

116 BLOG POST IDEAS for Wedding Pros





Tracey Manaielscy & Danielle Andrews, Co-Founders of WPIC Inc.

There are several things a Wedding Professional needs to do in order to build and maintain a successful business, Blogging is one of them.

1. Engage with the engaged- Engaged couples are huge consumers of information and their main source of information comes from the internet. They are looking for information, inspiration and insight. Your website won't provide all that, but your blog can. Being a wedding professional and having a blog is kind of expected.
2. Free Advertising– If you write something of interest, or promote another business in your Blog, chances are people will share your post through Social Media. That is free advertising for you.
3. You can showcase your experience- Couples want to see what other couples have done for their wedding. When you showcase weddings you have worked on and the couple falls in love with the element you created, they are more likely to hire you.
4. You can showcase your expertise- Most Millennials have a post-secondary education and have great respect for training and knowledge. (Source: abacusdata.ca) In light of this, claiming to be self-taught is a strange and self-damaging boast to make. Blogging about courses you have taken, webinars, seminars and conferences you have attended shows that you are constantly improving yourself and that you have the most up-to-date information. Blogging about current trends and topics of interest shows the couple that you are the best professional to be hired.
5. It increases your website's SEO- In order to be found quickly in the search engines, you need to have a content-rich, constantly updated website. The best way to achieve this is by Blogging 1-2 times per week. Also make sure your Blog is SEO-friendly by writing ALT tags on all of your photos and including key words within your article.

Stuck for ideas of what to Blog about? Here are 116 Blog Ideas for Wedding Professionals (that's more than twice a week for a year!)

116

BLOGS POST IDEAS

1. A Tour of a Wedding Venue
2. A Day in the Life of a Wedding Planner
3. Importance of Hiring a Wedding Planner
4. What does a Wedding Planner do?
5. About a Wedding Conference you just attended
6. Interview a Wedding Vendor
7. Incorporating Pets in to Your Wedding
8. How to Keep Children Entertained at a Wedding
9. To Wear a Veil or Not to Wear a Veil?
10. Song Ideas for the First Dance (Daddy-Daughter, Mother-Son, Wedding Party, Walking Down the Aisle, etc.) That is 5 separate posts!
11. How to Involve Step-Parents in Your Wedding
12. How to Involve Your Children in Your Wedding
13. Behind the Scenes at a Wedding
14. Introduce Your Assistants
15. Unplugged Weddings
16. A Wedding Planner's Wedding (showcase your own wedding and talk about the highlights, or if only you knew then what you know now.)
17. DIY Ideas
18. What Not to DIY
19. Specialty Bars
20. Common Etiquette Faux Pas
21. Your Favourite Wedding Blogs
22. Your Favourite Wedding Pros to Follow on Social Media
23. Your Favourite Wedding Instagram Accounts
24. Newest Wedding Trends
25. Trends to Ignore
26. Trends in Other Countries
27. Trends to Incorporate
28. FAQs
29. Feature a Wedding You Recently Worked on

116

BLOG POST IDEAS

30. Have someone photograph you at wedding rehearsal and then document it
31. Showcase Your Emergency Kit (and detail why you carry the things you do)
32. The Not-so Glamorous Life of a Wedding Planner
33. Bridesmaid Proposal ideas
34. Groom Styling
35. Engagement Rings for the Groom
36. A Behind the Scenes Look at Your Office
37. Why I Became a Wedding Planner
38. How I became a Wedding Planner (your education, experience, continued learning, etc.)
39. How I Have Saved the Day at Weddings
40. Share a Styled Shoot
41. Share a Magazine or Blog Feature You Were in
42. Talk About a Continuing Education Course You Just Completed
43. A Networking Event You Just Attended
44. Bachelorette Party ideas
45. Bachelor Party Ideas
46. Ideas to Introduce the Wedding Party to Each Other
47. Spring Wedding Ideas
48. Summer Wedding Ideas
49. Fall Wedding Ideas
50. Winter Wedding Ideas
51. Rehearsal Dinner Ideas
52. Not-your-typical Rehearsal Dinner Ideas
53. Brunch Weddings
54. Wedding Shower Ideas
55. Tips for Navigating Wedding Shows
56. Incorporating Charities as Favours
57. Not Your Typical Wedding Favours

116

BLOG POST IDEAS

58. Creative Ceremony Backdrops
59. Custom Dance Floors
60. What to Expect From a Wedding Planner
61. What a Wedding Planner Doesn't Do
62. Put together an Inspiration Wedding Colour Palette
63. Date Night Ideas (no wedding talk allowed!)
64. What We Wear at Your Wedding and Why
65. Stunning End of Night Exits
66. Late Night Food Ideas
67. What is New Wedding Catering
68. Signature Drinks
69. Cannabis Weddings
70. How to Write Your Own Vows to Each Other
71. Coffee/Hot Chocolate/Tea Stations
72. Ways to Honour Those Who Have Passed
73. Grandmas as Flower Girls
74. Boutonniere Alternatives
75. How I Work/My Customer Service Policy
76. Wedding Planner Tech Tools
77. Run a Contest to win a Date Night Gift Certificate
78. Unique Guest Book Ideas
79. Guest Welcome Bags
80. Ideas to Improve Your Guests' Experience
81. What I Wish Couples Would Ask
82. A Before and After Look at a Wedding Venue
83. A Trend I would Love to See Come Back
84. Why You Should Only Work With Wedding Professionals
85. Behind the Scenes of a Styled Shoot
86. Shopping for Your Wedding Gown
87. First Dance Choreography
88. Wedding Entertainment Ideas
89. What's New In Weddings

116

BLOG POST IDEAS

- 90. I Wish One of My Clients Would Have This at Their Wedding
- 91. Wedding Cake Ideas
- 92. Alternatives to Wedding Cakes
- 93. Halloween Wedding Ideas
- 94. How to Use the Facilities in a Wedding Dress
- 95. Water Station Ideas
- 96. Ceremony Champagne Toasts
- 97. Ideas to Personalize Your Wedding Ceremony
- 98. Christmas Wedding Ideas
- 99. New Years Wedding Ideas
- 100. Wedding Party Duties
- 101. Who Traditionally Pays for What
- 102. Wedding Signage
- 103. Wedding Hashtag ideas
- 104. How to Properly Address a Wedding Invitation
- 105. Destination Wedding Location Ideas
- 106. Wedding After Party Ideas
- 107. A Recap of Your Year

COVID-19 Specific Posts

- 108. Planning during a Pandemic
- 109. Rescheduling your Dream Day
- 110. Love is Not Cancelled, a Guide to Eloping
- 111. Live-Streaming Your Wedding
- 112. How we Manage a Wedding During a Pandemic
- 113. Safety Protocols for Socially Distanced Wedding
- 114. Personalizing Safety - Masks and favours
- 115. COVID Caused Wedding Trends
- 116. How to Make Your Microwedding Better than a Big Bash

Be Sure to check the WPIC Blog every Monday and Thursday
for great content exclusively for Wedding Professionals.
www.WeddingPlannersInstitute.com