



WEDDINGSHOW247.COM
— YOUR 24/7 ONLINE WEDDING EXHIBITION —

Quarterly Review

October 2021

(for the period 1st July 2021 – 30st September 2021)

Executive Summary

As we begin to see organisations start to return to regular business following the Covid-19 pandemic, we are committed to our original purpose of providing a unique proposition sitting in a very specific space between both online and physical events. We are proud to bring together wedding suppliers and services in the industry by enabling a single community that showcases providers from across the globe and allows them to connect, network, engage and share their knowledge.

Over the summer, we have focused more on social media posts and increasing our following across all accounts which as you will have seen it has increased greatly from the figures. We are looking into developing an events page and jobs board in the coming months so members can share job roles and events that you are holding or attending.

Our 'Coffee chat in 15' series is proving popular with members and visitors on the community platform. If you haven't recorded your coffee chat, then please contact Katie who will arrange this.

Finally, we are eager to develop relationships with all community members to ensure you are getting the most out of the platform. It would be great to arrange a time with you to discuss the development of the platform and to hear your feedback. To arrange a time please contact katie.bateman@franchiseshow247.com

Thank you again for your continued support, we love having you as part of our community.

A handwritten signature in black ink that reads "Bob Rehill". The signature is fluid and cursive, with the first letters of "Bob" and "Rehill" being significantly larger and more stylized than the rest of the letters.

FOUNDER & CHIEF INNOVATOR

Our objective:

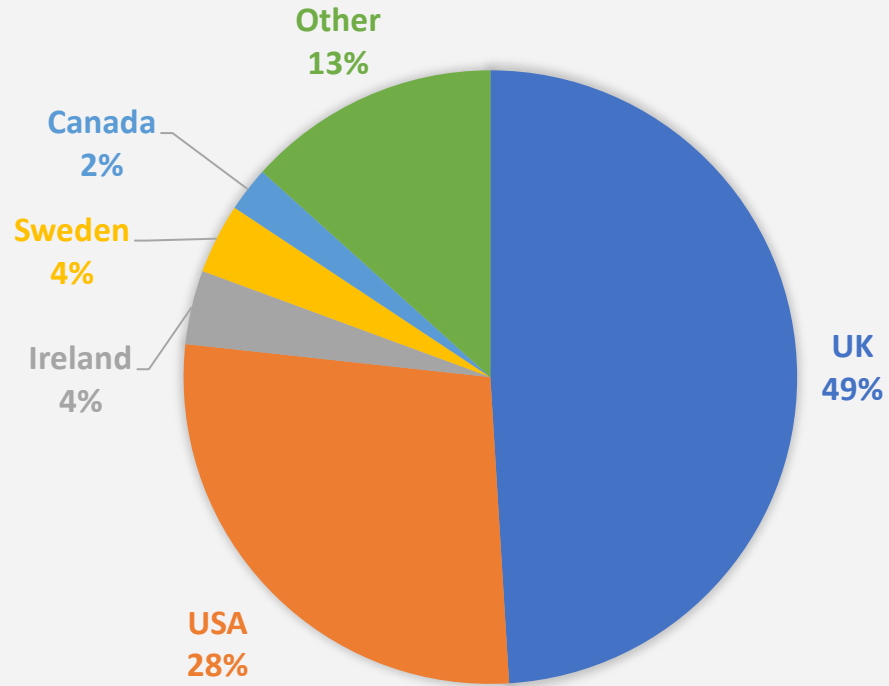
- 1. To drive awareness to the WeddingShow247 platform**
- 2. To drive traffic to the WeddingShow247 platform through organic and paid social marketing**
- 3. Continue to grow the WeddingShow247 community**
- 4. To gather feedback from our community members on the platform for future development**

Dashboard July-September 2021

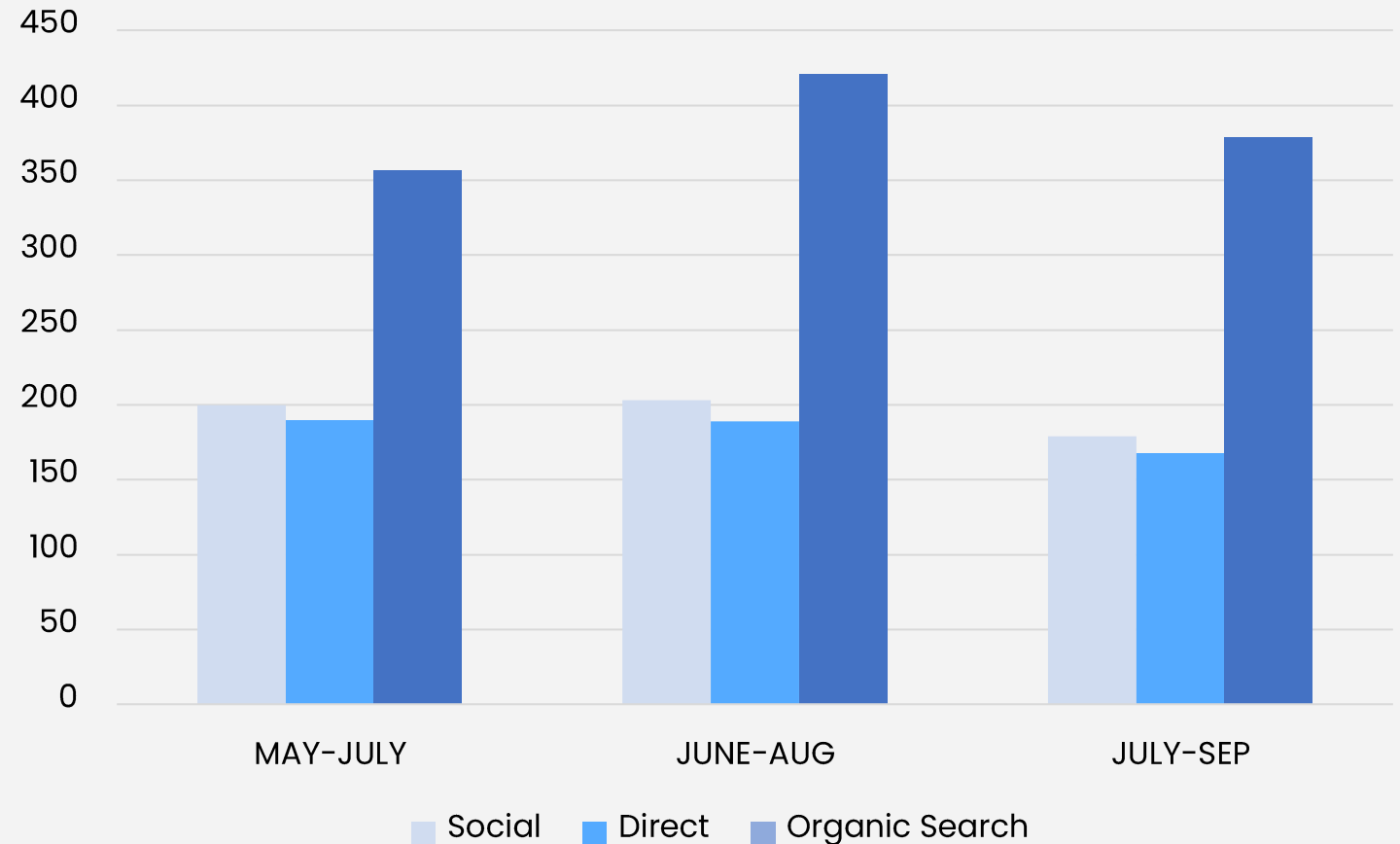
Total Page Views (Jul-Sep)

2,380

Visitor Location Overview



Acquisition Overview



Total Followers

Platform	Followers
LinkedIn	384
Twitter	287
Instagram	1,032

Planned Activities

As part of continuing to grow the WeddingShow247 community, we have the following activities planned during the next three months:

1. Continuation of social media marketing through LinkedIn, Instagram, Facebook and Twitter, plus working on Google SEO.
2. Build more upon our monthly newsletters to ensure great content is being sent to existing exhibitors and explore ways of increasing the numbers signed up via the website.
3. Blogs and seminar room are elements that create awareness to exhibitors and community platform, so we continue to encourage exhibitors to share content.
4. Develop our new events and job boards on the platform which showcases roles and events in the wedding industry.



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