

gthr

**Wedding
Content Creation
2023**



Overview

Wedding content creators have taken over the internet in 2023. Brides are beginning to prioritize immediate gratification from their wedding day with wanting to post on Instagram and TikTok. Social media wedding trends and postings have become a staple for many trendy brides, and with this demand comes the need for a lending hand.

Who's doing it?

- Plan with Laur - packages start at \$3000 - pricing not visible - just starting
- I Do Crew - start at \$699 - 1800 with add ons - pricing given and broken down
- Follow the Bride - pricing not given on site

Baseline Packages

- Up to 8 - 12 hours
 - Full coverage
 - 2-8 TikToks or reels
 - 24-hour turn around
 - Trend videos
 - Consultation

Add-ons

- Pre-Wedding day filming for any other special moments
- Disposable Cameras - Polaroids - LOVE the polaroid add on idea
- Bride IG takeover to ensure she gets the first launch

Travel - idocrew based

Couple will Cover:

Round Trip Ticket to the Destination
2 Night Accommodation (min.)
Rental Car/Gas/Rideshare Fares

Creator will Cover:

Extra Nights of Accommodation
Tolls/Meals
Personal Hotel Charges



What should we charge?

Based on other competitors, these are the prices I believe would be strongest once it takes off. STC based on feedback. These are for creation ONLY. Discounted rates in conjunction with coordination or other services makes the most sense I think.

Up to 5 Hours - \$650

- personal content creator
- 2 videos for IG or TikTok
- pre-day consultation
- delivered within 24 hours

Up to 10 Hours - \$950

- personal content creator
- 4 videos for IG/TikTok
- pre-day consultation
- delivered within 24 hours

Up to 12 Hours - \$1250

- personal content creator
- 6-8 videos for IG/TikTok
- pre-day consultation
- delivered within 24 hours
- Polaroid add-on

Polaroid or Disposable Add-On - \$80

IG take-over - \$50

Pre-Wedding Events - \$150/hr

Live - \$125

Early Morning next day turnaround - \$50



Debate

Many argue that a content creator is not needed with an existing photographer and videographer. Here's why a content creator benefits a couple in addition:

- photographers and videographers have an average turn-around time of up to SIX months after the wedding. This can leave the bride and groom feeling empty handed for that long while.
- unplugged ceremony and receptions - receptions are rarely unplugged BUT most people enjoy dancing the night away with the couple without worrying to take photos the entire time.
- To. grab the moments the photographers and videographers miss - from walking to the first look and fun moments between loved ones, there are little details everywhere that may miss the other teams as they focus on bigger ideas - teamwork is key!

Must-do's

- discuss with photographer and videographer before wedding - we do NOT want to step on toes or get in the way. Ensuring they are still priority with major moments is important.
- direct the bride when needed - NOT on top of what the photographer is suggesting - too many voices causes confusion and not ease
- make sure to note specific moments that the bride has requested

Things to Consider - Equipment

- I-Phone quality and camera cleanliness
- lighting - detachable light
- stabilizer, tripod, etc.



Key Markets

- Major Cities and popular destinations – duh! Gthr already has that under their belt!
 - New York
 - LA
 - Newport, RI
 - South Fl
 - Etc.
- Target couples that are already focusing their wedding life on socials – reaching out – influencer management adjacent