

Marketing to the Newly Engaged **By Joe Bunn for Mobile Beat (used to be) Magazine**

With Christmas and New Year's Eve and Valentine's Day rapidly approaching, you know what that means...engagement season! Engagements lead to booking a DJ, and bookings equal money! Hooray! As the season of ring giving nears, it's time to put your marketing into motion.

Let's start with a traditional marketing piece that's been around and working for years for wedding pros, the bridal show (or wedding show or wedding expo or whatever you want to call it). For us, this was one of the best returns on investment when we first started marketing Bunn DJ Company as a multi-op DJ business. As I've mentioned before in articles, seminars, and my DVD "Marketing the Music" available now at www.djjoebunn.com (see how I did that), my belief when doing these shows was go big or go home. I wanted to have the biggest, coolest, most creative booth at the show. And I have a box in my attic of the "Best in Show" trophies to prove that I succeeded. However, as you can tell from where those trophies are currently residing, I didn't do it for the glory, I did it to get noticed. When we entered the market in Raleigh, NC, nobody knew who I was. I had been doing mobile shows in and around Eastern NC for many years as DJ Joe Bunn, but I didn't have any DJs under me and was primarily doing bars and fraternity parties. To break into the wedding market, I had to put myself out there, not only in front of brides, but fellow wedding vendors. In addition to going big with the booth (yes, you'll have to spend some money for the display and the real estate), my other suggestion is to take people with you that can sell (or at the very least be personable and know a little about your company). Why? Because you are leaving the booth after about the first hour. You're going to be going booth to booth with your stack of cards or treats or whatever and you're going to meet every vendor in that place that has a booth, DJs included. Why? Because that's who is going to end up referring you business in the long run. I never stayed in the Bunn DJ Company booth for more than an hour of the four plus hour stretch. I was networking, doing my thing, being Joe. I highly suggest you do the same!

Now let's talk digital marketing. I am not going to Google the stats for how many people are using Instagram right now and how many brands are selling using Instagram right now because that's boring. But I can assure you, it's millions upon millions of people and dollars. Wouldn't you like to get a piece of that action? I would and so I use Instagram for a large part of our new marketing push. If you'll notice, a couple of months ago, our Instagram changed. I took it back over from one of my senior DJs. I was tired of having 5,000 followers and getting 15 likes on a blurry photograph or dark video of people dancing to "Shout". The likes and comments on our photos, said it all, they were garbage. So now, I use 95% professional grade photos on Instagram. They are all real, no stock stuff. They are all our shows, in other words, one of our DJs definitely rocked that event. I try and tag the vendors from the event and the photographer of course. The

other 5% of what we post comes from my guys. I've had two folks coming in during our monthly DJ meeting and train us on how to take better iPhone photos, and believe it or not, my guys have taken some sweet ones. My friend Kelly that helped me make our Instagram better summed it up best with this statement, "Joe, at the end of the day, Instagram is about pretty pictures". She is completely right. When I'm "flipping through the 'gram", I don't double tap (like) a photo or video unless it engages me, it has to be interesting or cool. So before you post an out of focus, too dark image of a bunch of randoms on the dance floor, rethink it. Maybe that shot is better suited for the Instagram story (you know, the Snapchat killer part of Instagram, in which those photos disappear after 24 hours). Save the photo you post to your feed for something really good.

Well that's about all the space and time I've got for wedding marketing right now, but like I mentioned before, my DVD has tons more information on all of the different things we have done and will continue to do to market our company. Good luck and let me know if you have any questions!