

WEDDING SALES WORKFLOW

THE WEDDING SCHOOL

BEFORE BOOKING

- Talk about products as if they're expected
- Show albums and products in person
- Show albums and products online
- Showcase products on social media
- Make sure it's easy to find information

ENGAGEMENT SESSIONS

- Show product beforehand and discuss interest
- Proof product options with the online gallery

PRE-WEDDING HOLIDAYS

- Print sales
- Album sales
- Sign in book sales
- Framed print sales

POST-WEDDING

- Preview gallery
- Proof thank you cards with the gallery
- Pre-design an album (even if they didn't already buy one!)
- Make sure you follow up with the album
- Follow up on thank you card sales
- Temporary post-wedding print sale

HOLIDAY SEASON

- Timed print sales for all major holidays
- Email campaign for print sales to anyone who has visited an online gallery
- Reach out with album information
- Contact parents for albums
- Framed print sales
- Sales on any other product you'd like!

