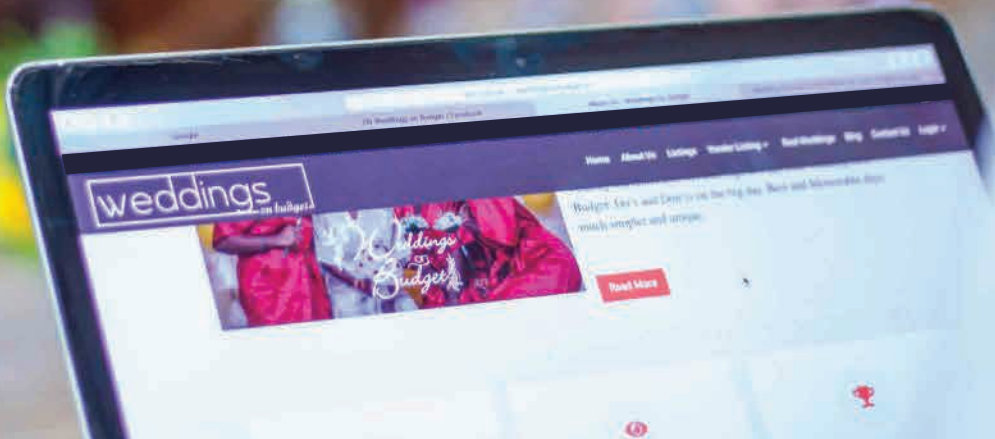


# weddings *on budget*

Wedding Online Platform



# Hi.

We are so grateful that you have taken the time to consider partnering with **Weddingsonbudget** to serve you. While we are proud of our work and the results we will help you achieve, It is the relationships we build that will endure. We look forward to working closely with you and your team.



Quaku Mawuli  
**Founder**





**Our vision** is to connect engaged couples with local wedding professionals in a simpler and unique approach here in Ghana and beyond.

 weddingsonbudget.biz       weddingsonbudget

 weddingsonbudget\_       weddingsonbudget

 weddingsonbudgt       weddingsonbudget

**Our mission** is to build a stress-free digital wedding platform where wedding needs are easily met and vendors are profiled for good returns.



# pARTNERS

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Wedding Vendors  
Event Centre/Suppliers  
Hotels or Tour Destinations  
Financial Institutions  
Insurance Companies

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## Business Objective

Our goal is to provide a platform for

- Good exposure in the wedding space for partner's social media networks

**WEBSITE LISTING**  
**FACEBOOK**  
**INSTAGRAM**  
**YOUTUBE**  
**SEO**

- Connecting Vendors to a global market.
- Growing local vendors in locations closer to clients.
- Stress-free wedding planning with reasonable budgets.





## sTANDARDS

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We serve clients of all sizes. However, we are particularly well suited to help clients of this type:

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### **ESTABLISHED BUSINESS**

Our services are aimed at established businesses who are already profitable. We are not well-suited for most start-ups.

### **RESULTS-DRIVEN / GOAL-ORIENTED**

We tend to work best with brands who are results-driven and are interested in setting real goals and meeting objectives.

### **SKEPTICAL BUT WILLING**

Most of our clients have already worked with other directories who have underperformed. This creates a “healthy skepticism”. We thrive on this ... as long as it hasn’t killed your faith completely.

### **AGGRESSIVE GOALS**

The more aggressive you are with your goals, the more excited we get. It’s fun for us to work with brands that want to dominate their market.



## ONLINE PRESENCE

Vendor should have atleast two social media accounts especially **Facebook** business page and **Instagram** business handle. Tiktok, Youtube and GMB ( Google My Business) are optional.

## REVIEWS

Online history in dealing with clients is very important to us. Background study on a partner's credibility is conducted to assure our clients of how safe our environment is.

## PRICING

Except it's a promo that last for a short period, below the belt price rates are not approved on our platforms. It either affects other vendor's pricing or leads to potential scam issues since vendor would not be able to deliver the best work whilst making considerations.

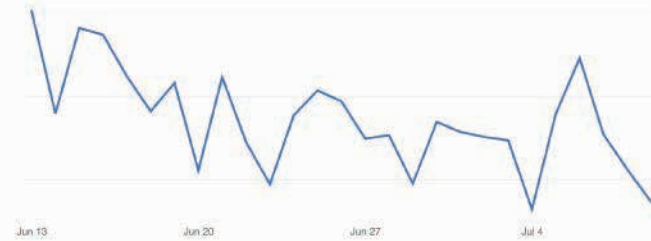


# 134k weddings on budget

Our **facebook group** has the greatest audience of all our platforms currently with over **134,000** members  
 Monthly posts and comments amount to **10,000** with over **900,000** Views all in one month

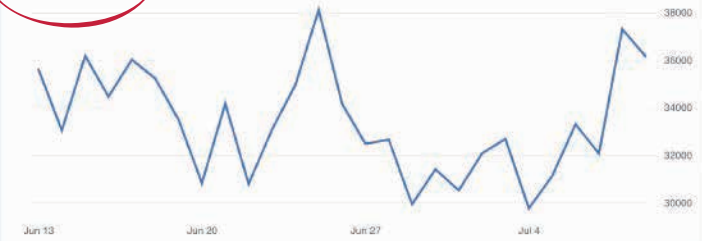
10,060 Posted & Commented

↑ 19.64% vs. Jun 12, 2021  
 Jul 9, 2021



901,565 Viewed

↑ 6.01% vs. Jun 12, 2021  
 Jul 9, 2021



## Top Countries

Ghana	77,121
Nigeria	4,068
United States	1,585
United Kingdom	978
South Africa	864
Kenya	621
Zambia	571
Sierra Leone	390
Cameroon	366
Philippines	322

## Top Cities

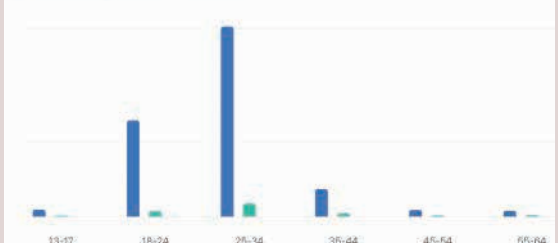
Accra, Ghana	35,325
Kumasi, Ghana	12,632
Takoradi, Ghana	3,308
Tema, Ghana	2,625
Cape Coast, Ghana	1,568
Koforidua, Ghana	1,319
Tamale, Ghana	1,120
Sunyani, Ghana	1,054
Obuasi, Ghana	896
Ho, Ghana	787

This is a breakdown of members from different countries, cities in Ghana, age and gender percentage dominating our platforms.

## Age and Gender

Jun 13, 2021 - Jul 10, 2021

● 93% Female ● 7% Male ● 0% Custom

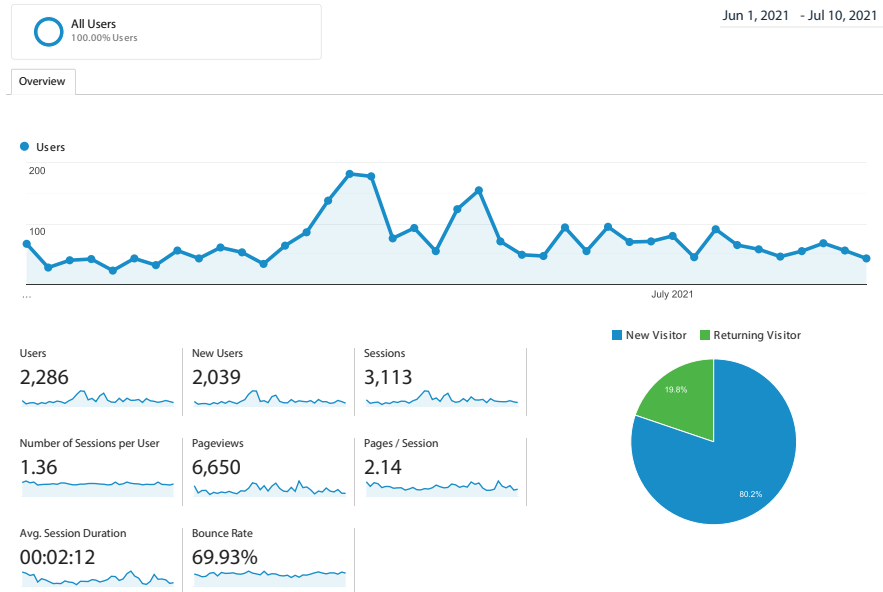




Our website has a returning 2000 users and we have couples messaging us for leads.

Our least Monthly views on the website is 5000

## Audience Overview



With over 600 vendor listings, our website is one of the most visited wedding directories in the country. And this explains the fact that we have a lot of attention and attraction in the space of weddings in Ghana.





5K



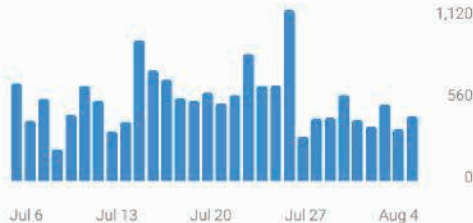
weddingsonbudget\_

YOUR TOOLS AND RESOURCES

## Professional Dashboard

### Track Your Performance

You reached 4,469 accounts in the last 30 days.



See All Insights

### Grow Your Business

Promotions

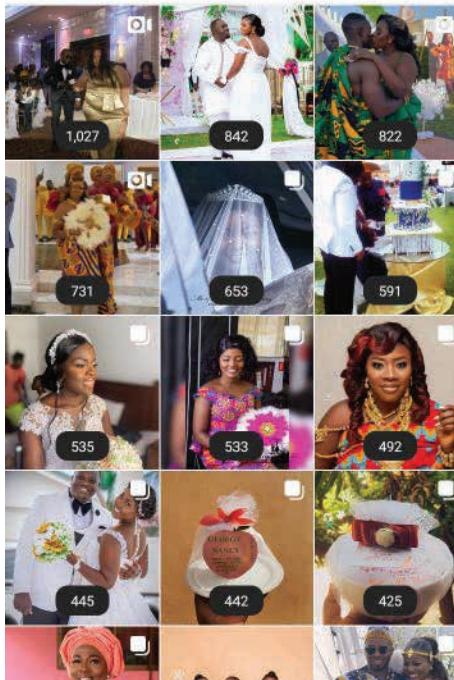
Branded Content Approvals

### Posts

Any

Impressions

Last 30 Days



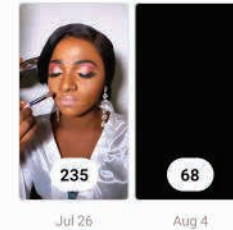
### Reach

Last 30 Days

Jul 5 - Aug 3

### Top Reels

Based on reach



### Impressions

44,307

### Profile Activity

vs Jun 5 - Jul 4

Profile Visits

1,300

Website Taps

28

44,307 Impressions monthly means post feeds/reels/stories reached these persons once or twice in the month.

# Overall Reach

It's more profitable and less expensive to partner and advertise on our platforms today, if weddings or traditional marriage is your target market.

**912,684**  
**Average Monthly  
Reach On Our  
Platforms**

When it comes to Community Led Growth, it's all about the branded online community. This differs from social networking communities in that there are more guidelines and requirements for joining. It's professional, as opposed to social.

Building a branded online community means the customer isn't left with just one avenue for information, i.e. via your website, but they can connect with other customers, members, employees, and collaborators.



- Vendor Matching
- Platform Hygiene & Monitoring
- Google Profile Optimisation
- Organic Follower Growth On All Social Media Platforms
- Free Feature On Our Social Media Handles
- Free Feature On Our Blog Stories
- Connect With Over 200 Wedding Vendors
- Good Leads To Potential Clients
- More Website Traffic



Our Roleplay

# Our Winning mentality for partners.

## **You have access to instant feedback on your services or products:**

Facilitating a conversation that allows for members to interact with each other, as well as the business, creates a place for customers to own their community.

- Watch in real-time as people ask each other 'Hey, is anyone else struggling with access to XYZ?'.
- Post a poll, and discover what people want to see in a service update.
- Announce new features and see in real-time how your target audience reacts to the updates.

## **Network! Network! Network!**

Everyone who's a part of the community is united by a shared interest. It's a place to meet like-minded people, form friendships, professional relationships, and learn from industry experts.

## **A loyal community is the best place to sell:**

Realistically, if you're talking to a stranger who has never heard of your product before, you'll need to do a lot more work to persuade them it's something they need. In contrast, if you're speaking with a customer who has already bought/booked a product or service in the community before and appreciates the value of what they got, they likely won't need too much convincing that an add-on or a new product is going to be worth their while.



### **Customers are the best brand advocates:**

Your community can serve as part of your marketing team too. They're more likely to shout you out to their peers. Plus, if a customer loves your product, they're often loyal and likely not chasing the competition.

So, if people are seeing the added value you've provided through establishing a community that offers all of the above features, they'll want to recommend it and, as a result, market your product on your behalf.

### **Vendor Collaborations:**

Collaboration for Cost Reduction - Collaboration can lead to a reduction in costs for both parties beyond the day-to-day traditional haggling.

Collaboration for Innovation - Developing innovative solutions to problems means working alongside vendors to support their efforts to improve the quality of products or services.

Collaborating for mutual value -

Working together with vendors to achieve improvements both in products and services will not only reduce costs today but will provide sustainable benefits in the future.

For example, better safety measures will reduce lost work-days and employee down-time and may even prevent reputational damage for both vendor and customer.

**Market to Advertise:** Identifying the needs of customers is quite different from announcing solutions for their needs. Though they work hand in hand, staying consistent in both activities is why we are here. Marketing and Advertising is a lifestyle in our space. It's an everyday life. It's our culture of promoting our creative works for monetary returns.



**Staying active as a participant:** Physical events have been a drive to connect growing trust in our community. We learn, make plans and have fun.



## Get in Touch

Get in Touch and let us know how we can help



### Customer Support

Call our 24-hour helpline.

Phone number: [+233 548 92 8865](tel:+233548928865)

Email Us: [info@weddingsonbudget.biz](mailto:info@weddingsonbudget.biz)

Contact Support team