

# FOR BETTER

FOR WORSE

MEDIA KIT | VENUES & SUPPLIERS



## ABOUT US | **THE PERFECT PARTNER**

The For Better For Worse directory is here to help you increase your leads, get you more exposure and to tell potential customers that you exist. We are passionate about giving our partners expert advice and tips on how to get more quality leads and to convert into more bookings. Our team of experts are always on hand to assist you, with regular marketing newsletters full of lead generation support and how to perfect your Customer Journey, incorporating the new trends and everchanging customer expectation.

Did we mention that we love absolutely everything weddings? It's true – and that's the reason we've been doing it for so long (over 20 years, in fact!). Our ever-changing database of couples receive blogs, tips and industry trend inspiration to help them make decisions for their special day. You see, there's nothing we're more passionate about than matching people up with their perfect wedding venue and suppliers – and For Better For Worse is the perfect place to showcase your business.

Why wait? Become a partner today for more exposure and expert advice.

### SITE STATISTICS

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**70K+** SESSIONS PER MONTH

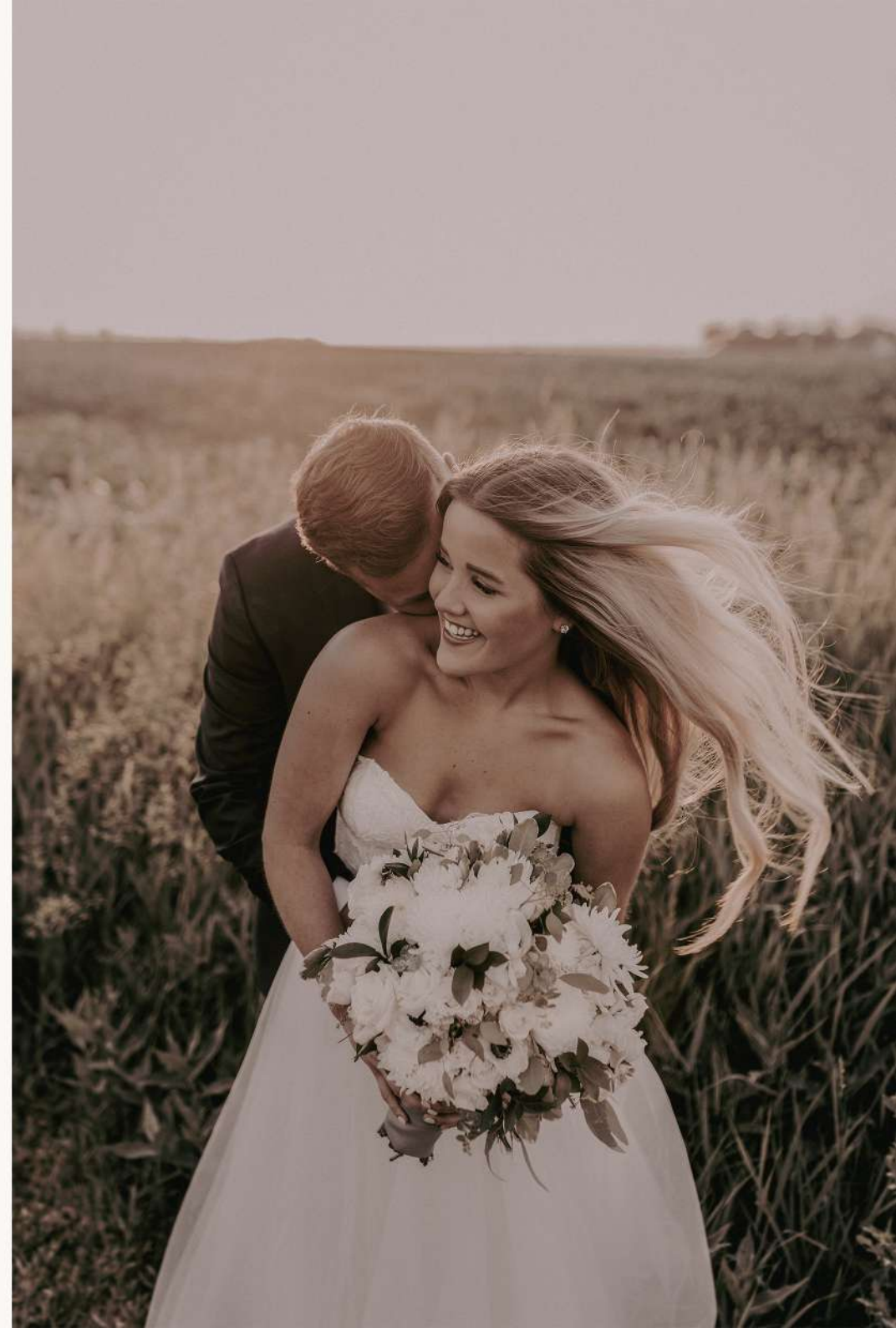
**2.9M** PAGE VIEWS

**20+** YEARS EXPERIENCE

**52K+**  
SOCIAL MEDIA FOLLOWERS  
ON SOCIAL PLATFORMS

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ONE OF THE  
**TOP 5 MOST RECOMMENDED**  
UK WEDDING DIRECTORIES







## OUR AUDIENCE

### USER AGES

18-24 (17%) | 25-34 (31%) | 35-44 (20%) | 45-54 (15%) | 55-64 (10%) | 65+ (7%)

**57%** FEMALE

**2m 50s** AVERAGE TIME ON SITE

**2.9 MILLION** PAGE VIEWS

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## THIS IS WHAT WE OFFER:

**Unparalleled Selection:** We understand that every couple is unique, and their wedding should reflect their individuality. Our directory features a vast array of venues, ranging from romantic beachfront resorts to elegant ballrooms, rustic barns to chic urban lofts. No matter your style or preferences, we have the ideal venue to match.

**Comprehensive Information:** Making an informed decision is crucial when selecting your wedding venue or a supplier. That's why we provide comprehensive information for each listing. You'll find detailed descriptions, high-quality photos, virtual tours, and even testimonials from previous couples who have celebrated their love at these venues and who selected any of our suppliers. This wealth of information empowers the potential customer to visualize their perfect day.

**Streamlined Search Experience:** We value your time and strive to simplify your search process. Our user-friendly website allows you to filter venues based on location, capacity, amenities, and budget, making it effortless to narrow down your options. Say goodbye to endless scrolling and hello to efficient wedding planning!

**Inspiring Resources:** Beyond the directory itself, we provide you with a wealth of inspiration and guidance. Our blogs are regularly updated with articles on the latest wedding trends, expert tips from industry professionals, real wedding stories, and much more. Let us inspire you to create a truly memorable wedding experience.



## WHY PARTNER WITH US

We're more than just an online directory, we bring a wealth of experience to the table. We have worked with countless vendors over the years and have developed a keen sense of what works and what doesn't. But our experience is just the beginning. We also have a clear vision of what a successful wedding directory should look like, and we have built our platform around that vision. We prioritize quality over quantity, and we are dedicated to ensuring that our customers have access to the best resources in the industry. When you join us, you'll be part of an exclusive platform that has over one million site visits a year. But you'll get so much more with regular marketing newsletters packed full of helpful tips and handy advice to our own expert Customer Journey Manager and dedicated lead generation support, we'll work with you every step of the way to make sure you get the most out of our partnership.

**20+ YEARS EXPERIENCE, WE KNOW WHAT WORKS**

**ONE MILLION+ SITE VISITS A YEAR**

**PAGE 1 ON GOOGLE REGIONAL SEARCH RESULTS**

**A HIGHLY VISUAL PLATFORM TO SHOWCASE YOUR SERVICE OR VENUE**

**AFFORDABLE AND FLEXIBLE PRICING PLANS TO SUIT ALL BUDGETS**

**YOUR LISTING WILL BE WRITTEN FOR SEO**

**ADD YOUR OWN OFFERS, SHOW ROUND DAYS, REVIEWS, PHOTOS AND VIDEOS TO SHOW HOW AMAZING YOU ARE**

**DATABASE OF ENGAGED COUPLES WHO ARE ACTIVELY LOOKING FOR THEIR DREAM VENUE AND SUPPLIERS**

## BECOMING A PARTNER

As a For Better For Worse partner, you'll be able to showcase your business or venue on our visually stunning website via our easy to use platform. You can tailor your listing to really show off your personality by featuring your favourite photos, videos, adding special offers and shouting about your show round days. That's not all, you can also link couples straight from For Better For Worse to your social accounts, and include reviews so you can show potential couples just how special you are!

### ANNUAL VENUE PACKAGES & PRICES:

#### PRO

FULL LISTING PAGE  
LISTING WRITTEN FOR SEO  
UNLIMITED IMAGES  
VIDEO  
ENQUIRY FORM  
REVIEWS & FAQs  
BLOG INCLUSION  
SPECIAL OFFERS

**£397** +VAT

#### FEATURED

##### ALL OF THE PRO PACKAGE PLUS:

PREMIUM PAGE POSITION  
REAL WEDDING FEATURES  
REGULAR SOCIAL MEDIA FEATURES  
PROMOTED OPEN DAY & EVENT LISTINGS  
DEDICATED ACCOUNT MANAGER  
10% DISCOUNT ON OUR SOCIAL MEDIA BUNDLES

OUR MOST POPULAR PACKAGE!

**£597** +VAT

#### PREMIUM

##### ALL OF THE PRO & FEATURED PACKAGES PLUS:

HOMEPAGE LISTING  
VIRTUAL TOUR FEATURE  
BANNER DISPLAY  
SOCIAL MEDIA PROMOTION DAY  
BLOG INCLUSION  
INSTAGRAM STORY  
DEDICATED RICH PIN PINTEREST BOARD  
COMPETITION PROMOTION  
15% DISCOUNT ON SOCIAL MEDIA BUNDLES

**£997** +VAT



## ADVERTISER TESTIMONIALS

For a number of years, For Better For Worse has given our venues more exposure to couples looking at getting married. Couples who have found us through For Better For Worse have converted into booking with us for their special day. The team have always helped us promote special offers and open days, always making it as easy as possible. Thank you for your ongoing support.

TINA NICOL, GROUP SALES MANAGER

**HERITAGE ROCKS GROUP**

This is definitely one of the strongest directory websites we use. The referrals we receive are very high quality, and the results are impressive it's great value for money. We evaluate performance very critically every year, and renewing For Better For Worse is never a hard decision. The team are experts in the industry, and it definitely shows.

HELEN LAING, CMO

**ORIGINAL COLLECTION**

We have been advertising with For Better For Worse for a number of years. Of all the wedding directories we advertise with, it is the best value and generates lots of enquiries and bookings to our venues. It's a tough market out there so we need to be seen amongst the sea of new venues popping up all the time. I am looking forward to working with the new brand and excited to see our venues showcased to drive even more bookings.

BRIAN KEANE, C.E.O

**CAMERON VENTURES  
HOTELS GROUP LTD**

*Hand*PICKED  
HOTELS



COUNTRY HOUSE  
WEDDINGS

  
HARPER WEDDINGS

 ENGLISH  
HERITAGE

HERITAGE  
ROCKS GROUP  
CO.





A wedding couple is walking on a gravel path in front of a large, multi-story brick manor house with several chimneys. The groom is wearing a black tuxedo with a white shirt and a black bow tie, and the bride is wearing a white, off-the-shoulder wedding dress with a long train and a large bouquet of white flowers. The scene is set outdoors on a grassy area under a cloudy sky.

## WANT TO GET ON BOARD?

If you're ready to accelerate the growth of your business, simply contact us with what you need and we will get you onboard.

[partners@forbetterforworse.uk](mailto:partners@forbetterforworse.uk)

## FAQS

### **How do I submit my business to your directory?**

To submit your wedding business to For Better For Worse, simply fill out the form at; <https://forbetterforworse.co.uk/register>  
Our team will review your submission and will get back to you as soon as possible.

### **How do I contact customer support?**

If you have any questions or anything that we can do to help please email us at [partners@forbetterforworse.uk](mailto:partners@forbetterforworse.uk) we cannot wait to speak to you.

### **Can I trust the reviews and ratings on your directory?**

Yes, you can trust the reviews and ratings on our directory. We take every precaution to ensure that reviews are genuine and not manipulated in any way. We encourage past customers to give us feedback on their experience.

### **How do you ensure the quality of your suppliers?**

We carefully vet all suppliers listed on our wedding directory to ensure they meet our standards for quality and professionalism.

### **Is your wedding directory free to use?**

We have different partnership levels for you to be part of at different costs to work to all budgets. Our team offer different levels of support, depending on what is required.

### **Do you only list suppliers in certain regions?**

No, we list suppliers from all around the world. For Better For Worse are here to support customers looking for a local wedding or a destination wedding, it is the perfect place to find suppliers.

### **How often do you update your directory?**

We update our wedding directory daily to ensure that our supplier information is up to date to offer the best service possible. New suppliers are added regularly to provide even more options for our users.



COME AND SAY HELLO



STAY SOCIAL | @\_FORBETTERFORWORSE\_