Ever After
MARKETING

FREE GUIDE FOR WEDDING PROFESSIONALS

Facebook & Instagram Ads Starter Guide for Wedding Vendors

A simple plan for your first ad campaign: what to set up first, who to reach, what to run, and how to tell whether it's working.

DJs · Photographers · Videographers · Planners · Venues

BEFORE YOU SPEND

Get these ready first

Ads send couples to whatever you already have. If your profile, offer or follow-up isn't ready, ads mostly buy you expensive clicks.

1. Your foundation

Check before launching

- [ ] Your Instagram and Facebook pages show recent, real work and a clear bio.
- [ ] Your website loads fast on a phone and has a simple inquiry form.
- [ ] The Meta Pixel is installed on your website, so Meta can track inquiries.
  Many website builders have a built-in setting or plugin for this.
- [ ] You know your starting price, or the range most couples pay.
- [ ] You can reply to new leads within a few hours, ideally sooner.

2. Your offer

Give couples a reason to reach out now

- [ ] Lead with something specific: open dates for next season, a free consultation, or a free planning guide.
- [ ] Show what makes you different in a single line.
- [ ] Use one clear call to action, such as Check availability or Get a quote.

3. Your budget

Start small and steady

- [ ] Pick a daily budget you can leave running for at least 2 weeks.
  Many small vendors start somewhere around $10 to $20 a day. Shorter tests rarely give you enough data.
- [ ] Decide what a lead is worth to you: if 1 in 5 leads books, and a booking is worth $2,000, each lead is worth about $400.

SETTING UP

Your first campaign

4. Campaign choices

In Meta Ads Manager

- [ ] Objective: Leads. Use an Instant Form so couples can inquire without leaving the app.
  If you'd rather send them to your website, choose Leads with your website as the destination.
- [ ] Form questions: name, email, phone, wedding date, venue or city. Keep it short.
- [ ] Add a question that filters fit, such as estimated budget or guest count.

5. Who you reach

Start broad

- [ ] Location: the areas where your couples get married, not only where you live.
- [ ] Age: set a range that matches your typical couples.
- [ ] Let Meta's broad or automatic audience options do most of the targeting at first.
  Meta has removed many detailed targeting options over time, and broad audiences often perform well for local services.

6. What you run

Your creative matters most

- [ ] Make 3 versions to test: a Reel of real work, a carousel of one wedding, and a review graphic.
- [ ] Hook couples in the first 2 seconds with your best moment or a question.
- [ ] Write a short headline that says what you do and where.
- [ ] Use real work only, no stock images.

7. Follow up

Where most ad leads are won or lost

- [ ] Reply to every lead within an hour if you can, by text and email.
- [ ] Use the inquiry reply templates from our free resources to save time.
- [ ] Follow up twice more over the next week if you don't hear back.

MEASURING

Know what's working

What to track

Weekly

- [ ] Cost per lead.
- [ ] How many leads you talked to.
- [ ] How many booked, and their total value.
- [ ] Which ad version brought the leads that booked.

When to change things

Be patient

- [ ] Give a new campaign about a week before judging it.
- [ ] Change one thing at a time, such as the ad image or the offer.
- [ ] Turn off ad versions that get clicks but no leads.
- [ ] Put more budget behind what books, not just what's cheap.

Meta changes Ads Manager often. If a setting has moved or been renamed, search Meta Business Help Center for the latest steps.

Want us to run your ads?

Ever After Marketing plans, builds and manages Facebook and Instagram ads for wedding professionals, from targeting to follow-up. Book a free discovery call to talk it through.

Book a call everaftermarketing.com/contact-us **Email** Odelinmarketing@gmail.com **Phone** 786-630-0251

About Ever After Marketing. Founded by Odelin, who holds a Master's degree in Marketing from Florida International University, Ever After Marketing helps DJs, photographers, videographers, planners and venues build marketing as considered as the weddings they create. We work with vendors remotely.