



WEDDINGWIRE CASE STUDY

LEMON DROPS WEDDINGS & EVENTS

Enabling a husband-and-wife duo to pursue
their wedding planning passion full-time

BACKGROUND

Lemon Drops Weddings & Events is a “one-stop shop” for wedding planning, decor, florals, drapery, and more in St. Petersburg, Florida.

Melanie Eubanks has always loved entertaining, and her talent for planning events is well-known by friends, family, and neighbors. But what began as a skill enjoyed by the public relations professional in her spare time became further realized when she planned her niece’s wedding in 2013. Soon thereafter, Melanie founded Lemon Drops with the goal of turning event planning into more than just a passion project. Now she offers a wide range of services to both local and destination couples in the year-round Florida market.

Because Melanie and her husband Jim operate Lemon Drops part-time, the pair started out in 2014 with a very cost-conscious approach toward their marketing and advertising budgets. To start promoting the business, the Eubanks attended a few local bridal shows and paid for ads in local wedding magazines. When those channels didn’t yield meaningful results, the Eubanks shifted their focus to Lemon Drops’ online presence.

Melanie and Jim tried out paid search engine marketing strategies but only booked four weddings within their first year of operating Lemon Drops. Though they were discouraged by their minimal success, the Eubanks tentatively signed up to give WeddingWire a try when a friend and fellow event planner suggested a WeddingWire advertising placement.



CHALLENGES

- Because of the temperate weather in St. Petersburg, the Eubanks knew they could fill their calendar with destination weddings in the spring, fall, and winter months – but they also knew they’d need help during the slow season in the summer months. They wanted a sure-fire way to **reach more couples in their area throughout the year.**
- Melanie and Jim continued to work full-time after they launched Lemon Drops part-time, so identifying an advertising partner that drove leads 24/7 was vital. Their experiences with more traditional media like bridal shows and magazine spots did not prove fruitful, so they needed a new solution that would help them **generate as many leads as possible to make them more likely to convert into paying clients.**
- Since they were new to the wedding industry, the Eubanks were interested in finding a client management platform to keep track of inquiries and appointments, manage client invoices and contracts, and accept payments. They didn’t have the budget for an expensive software platform, so they needed **a simple solution to access all their client information in one place.**

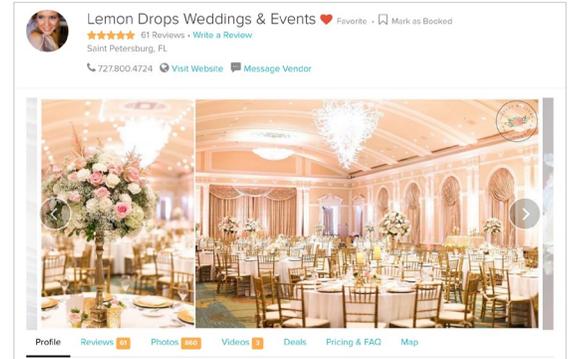


SOLUTIONS

After reviewing Lemon Drops Weddings & Events’ goals, WeddingWire helped the Eubanks secure a Featured listing that granted them guaranteed advertising placement and access to other Premium member benefits, including easy-to-use client and review management tools.

CUSTOM STOREFRONT

In addition to priority advertising placement on desktop and mobile devices, the Lemon Drops team received a customizable Storefront on WeddingWire to showcase their photos, client reviews, videos, and FAQs. Shortly after creating their Storefront, the Eubanks began receiving positive feedback from potential clients who referenced specific images of their work from past weddings seen on WeddingWire.



PREMIUM BENEFITS

Premium membership also gave Lemon Drops access to a dedicated Customer Success Manager to help the Eubanks take advantage of all available features, including the easy-to-use invoicing, contract, and payment tools. Plus, access to educational resources and monthly webinars available exclusively for Premium members helped inform the Eubanks about best practices for pricing strategy, sales tactics, and more.

REVIEW MANAGEMENT

Melanie began using WeddingWire’s Review Collector tool to collect new reviews and remind past clients to write a review for Lemon Drops on their WeddingWire Storefront. According to Melanie, reviews are a huge draw for the couples she works with – she estimates that 40% of their leads mention their positive WeddingWire reviews as a factor in deciding to contact Lemon Drops.

ACCOUNT ANALYTICS

To track their monthly Storefront performance compared to other wedding planners in the Tampa area, Melanie and Jim started using WeddingWire’s Account Analytics. In addition to tracking monthly Storefront visits, website clicks, and reviews collected, the Eubanks were able to track leads by source, showing that 59% of their total leads in the past year were attributable to WeddingWire’s Quick Leads feature.



“I can’t believe people would pay for WeddingWire and not take advantage of everything Premium membership offers. The contract system is amazing – my assistant can write up the contracts and amendments, and it frees up a lot of time for me to do other things.”

– Melanie Eubanks, Owner



RESULTS

Over the past year, Lemon Drops Weddings & Events has driven very impressive results with its WeddingWire Featured listing. In fact, its traffic and engagement metrics rival those of our most exclusive, top-level Spotlight listing – and its results include:

BROADER REACH

A WeddingWire Featured listing dramatically increased Lemon Drops' online reach. Previously, when Melanie had been focused on bridal shows, the business saw a small bump in web activity in the days around the show. Now with a first page placement accessible 24/7, Lemon Drops sees meaningful activity on its Storefront year-round. Melanie and Jim quickly started receiving more inquiries after they upgraded, and now most couples who contact them say they discovered Lemon Drops on WeddingWire.

8X MORE BOOKINGS

In its first year, Lemon Drops Weddings & Events booked only four weddings. With 16 weddings booked so far in 2016 and even more in conversations for the busy winter season, Lemon Drops is on pace to book over 30 weddings this year. Now that they've reached their third year in business, the Eubanks have achieved over 8 times as many bookings as they secured in 2014. Their goal for 2017 is to transition from wedding planning part-time to full-time so they can focus on Lemon Drops as their sole source of income.

REAL WEDDING FEATURES

Lemon Drops Weddings & Events has been featured in two WeddingWire real weddings, which the Eubanks have described as an unexpected perk that legitimizes their reputation among potential clients who are researching their business. Melanie and Jim love the fact that their designs are featured on a well-known wedding site, since real wedding inspiration provides another, more organic way for engaged couples to discover Lemon Drops and learn more about about their high-quality work with past clients.

GROWTH AND EXPANSION

While Melanie and Jim opened Lemon Drops by themselves, since upgrading their WeddingWire listing they've been able to hire five more coordinators, designers, and production assistants. In addition to growing their staff, the Eubanks are working on a partnership with a local hotel that will enable them to have a showroom in the lobby for clients interested in getting married at the venue. Without the success they've experienced with WeddingWire, this level of expansion would not have been possible.



"Every wedding, every year, every contract we write we get a little more confident and a little better. Working with WeddingWire has been an amazing experience."

– Melanie Eubanks, Owner

WeddingWire helps wedding professionals reach more couples, book more weddings, and grow their business. [Get in touch today](#) to find out how a Premium membership can work for you.

Elaine K Garland Photography

