
11. **California - Los Angeles:** \$44,142
12. **Louisiana - New Orleans:** \$41,167
13. **Massachusetts - Boston:** \$40,667
14. **Florida - South:** \$40,634
15. **New Jersey - South:** \$40,231
16. **Washington, DC/N Virginia/Sub Maryland:** \$39,465
17. **California - San Francisco/Greater Bay Area:** \$39,329
18. **Hawaii:** \$38,984
19. **California - Santa Barbara/Ventura:** \$38,025
20. **California - Orange County/Inland Empire:** \$37,050
21. **Maryland - Baltimore:** \$36,305
22. **Michigan - Detroit:** \$35,843
23. **Pennsylvania - Pittsburgh/Southwest:** \$34,928
24. **California - San Diego:** \$34,722
25. **Illinois - Chicago Suburbs:** \$34,675

Source: [TheKnot.com](https://www.theknot.com)

The 411 on Packaging Bridal Services

A bride expects every aspect of her “big day” to be perfectly executed - from the catering service to the photographer - so why should her experience with your business be any different? Her trip (or trips!) to the salon or spa should only add to the excitement of wedding preparations. The easier you make it for the blushing bride-to-be, the more relaxed she'll be and the higher your returns will be. So, without further ado, here's the 411 on bridal services!

There are 2.5 million weddings a year in the U.S and with wedding spending on the rise, that's a whole lot of opportunity for your business to bring in the brides! However, it's up to you to make beauty spending a necessity, not an option. For your soon-to-be-Mrs. developing a bridal service menu is one way to encourage this mentality while also simplifying it for the bride.



1. Decide on Service Rates

The challenge many business owners have when first determining rates for bridal services and packages is adjusting for the vast array of service requests. For instance, a salon may have the “I just want my hair curled” client versus the “3-hour updo” client. Setting a base price can save you the headache of negotiating with an already frantic bride and make you appear more helpful.

Use an established service to simplify the math. For instance, if a haircut and a blowout take an hour and cost \$65, and your base bridal hair service is also an hour - that's your base rate! Therefore, a two-hour bridal trial would be your base rate x 2.

In addition to timing, other items to consider when setting your rates are employee seniority and in-salon service pricing versus off-site bridal services. If you have different employee services levels, your rates should be set to reflect this in your bridal pricing, as well. When deciding on off-site pricing, it's helpful to create hourly and day rates (w/ travel fees where applicable). Clearly displaying this information on your bridal service menu and on your web site will eliminate any surprises for your potential brides.

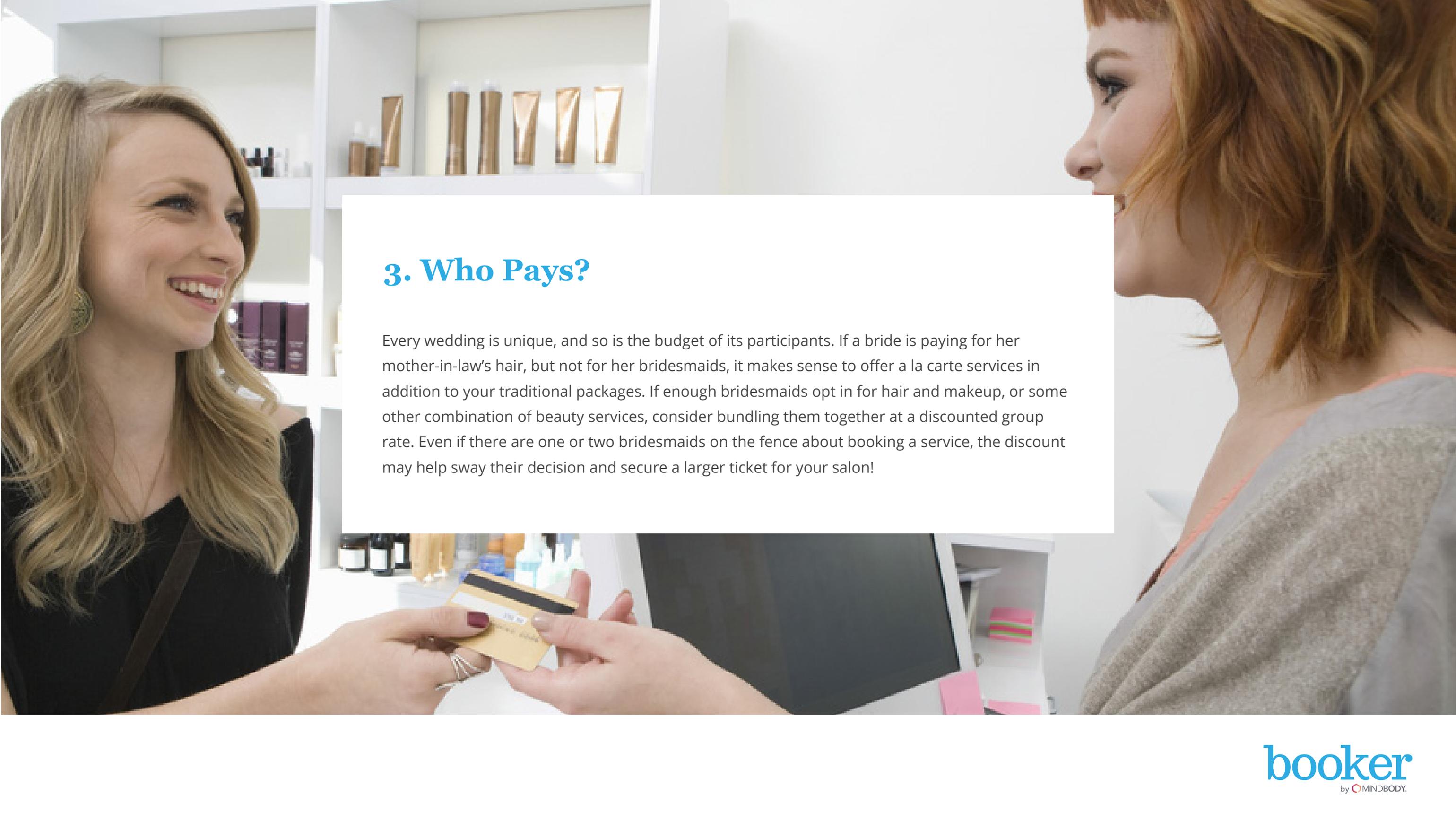




2. Customize Packages, Make More Money!

Perhaps you decide to create a “Queen for a Day” bridal package that includes a massage, bridal hair, mani/pedi and full airbrush makeup. Your bride likes what this package offers, but isn’t so sure about the airbrush makeup (She’s never done it before.). With your established base rates for individual services, you could easily offer to swap out the airbrush makeup for regular makeup application.

But wait... you have a crucial opportunity to invite your bride for a trial airbrush application (maybe on the day of her bridal shower or her bachelorette party). If she loves it, you’ve just increased your total services sold, as well as kept that premium “Queen for a Day” package rate intact!



3. Who Pays?

Every wedding is unique, and so is the budget of its participants. If a bride is paying for her mother-in-law's hair, but not for her bridesmaids, it makes sense to offer a la carte services in addition to your traditional packages. If enough bridesmaids opt in for hair and makeup, or some other combination of beauty services, consider bundling them together at a discounted group rate. Even if there are one or two bridesmaids on the fence about booking a service, the discount may help sway their decision and secure a larger ticket for your salon!

4. Always Stay on Top of Trends

Never underestimate the power of trends. Revisit your bridal offerings seasonally to make sure they are on par with “what’s hot” in the beauty industry. Consider taking advantage of new coloring trends or lash extensions, for example. If your employees aren’t skilled in a new trend, bring educators into your business or send members of your team to receive certification. You’ll never say the words “We don’t do that here.” because you’ll always have an employee who can accommodate even the trendiest request! More importantly, you can charge a premium for these specialty services!





5. Know Your Three Cs

Begin with the three Cs: consultation, customization, confirmation! While the consultation is a freebie, it should be a mandatory part of any bridal package. Not only will this make the bride feel more confident in the price she is paying and more pampered as a client, it's also a quick and easy way to determine timing for the bride (and her bridal party) and the select services that are right for her.

The consultation allows you to customize services suited to the specific needs of each of your brides. It also opens the door for additional revenue opportunities for services needed prior to your bride's big day. Customization and flexibility is also crucial during any bridal consultation! It's okay for the bride to swap out premium services for less costly ones (swapping a service is better than not having the service on the ticket at all), but packaging items together will encourage her to spring for something she may not have normally opted for. If there's ever a time for a woman to splurge on beauty services, it's when she's preparing for her wedding! Finally, make sure to get confirmation of the bridal booking by securing the appointment with credit card information and clearly informing the bride of your cancellation policy.

Marketing Your Small Business: Cast a Wider Net to Bring in the Brides

Connecting with new customers is what helps your business grow. So, it only makes sense that the more customers you can connect with, the more successful your business will be. The bridal industry is no different, but the marketing angle should be. Posting flyers or signage around your business advertising special wedding packages is a good idea, but your marketing efforts shouldn't come to a halt there. There are plenty of other effective, cost-efficient methods your business can explore in order to bring in more brides than ever before.





1. Word of Mouth Travels Fast

Being in the business of beauty often allows you to play the role of therapist, friend and confidant to your clients. You may think this just the reality of the job, but it's actually a business opportunity just waiting to be seized!

Make it a point to talk to every guest that visits your business about your bridal offerings - you never know who might have a recently engaged daughter or niece! Remember, you're not telling them as a business owner, you're letting them in on the great deals as a friend.

You may even find yourself stumbling upon one of your clients that has a sister who is looking for a wedding stylist or makeup artist. Be sure to give that client a special she can pass along to the bride-to-be, and don't forget to entice that client with some sort of referral reward if her sister ends up booking at your business. It's called grassroots marketing. It costs a little and makes you a lot!

2. Tweets, Likes, Tags—They All Matter!

If you don't have an established social media presence, you're already at a disadvantage and frankly lagging behind the competition. In fact, according to a recent poll conducted by Forbes - approximately 78% percent of small business generate at least a quarter of their new customers via social media.

Believe it or not, one of the first places a bride-to-be will search for a beauty establishment is on Facebook, Twitter, or Instagram. Maybe she'll tweet followers to ask where she should get her hair done for her wedding day, or perhaps she'll browse photos of a friend's wedding on Facebook or Instagram and notice which spa is tagged in the images. Having a business page of your own on social platforms like Facebook, Twitter, or Instagram will not only give you the ability to market directly to brides, but it also will help you showcase imagery and kudos from happy customers that will help solidify your reputation as a top-notch destination for brides! Plus creating a business page and making posts is free. What do you have to lose?





3. Bring Your Business to Market

Let's get you thinking outside the box - literally. Considering that only 11% of brides travel more than 200 miles to their wedding destination, that means 89% of the bridal market looks to stay local, so they're right outside your front door.

Set up a booth at a local street festival. Many towns conduct "bridal walks" in the spring and summer to introduce the community to local businesses. Try offering something enticing like a free 10-15 minute services such as express facials, makeup touch-ups or dry stylings. This way you can give brides-to-be a taste of how wonderful the experience at your business is.

Establishing a presence at a community event won't cost you much, and it will help you cast a wide net, roping in every blushing bride in the surrounding area! Plus, any opportunity you have to collect mailing/email addresses is solid marketing gold, so make sure you have a mailing list log up front and easily available at your booth.

After the event, consider sending a mailing or email blast to those who signed the log and offer them something enticing like for example, 15-20% savings on their first visit. Even if some of the women (or men!) aren't preparing for a wedding, this is still a great opportunity to connect with new clients.

4. Don't Forget “The Old Fashioned Way”

With online publications on the upswing and traditional media sources on the decline, it might be tempting to brush off newspaper ads as archaic, useless practices. They may not be the fastest way to connect with your target group, but don't be fooled: these mediums can still make a significant impact. Your brides may not read the daily newspaper, but we're willing to bet her grandmother does (And, oh, how she loves cutting out newspaper clippings for family members!). Or maybe a bride does read the newspaper, but she prefers to browse the pages on their website or app. Make sure any ad you place can be seen in print AND online. That way you won't be excluding any potential business.





5. Partnerships with Other Local Businesses

More and more we've seen local businesses join forces and give one another a leg up by cross-promoting. It's a great idea to partner with other nearby bridal boutiques, florists, photographers, caterers and even local wedding venues to get the word out about your business. Brides are always asking vendors for recommendations on other wedding services, so make sure your business is the one they suggest. Leave flyers or pamphlets at their shops or offices and let them do the same at your location.

6. You've Got Mail

So, your cost-effective marketing plan worked and you booked more brides than ever this season. They've come in for it all - highlights, style and makeup trial, waxing and/or a menagerie, you name it. The big day has come and gone and you have the pictures, and even favorable Google and Yelp reviews to prove it. Finally, your work is done...well, not quite!

Before you kick up your heels, remember to send out email blasts to brides after their wedding to thank them for their business and remind them of the other services you provide. Think about offering them an incentive to come back as a regular guest. A person may have come into your business as a bridal client, but if you remind her to come back she may stay as a loyal customer because she loved her experience so much.



How to Create a One of a Kind Bridal Experience: Make Her Feel Like She Owns the Place... Just for Today

One of the biggest complaints women have about their bridal experience is that they didn't experience the level of service they had imagined in their wedding day fantasies. You don't want this complaint to come out of one of your bride's mouths or be posted in an online review. It can severely damage your business's reputation. Of course, it's impossible to please everyone all the time, but that doesn't mean you shouldn't still aim as high as possible! Here are a few ways to ensure your brides and their guests are treated like queens for the day.





1. A Room To Call Her Own

If you don't have the space to accommodate as a dedicated bridal room, try sectioning off a small area in your business where the bride and her bridesmaids can sip champagne, mingle and chat in privacy. This makes brides feel very exclusive – like they're getting the V.I.P. treatment. Doing this is also beneficial to your regular clients. If you have a private or semi-private area for your bride, other guests won't be disturbed by the noise or feel like they're intruding.

2. Be Flexible...and Prepared!

You know that perfectly customized package you spent weeks planning with your bride, complete with hair trials and makeup test runs? Well, it's her wedding day and your bride has decided she absolutely **MUST** have eyelash extensions (uh oh! not in the plan). Well, good thing you made room in your makeup artist's schedule to accommodate a last-minute request.

On a wedding day, it's always a good idea to anticipate the unexpected and have a stylist, colorist, esthetician and makeup artist available for fixing any potential bridal crisis. The bride should feel like she is the most important person in your business (even though you know other customers are just as special), and you should have the resources available for her every beauty whim.





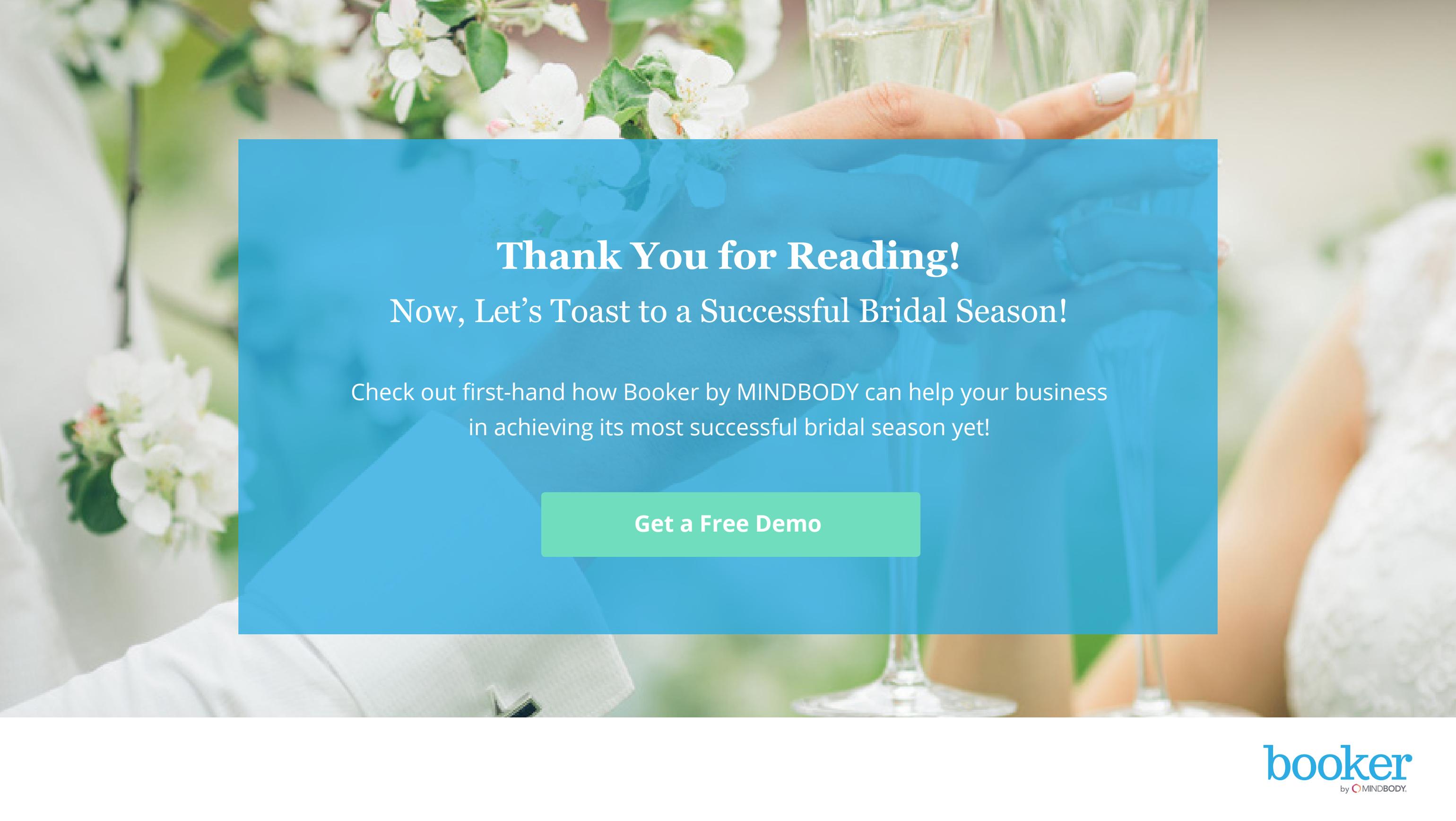
3. Details, Details and More Details

Little details really do make a difference to a bride. While the bridal party should always be encouraged to bring in their own snack and beverages, it's nice for you to have something extra prepared. Tea cookies, mini donuts, and/or something like a bottle of champagne are all thoughtful and relatively cost-effective wedding day treats for your bridal clients. Even having a special "BRIDE" emblazoned robe to wear during her visit will certainly leave a lasting impression. Making the extra effort, without being asked, goes a long way with a bride.

4. Make Time for a Mini Photoshoot

Don't ever let a bride leave your business without snapping a few pics first! Brides will love the opportunity to see how they look on camera before they put on the big white gown. Plus, the chance to smile for the camera with friends and family before the formal event will be a welcomed opportunity for most brides-to-be. Photoshoots will make the bride feel special, valued as a client, and you'll even have several high-quality images to use as marketing material on your social media pages.





Thank You for Reading!

Now, Let's Toast to a Successful Bridal Season!

Check out first-hand how Booker by MINDBODY can help your business in achieving its most successful bridal season yet!

[Get a Free Demo](#)