



52 Traffic-Driving Post Ideas for your Wedding Blog

You know you need to blog, but what do you talk about? I bet you can think of a few topics, but enough to get you through an entire year?!?! No need to sweat, here is a list of 52 creative, useful and engaging topics for your wedding business blog—one a week for an entire year!

TIP: Be a resource, don't just plug yourself. No one likes a bragger. Be a source for useful, helpful advice and inspiration to get your phone ringing and inbox full of inquiries!

- 1) This year's bridal trends, in general** Dress styles, colors, styles, locations, favors, invitations—cover it all. Use sources such as the Knot and Huffington Post for trend information
- 2) This year's wedding trends in your specific category** Talk about what's hot in your specific category of wedding vendors; ei, cake, flowers, décor, invitations, photographs, etc
- 3) How to recycle your wedding** This is gaining in popularity all over the country! List local places the bride can resell her wedding things as well as well-known places, such as Craigslist and Amazon. Provide tips on how to list items and how to price them (1/3-1/2 original cost)
- 4) A list of where brides can setup a free website for their wedding** There are so many sites out there were brides can setup a free page—be a resource by choosing your favorites (maybe ask your clients what sites they used) and promote them
- 5) Showcase a pink wedding** Pink never goes out of style for weddings. Showcase work you have done which emphasizes pink
- 6) Showcase a blue wedding** Blue is timeless. Showcase work you have done which emphasizes blue

- 7) **Showcase a purple wedding** Purple is here to stay, although the exact hue will change. From Plum, to royal to lavender, purple is resilient and time withstanding. Showcase work you have done which emphasizes purple
- 8) **Showcase an evening wedding** This can be one wedding or shots from many weddings, but brides always dream of what an evening affair will look like. Show off sparklers, twinkling stars, and stolen kisses in the dark
- 9) **Showcase a brunch wedding** Gaining in popularity, a brunch-centered wedding is different from a romantic evening party. Lots of light, bright sun pours in the windows and omelet stations are festive and fun
- 10) **The numbers issue: How much does a wedding cost?** Provide the break-down for your geographical area of the costs involved with weddings. List the average prices or a price range for each category.
- 11) **How to create a budget for (fill in your category).** Every market is different, so provide the potential bride with a list of average costs and cost ranges so she can prepare her own budget
- 12) **How to use fruit in your décor** Apples, artichokes, grapes, oranges, lemons and limes, oh my! Fruit adds color and a natural texture. Show examples of décor using fruit such as: place card holders, favors, centerpieces, mantel decorations and more!
- 13) **Including “Man’s Best Friend” in your wedding; a guide to including your pets in the wedding** Show pictures of how others have included their pets in the ceremony, such as ring bearers. Include tips on what to do and not to do with animals.
- 14) **Tips for having an eco-friendly wedding** The environmental trends may change, but the message remains the same—protect and preserve the planet! Today’s bride is conscious about her impact on the environment, so create a list of tips to cut down on waste and environment-friendly items she can use in her wedding.
- 15) **Step-Parents; Include or Not?** Step-parents are always a touchy subject. Write a post detailing how to word invitations, tips on corsages/boutonnieres for the step-parents, where they should sit at the reception, etc. Use experiences your clients have shared with you for real-life examples.

- 16) Up do? Down do? Or in between... hair styles for this year** Hair styles change from year to year. Show pictures of the hot hair trends and perhaps get a local hair stylist involved! Interview him/her for tips to share with your readers.
- 17) Favors for your guests that keep giving** Gone are the cheesy favors! Share tips on memorable and meaningful favors, such as donations to the bride and groom's favorite charity, seeds the guests can plant in their backyard, mason jars with ingredients to bake a batch of chocolate chip cookies, etc.
- 18) DIY ceremony backdrop ideas** Pinterest is overflowing with cool, creative and unique ceremony ideas! Ask your clients and photographer friends to share images of local weddings and what they did. Interview the bride and get her sources for the items and share with your readers.
- 19) How to set up a candy/dessert bar** A table decked out with candies and a variety of desserts is a great way to give everyone a yummy treat they love! Provide step-by-step instructions on how to obtain the candy/desserts, design the layout and keep things fresh!
- 20) How to set up a popcorn bar** The newest trend is a popcorn bar! Containers full of flavored popcorn sit on a table with cool individual-sized containers for your guests to put the treat in. Mix-ins, such as M&M's and other small candies can add color and a unique flavor to the popcorn!
- 21) All in the family; assigning duties to Moms, Aunts, Grandmas and more!** Tips on how to keep your family busy, in the right way, which helps you. Interview clients and ask them how they put friends and family members to work.
- 22) Escort table (place card table) ideas** Some really creative brides have posted amazing ideas on Pinterest; everything from wheatgrass bases with flower picks holding the cards to wine bottle corks to crystals engraved with the guest's names hanging from a tree. Showcase some ideas from easy and simple to over-the-top. Try to include local weddings (your clients) as examples.
- 23) The history of weddings** For the history buffs, share the origins of marriage and old traditions, some of which are funny (brides carried flowers to hide body odor; Groomsmen were to make sure bride didn't run away, etc). A Google search will produce oodles of ideas!

- 24) Showcase a local vendor NOT in your category** This is NOT meant to be a sales pitch, but rather, you saying how much you admire this other local vendor. Showcase his/her work.
- 25) Q & A with a local baker/florist/photog to provide advice to your clients** Chose someone not in your category and interview him/her, Q&A style. Need ideas for questions? Ask him/her what questions they get most often about their craft and go from there.
- 26) Invitation etiquette** Provide a few examples of how to word invitations, tips on when to send them out and when to have guests RSVP by.
- 27) 10 perfect places for wedding photos** Think local—the cool mural in the alley downtown, the nature preserve that has an awesome waterfall, landmarks, etc. Include a few “off the beaten path” places that your readers most likely are not aware of.
- 28) A “Behind-the-scenes” look** What goes on behind the black curtain is a mystery to most brides. Pull back the drape and let them see! Video is best for this post, so have someone follow you, recording what you do.
- 29) How to create a Wedding Day Emergency Kit** This post includes a list of the essential items a bride needs for the day-of, such as: bandages, Q-tips, tissues, aspirin, bug spray, breath mints, smelling salts, etc. **BONUS:** Want my list? Shoot me an email and I will send it to you!
- 30) How to relax the night before the big day** Cold feet and the jitters won't get the best of her after reading your post! Provide tips on how to relax, maybe even interview a local message therapist for advice for your readers.
- 31) Other wedding blogs you should be reading** Share with your bride a list of your favorite wedding blogs, such as: Style Me Pretty, 100 Layer Cake, Ruffled, etc. Include the obvious, national ones (like the ones I just listed) and perhaps some independent ones as well from regional or local wedding vendors. www.weddingblogs100.com is a great source, but check them out before recommending them to make certain they will appeal to your clients.
- 32) Offer a wedding planning timeline** In January of every year, I post a wedding planning timeline for my clients and readers, detailing what to do from one year out to the day of. This resource has not only been helpful at positioning Bloomtastic as an expert, but many of my clients have actually used it! **BONUS:** Want to use mine? Just email me and I will send it to you!
- 33) Gifts for the Groomsmen and Bridesmaids** Showcase ideas on what to give the maids and men of the wedding party, everything from engraved gifts and jewelry to Zombie survival

kits (yes I actually found this on a Google search) and character-themed drinking glasses.

34) The BEST first dance songs Create a list of the best 12 first dance songs (easy to compile using Google or ask a DJ-friend). As a bonus, include the *worst* first dance songs, too!

35) How to create a signature wedding cocktail! Not only delicious, but fun! Provide a few recipes and names of drinks; maybe even a list of mix-ins people don't think of (who would have thought to put cotton candy in a cocktail?!?!) Include tips on how to experiment and create their own! Not into alcohol? No worries, find a local bartender to help!

36) How to pick a wedding Theme Most brides say, "I don't have a theme" but they really do. Describe the basics (traditional, modern, country, elegant, garden, etc) and include a "spokesperson" for each. For example, I tell brides to think of Audrey Hepburn when they read the description of "Timeless Classic."

37) Tips on picking the dress that fits you best Not all dresses are created equal—a pear shaped body won't look right in an empire-waisted gown. Consult your local dress shop to provide tips (maybe even a graphic you can put on your blog, demonstrating the different dress styles) and advice.

38) Alternatives to bird seed Some cities now have ordinances prohibiting the traditional rice from being thrown, and bird seed has been done a million times. Showcase some other ideas, such as: bubbles, cut pieces of paper in various colors, balloons, flower seeds, little pompoms you get at Joann's., candy sprinkles, etc. A Google search will provide you with many ideas.

39) Creative cake topper ideas Who wants the plastic bride and groom on top of the cake anymore? Flowers look amazing, but there are other ideas, too! Bird figurines, monograms, starfish/shells, fuzzy pompoms fashioned like balloons, even rubber duckies have been spotted on cakes lately. Show off some clever cake topper ideas.

40) How to honor loved ones who cannot be with you unfortunately, most couples have someone not with them they wish was there. Honor him/her/them with ideas such as a memory table with photos of loved ones, leave an empty chair at the ceremony with a single rose on it, include his/her favorite flower in the bride's bouquet, charms with photos to go on bridal bouquet, signs reading, "We know you'd be here with us today if heaven weren't so far away," etc. A Google search reveals many thoughtful ideas.

41-52) These 12 spaces are reserved for you to show off your stuff, once a month! Go ahead, flaunt your amazing talent!! Once a month, showcase a real wedding, that you were hired for, and show potential clients what you are capable of.

And there you have it! 52 amazing, useful, helpful to your client blog posts that will position you as an expert and create leads for your business! Now, start writing!! 😊

Want to INCREASE SALES, GROW PROFITS and AVOID OVERWHELM in your wedding business? Profitable Weddings is here to help! Check us out online: www.profitableweddings.com



Profitable Weddings is founded by Heather Waits, a veteran of the wedding industry with over a decade of experience as owner and operator of Bloomtastic flowers & events, located in Columbus, Ohio. Heather and her team book 90% of the brides they meet and have been featured in *Floral Management*, *Florists' Review*, *Style Me Pretty* and *The Knot*, just to name a few. Reach out to Heather: info@profitableweddings.com