

WEDDING PLANNING NICHE REPORT



NicheHacks
NICHE DOMINATION SHORTCUTS

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WEDDING PLANNING NICHE REPORT

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WEDDING PLANNING: NICHE OVERVIEW

Like each time I assess a hot niche market and 'hack' it wide open so you can make money from it.

To those of us in the wedding industry, hiring a planner to help with a wedding seems to be common knowledge. It's only when discussing the topic with family and friends that I realize people sometimes don't fully grasp the importance of one.

Haven't we all heard a story or two where something didn't go right at a wedding? It happens all the time no matter who is in charge, but the key is how those problems are managed.

When a planner is not involved, is there someone designated to solve the issue of the caterer setting up in the wrong area? Who is making sure the gifts and cards are being accounted for? Or how about someone to find the cake knife and server when they disappear just minutes before its time to cut the cake? Most of the time the answer is no. Friends and family are left scrambling to solve these mishaps while also trying to enjoy the wedding as guests.

Almost every couple these days is working within a budget, but everyone seems to think they can save on costs by "doing it themselves." So they will invest in a great photographer to

capture the moments and details, a floral designer is hired to make everything look pretty and money is spent on linens, favors and a dessert bar. However, when it comes to getting a professional wedding coordinator to pull together all those details, often times couples decide to skimp on that. A slew of money is spent in planning, but come wedding day, the execution of everything is pawned off on an aunt, family friend, catering manager, or bridesmaid.

INTRODUCTION

A wedding planner is a professional who assists with the design, planning and management of a client's wedding. Weddings are significant events in people's lives and as such, couples are often willing to spend considerable amount of money to ensure that their weddings are well-organized. Wedding planners are often used by couples who work long hours and have little spare time available for sourcing and managing wedding venues and wedding suppliers.

Professional wedding planners are based worldwide but the industry is the largest in the USA, western Europe and China. Various wedding planning courses are available to those who wish to pursue the career.

Planners are also popular with couples planning a destination wedding, where the documentation and paperwork can be complicated. Any country where a wedding is held requires different procedures depending on the nationality of each the bride and the groom. For instance, US citizens marrying in Italy require a Nulla Osta (affidavit sworn in front of the US consulate in Italy), plus an Atto Notorio (sworn in front of the Italian consulate in the US or at a court in Italy), and legalization of the above. Some countries instead have agreements and the couple can get their No Impediment forms from their local registrar and have it translated by the consulate in the country of the wedding. A local wedding planner can take care of the different procedures.

SOURCE: [WIKIPEDIA](#)

MARKET SIZE & WORTH

- 1.5% annual growth
- Total revenue \$1bn
- 91% register for gifts, generating \$19 billion in gift registry spending annually
- 13492 employments in the US in the industry.
- 12602 Businesses in US.
- Almost \$30,000 of spending at the average wedding, bridal customers represent one of the most coveted market segments in the retail industry.
- Over 2.4 million couples get married each year
- \$70 billion wedding industry create a unique and lucrative market opportunity
- Retail clients experienced increases of 40%-60% in spending on registries in the pilot and over half of the stores raised their donation rates.

Source: [IBISWorld](#) and [Ido](#)

DEMOGRAPHICS:

- Average Bride's Age: 29
- Average Groom's Age: 31
- Average Number of Guests: 141
- Most Popular Engagement Month: December (16%)
- Per wedding income \$3,262
- Popular Wedding Colors: Blue (33%), Purple (26%), Green (23%), Metallics (23%)

Source: [xo group](#), [Business Wire](#)

NICHE DEMAND

Wedding	📈	368,000
Wedding Planner	📈	110,000
Wedding Planning	📈	40,500
Wedding ceremony	📈	18,100
Wedding Service	📈	1,000
Marriage Planning	📈	480

The table above shows the monthly searches on Google for this niche.

Combined they add up to over 538080 searches a month and that's not including the thousands of long tail keywords that we haven't covered.

This is a huge niche with a lot of demand.

Common Google Searches

Here's what people are searching on Google for...

Searches related to Wedding planning

wedding planning **list**

wedding **budget**

wedding planning **checklist**

wedding planning **tips**

wedding planning **guide**

wedding planning **on a budget**

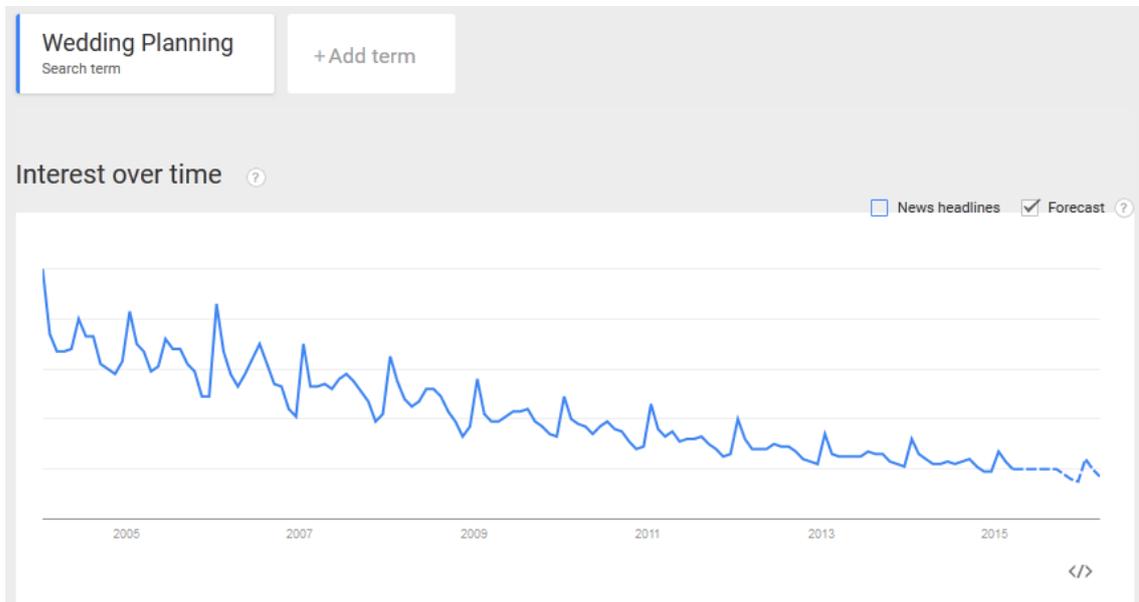
wedding **ideas**

wedding planning **timeline**

As you can see people are searching for everything from **wedding planning** in the niche.

This shows just how passionate this audience is about the niche.

NICHE GROWTH & MONTHLY SEARCHES



Whilst this niche is not growing it is relatively stable as it's a mature market. The fact is this niche is evergreen so even though there's not so much demand for it now as there was in the past there will ALWAYS be people who need and want a wedding. And evergreen markets like this make it easy to get involved with as all the work has been done, it's easy to find research, products, customers and more

SUB-NICHES TO EXPLORE

- Wedding Planner
- Wedding Planning tips
- Wedding Service
- Wedding Business
- Wedding Business Prospects
- Wedding Planning Guide
- Marriage Planning
- Marriage arrangement business

May also be interested:

- Relationship advice (how to be a good husband / wife)
- Baby advice / pregnancy advice (may want to have children next)
- Personal Finances to fund the wedding
- Honeymoon planning
- Ideal Marriage live

MOST POPULAR CONTENT

Use the ideas here to create similar content for your site.

Most Popular Content	Shares
<u>16 Apps and Gadgets for Wedding Planning</u>	2300
<u>10 Ways to IKEA Your Wedding</u>	3100
<u>49% of Brides Would Skype Their Wedding</u>	2000
<u>Startup Turns to Newlyweds for Online Wedding Inspiration</u>	1100
<u>From Posterboard to Pinterest: How Tech Has Changed Wedding Planning</u>	1400

As you can see people excited and motivated to share content such as Wedding Planning and Wedding Service in this niche.

INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
David Tutera	@DavidTutera	141148
Colin Cowie Weddings	@ColinWeddings	13764
Preston Bailey	@prestonrbailey	43599
Mindy Weiss	@MindyWeiss	95893
Diann Valentine	@diannvalentine	20196

These are the 5 most influential people in the market niche on Wedding Planning.

Network with them. Highlight or feature them in your content. Interview them. Use them to do research.

These people are NOT your enemy, but instead potential partners who can send you traffic and work with you.

AFFILIATE PRODUCTS:

The types of items you can market to Wedding Planning Niche is apparent when you look at the offerings online. People are looking for floral services, Designing of printed materials, Rental of décor, linens, table, chairs, tents, honeymoon planning, making travel arrangements for out-of-town guests, rehearsal dinner planning etc.

Products on Amazon:

Amazon has over 18285 products listed, ranging from just from a few to hundred dollars.

1-16 of 18,285 results for "**Wedding Planning**"

Best Selling Products On Amazon:

Product	Avg/Price	Reviews	Rating
The Knot Ultimate Wedding Lookbook: More Than 1,000 Cakes, Centerpieces, Bouquets, Dresses, Decorations, and Ideas for the Perfect Day	\$31	58	4.6
Emily Post's Wedding Etiquette, 6e	\$21	27	4.6
The Everything Groom Book: A survival guide for men!	\$8	18	4.2
The Wedding A to Z: Everything You Need to Know ... and Stuff You Never Thought to Ask	\$12.62	28	4.8
The Wedding Book: The Big Book for Your Big Day	\$15.23	219	4.7

There will always be newer and better products which means buying the latest and greatest gadgets, books, apps, and systems that will generate sales as well as repeat sales for you.

Clickbank:

There are over a number of products related to the topic on CB. Incorporate these items from Clickbank to maximize profits.

Product	Price	Commission	Gravity
Wise Wedding Planning: The Perfect Theme Wedding At Any Price	\$33.90	75%	0.03
Create Your Own Wedding Flowers.	\$8.27	60%	0.52
The Wedding Mc: A Guide To Success.	\$9.72	50%	0.29
Start A Wedding Decorations Business	\$14.24	60%	0.84
The Beginner's Guide To Wedding Flowers	\$12.02	45%	0.58

Most Clickbank products offer 45-75% commission meaning generous payouts.

Retailers on ShareASale.com

There are over 504 merchants on ShareASale selling items related to Wedding Planning

Products	30
Merchants	504

Most Popular:

Merchant	Commission	Cookie Length
C&R Unique Ornaments, Inc www.weddingsparklerstore.	5-8%	60 days
Weddingstar, Inc.	12%	90 days
Kennedy Blue	5%	90 days
Simple.com LLC - Wedding Planning & Websites	20%	60 Days

CPA & Other Offers

Offer	Commission or Payout	Cookie	Type	Network
Wedding Planning On A Budget	70%	180 Days	Revshare	ClickBank
The Simply Organized Bride Wedding Planning Guide.	50%	330 Days	Revshare	ClickBank
iDo Wedding Couple Edition - (Product Key)	\$10.49	330 Days	CPS	Plimus
Bridal Shower Plans.	50%	330 Days	Revshare	ClickBank
Wedding Ceremonies Book And Wedding Planning Book Affiliates	40%	330 Days	Revshare	ClickBank
Wise Wedding Planning: The Perfect Theme Wedding At Any Price	75%	330 Days	Revshare	ClickBank
Wedding Planning On A Budget	75%	330 Days	Revshare	ClickBank

BLOGS, FORUMS AND SOCIAL MEDIA:

Use these forums, blogs and social media groups to get content ideas, network, drive traffic and inspiration.

Top Wedding Planning Blogs:

Blog	Social Media	Email List
Style Me Pretty	No	No
Ruffled	No	Yes
Rock n Roll Bride	No	Yes
Green Wedding Shoes	No	No
The Broke Ass Bride	No	Yes

Use these blogs for content ideas, networking opportunities, guest posting, traffic and more.

Craft Beer Forums

Forum	Members	Posts
Bridal Tweet	19000	10000
UKBride	490555	-
Event Planning Forum	3122	-
Planners Lounge	Unknown	Unknown

These are some of the top forums catering to Wedding

Planning.

The membership numbers clearly show how simple it can be for you to discover and help solve issues for your audience and traffic to your site can start pouring in.

Social Media

Facebook has tens of 1000's of people interested in Wedding Planning. It's a great place to network, advertise, get traffic, meet others in the niche and more.

Facebook Most Popular Pages

Page	# of Likes
Algarve Wedding Planners	2978
Montana Bride, Inc	5563
Bridal Dream Hawaii	14871
WEDDING CONCEPTS	18722
ModernWedding	16060880

Facebook Most Popular Groups

Group	Members
Newfoundland Brides - Local Wedding Planning	3139
Wedding Planning Corner	2058
Jewel Wedding Planning Networking	2540
Jamaica Wedding Planning & Decor Ideas	2359

Most Popular Youtube Channels

Channel	Video #	Subscribers
Sarah Haywood Weddings	4	2331
Rosie The Wedding Planner	35	258
DIY Wedding Planner	2	674

Popular Reddit Groups

Group	Members
weddingplanning	3926
relationships	793
wedding	578

Scoop It Groups

Group	Views
Wedding Inspiration	212
Wedding Planning Ideas and Wedding Themes	3700
Weddings & Wedding Planning	1100

Pinterest Pinners

Pinner	Followers
Pretty Planner Weddings & Events	4917
Pretty Planner Weddings: Our Work	1932
DIY Wedding Planner	10813

WEBSITES SOLD ON FLIPPA.COM

Seeing websites that have already sold in the niche show a profitable and in demand niche.

It's also a great idea to get a look at what successful site owners have done and emulate them.

Site	Sold For
topweddingguides.com	\$970
wedding-planner-magazine.com	\$520
weddingsnthings.com	\$1000
weddingbandsforboth.com	\$37200

WHY ARE PEOPLE IN THIS NICHE

- They are so busy in their personal lives and want helping hands for the event
- They want to complete the program efficiently
- Money is not an issue so they prefer to let someone else deal with the planning
- They are getting married and want the "perfect" day
- All don't have enough experience to complete the wedding without others advice
- Multiple arrangement of a wedding can be found under single roof and thus it is hassle free

MOST COMMON TOPICS AND QUESTIONS

These questions / topics are problems that need solving. Solve them in your content and through your product recommendations and you'll have a happy audience ready to spend money.

Amazon, Clickbank and other networks have products which cater to these problems.

1. [What exactly do you do as a wedding planner?](#)
2. [When should I start planning?](#)
3. [How long is the actual wedding day?](#)
4. [Is it okay to meet with wedding vendors if I don't have an actual wedding date yet?](#)
5. [When do I need to send out my wedding invitations?](#)
6. [Decide On Your Wedding Style & Feel](#)
7. [Find Out If The Venue Is Full Service Or Not](#)
8. [I have a small budget. Can I still hire a Wedding Planner?](#)
9. [How do you determine your fees?](#)
10. [What makes Virtue different?](#)

BLOG TOPIC IDEAS

These are some proven blog topic ideas that would work well in this niche:

1. The Worst Advice We've Ever Heard About Wedding Planning
2. Why We Love Wedding Planning (And You Should, Too!)
3. The history of Wedding Planning
4. 20 Myths About Wedding Planning
5. How to Solve the Biggest Problems With Wedding Planning
6. Everything You Need for Wedding Planning
7. Considerations for successful wedding planning
8. Necessity of successful wedding planning
9. Wedding Planners - They're Worth More Than You Know
10. Quick Tips About Wedding preparation

For more ideas check out the following resources:

- <http://ideas.contentforest.com/>
- <http://www.hubspot.com/blog-topic-generator>

REASONS TO GET INVOLVED IN THE NICHE

- The Niche Yearly produce 1.5% growth which means that it has a great potential in future days.
- Wedding Planning makes over \$1bn meaning it's a very profitable niche.
- The Niche has growing market and huge employment opportunity.
- In this niche, the profit margin is high. So you can make money from the niche.
- You have scopes to reflect your creativity to satisfy the clients
- Other related business involved which can generate revenue
- People in now days are so busy and need help in this niche. so you'll be providing a service to those who need it
- In this niche startup cost is not so high, so you can easily manage the cost
- The active social media, forums, blogs make it easy to find your audience.

HOW TO 'HACK' YOUR WAY INTO THE NICHE

You can have an up-to-date and relevant **authority site** on Wedding Planning.

This niche has got it all – an obsessive audience with money to spend lots of products on sale, tons of social media sites, loads of blogs and forums with an easy to reach target audience.

You drive traffic from blog commenting, guest posting, forum marketing, interacting on social media with influencers.

You get your content ideas from seeing what's popular on other Wedding Planning blogs and related blogs and simply write something bigger and better, bolder and stronger. Make the other ones pale in comparison.

Your profits can grow in no time thanks to the passionate audience in this exciting niche market.

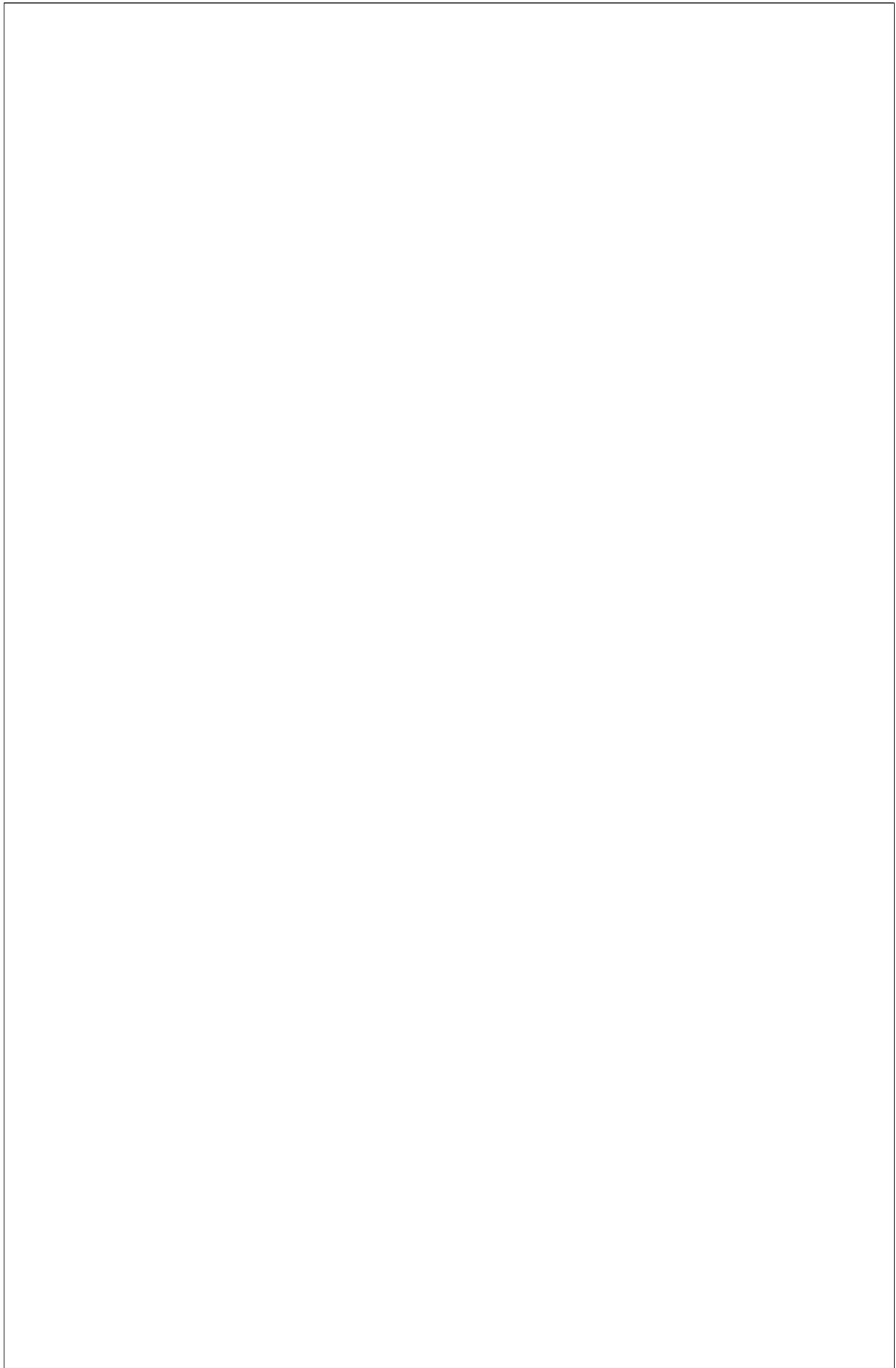
By networking with others in the niche, sharing their content and linking to them, your website will grow. Just watch as they return

the favor.

And don't forget to build your email list so you can continue to build your relationship with your audience, drive traffic back to your newest content, and promote to your audience

What You'll Need To Get Started:

- A reliable web-host from the likes of [WP-Engine](#)
- A brandable domain from [NameCheap](#)
- A premium theme from [Studiopress](#)
- Image & graphics from [Photodune from \\$1](#) (don't take images from Google you'll end up in legal trouble)
- An auto-responder to build your email list and contact your customers – [Aweber is just \\$1](#)
- The number #1 email capture tool on the market – [OptinMonster](#), so you can grow your list fast.



WHAT YOU CAN USE THIS REPORT FOR

There are no limits as to what you can use this niche report for, you'll find it useful whether you're looking to research new blog ideas, small product review sites, ecommerce, info-products or other business models.

HOWEVER most of the reports I create, including this one, make great topics for authority sites and blogs as I give you niches where there's a lot of money being spent AND huge demand, big online communities (forums, blogs, social media groups), lots of influential people to network with and a ton of good affiliate products to promote and more.

These niches make for great authority sites / blogs as they have multiple traffic sources, different ways to monetize, endless content ideas, easy to find traffic, scope for growth and more.

How you choose to use them is up to you but make sure you DO use them as simply researching will get you nowhere...taking action will!

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