

Ever After

MARKETING

FREE KIT FOR WEDDING PROFESSIONALS

The Wedding Vendor Review Request Kit

When to ask, exactly what to send, and how to reply to every review, so more happy couples actually leave one.

Text

Email

Thank-you card

Review replies

TIMING

Ask while the feeling is fresh

Most happy couples are glad to leave a review. They just forget, or don't know where to go. A clear ask at the right moment, with a direct link, fixes both.

1

Ask soon after a high point: the day after the wedding, or the day you deliver photos or video.

2

Send your direct review link so it takes one tap, not a search.

3

Follow up once, about a week later. Then let it go.

The rules

Keep your reviews safe

- ☐ Ask every couple, not only the ones you expect to be happy.
- ☐ Never offer a discount, gift or entry into a giveaway for a review.
Google's policies don't allow incentivized reviews or only asking happy customers. Breaking them can get reviews removed.
- ☐ Don't write reviews for couples, or have friends, family or staff post them.
- ☐ It's fine to suggest what to mention (like the dance floor or the timeline), as long as the words are theirs.

Text message

Day after the wedding, or delivery day

Hi **[Name]**! It was such an honor to be part of your day. If you have two minutes, a Google review would mean the world to us and helps other couples find us: **[review link]**. Thank you!

Email

Same timing, when you have their email

Subject: A small favor from **[Business name]**

Hi **[Name]** and **[Name]**,

Thank you again for letting us be part of your wedding. **[One specific memory, e.g. 'Your grandparents on the dance floor during the last song was a highlight of our season.']**

If you have a couple of minutes, we'd be so grateful for a Google review. It helps couples planning their own weddings decide who to trust.

Leave a review: **[review link]**

If you're not sure what to say, you could mention **[suggestion 1]** or **[suggestion 2]**, whatever stood out to you.

With love,
[Your name]

Gentle follow-up

About a week later, only once

Hi **[Name]**, hope married life is treating you well! Just a quick reminder in case it slipped through: here's the review link if you have a minute: **[review link]**. No pressure at all, and thank you either way.

Thank-you card or delivery note

Printed with a QR code to your review link

Thank you for trusting us with your day. If we made it a little easier or a lot more fun, we'd love to hear about it. Scan to leave a review.

Ask in person

At the end of the night or a final meeting

"It means so much that you trusted us with this. I'll send you a quick link in the next day or so. If you're happy with how everything went, a short review would really help us."

Reply to every one, briefly and specifically

Couples read your replies too. A warm, specific reply to a good review and a calm one to a bad review both build trust.

Reply to a positive review

Use their names and one real detail

Thank you so much, [Name] and [Name]! [Specific detail, e.g. 'Your sparkler exit at the barn is one of our favorite moments of the year.'] We're so glad we got to be part of your day, and congratulations again!

Reply to a negative or mixed review

Stay calm, take it offline

Thank you for sharing this, [Name]. We're sorry [the part of the experience they mention] didn't meet your expectations. That isn't the experience we want any couple to have. We'd like to understand what happened and make it right, so please reach out to us at [email or phone].

Keep it short, don't argue details in public, and never share private information about the couple.

Want a review plan that runs itself?

Ever After Marketing builds review requests into your workflow, from timing to templates to your Google profile, so reviews keep coming in. 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.