

# Following Up With Brides - High Tech & Low Tech

by Andy Ebon - The Wedding Marketing Authority



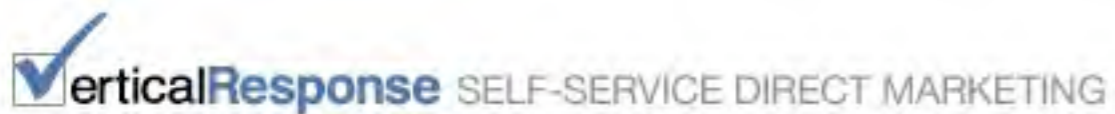
<http://www.LasVegasWeddingNetwork.org/followup>



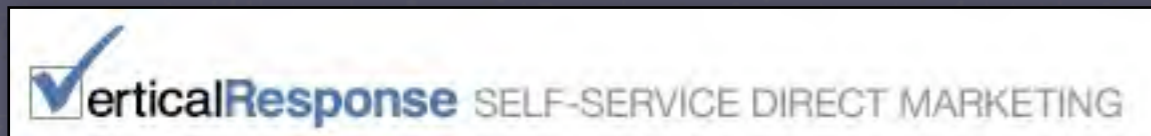
# Five Principles

- Name recognition
- Multiples contact with the bride
- Use multiple methods and media
- Have a call-to-action (showcase or offer)
- Don't let time slip away

# Send follow email(s)



# Postcards

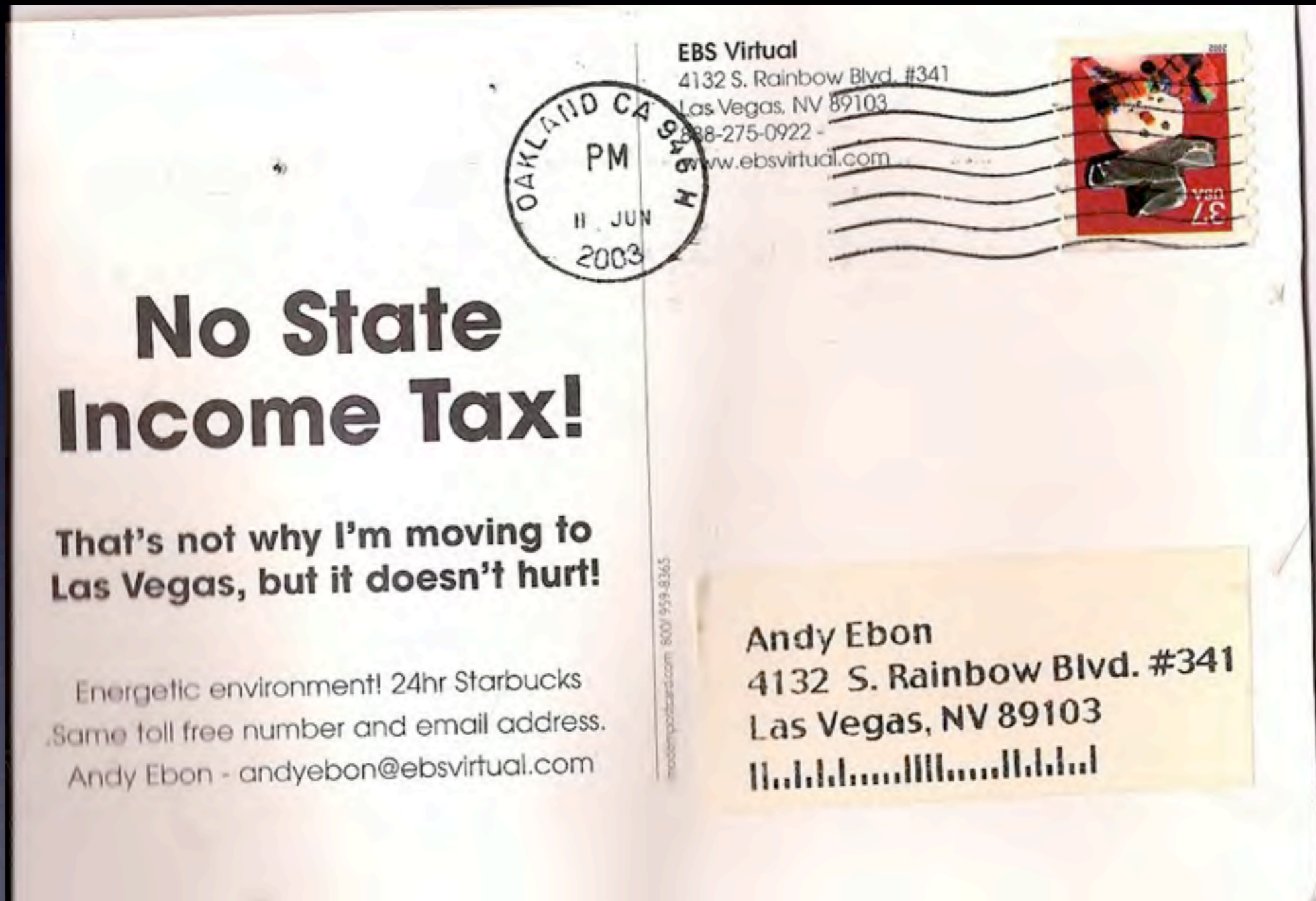


# Another Example



Andy Ebon is on a roll...

# The Mailing Side



# Repetition



# Questions

