



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

Quarterly Review

January 2022

(for the period 1st October 2021 – 30st December 2021)

Executive Summary

Happy New Year!!

What a year 2021 was! We are now in 2022 and WeddingShow247 has some exciting new features to the platform. We have listened and following your feedback, we are updating the enquiry area on your virtual space. This month, your enquiry form is being replaced with your contact details, so instead of visitors getting in touch with you via the form, they will be able to contact you via phone, email, website link, and social media. To get this set up, please could you add your enquiry contact details to your Client Profile to ensure that everything is in place for when this new feature is live on the platform.

We now have a podcast, which is a fantastic feature for visitors and exhibitors to have as part of their package. All our coffee chat series are on the podcast too and if you have not recorded a coffee chat, contact Katie Bateman to arrange. Another development to the community platform to create exposure and brand awareness.

We are proud to bring together the wedding suppliers and services, along with advice and support 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.

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 about the development of the platform and to hear your feedback. To arrange a time please contact katie.bateman@weddingshow247.com

Thank you again for your continued support, we love having you as part of our community and look forward to what we can do in 2022 together.



FOUNDER & CHIEF INNOVATOR

Our objective:

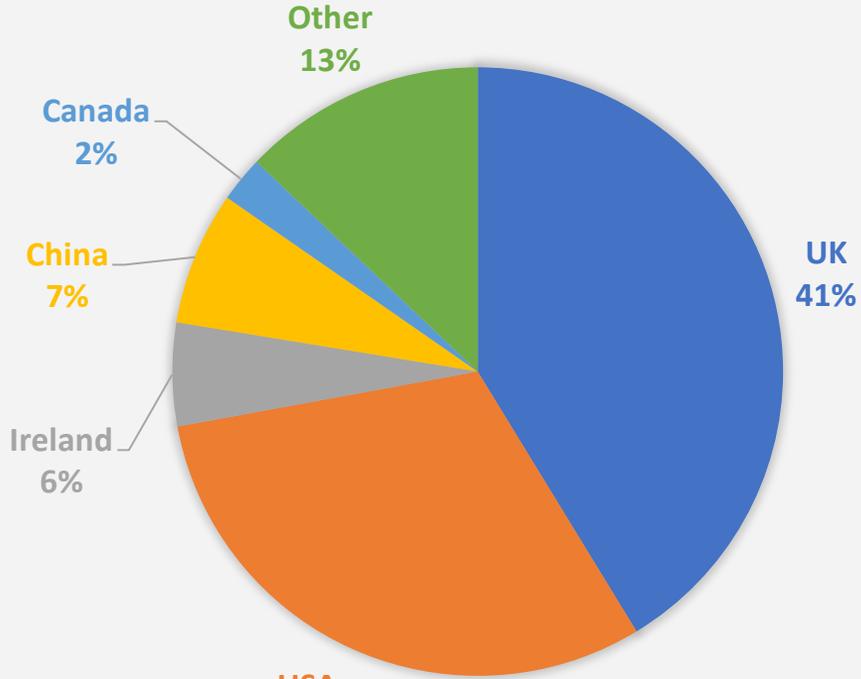
- 1. To drive awareness to the WeddingShow247 platform**
- 2. To drive traffic to the WeddingShow247 platform through organic and paid social marketing**
- 3. Continue to grow the WeddingShow247 community**
- 4. To gather feedback from our community members on the platform for future development**

Dashboard Oct-Dec 2021

Total Page Views (Oct-Dec)

2,403

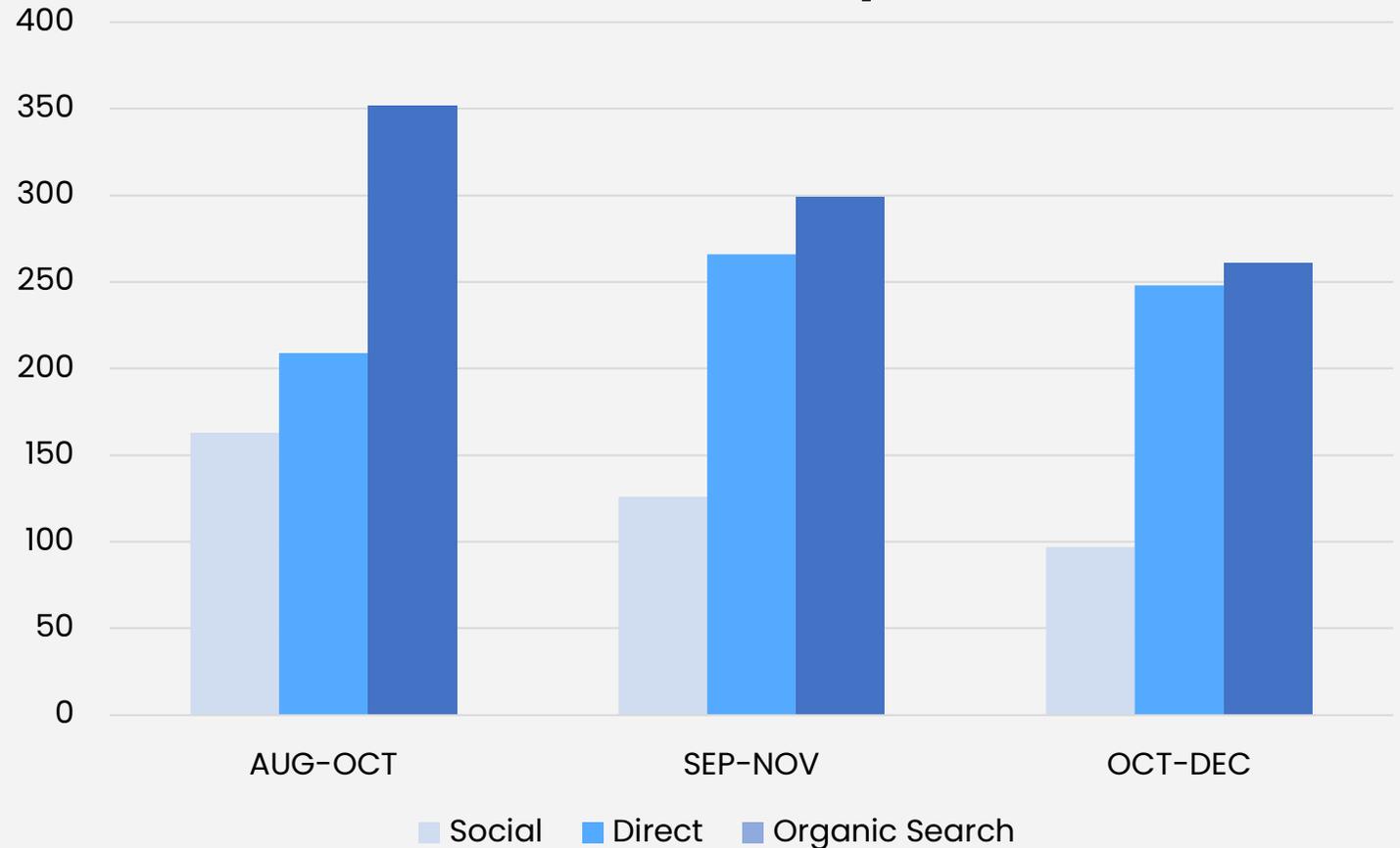
Visitor Location Overview



Total Followers

Platform	Followers
LinkedIn	422
Twitter	332
Instagram	1,429

Acquisition Overview



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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