

# GOAL: LEADS FOR WEDDING PHOTOGRAPHY IN NEW JERSEY

## – AUDIENCE PERSONAS –

### 1. The Organized Bride:

27 years old, **recently engaged**. \$55,000/y

Goals: Wants **timeless, romantic photos** and a **stress-free** experience.

Where She Looks: Instagram, The Knot, WeddingWire, Facebook groups (“Brides of [City]”).

Pain Points: **Overwhelmed by vendor options, nervous about posing** naturally, wants trust and **clear communication**.

Best Hook: “Turn your wedding day into a timeless love story”  
Use trust/testimonial angle

### 2. The Organized Groom:

30 years old, recently engaged. \$65,000/y

Goals: Wants **high-quality** photos but doesn’t want to overspend.

Behavior: Values professionalism and efficiency. Compare options and reviews online before making a decision. Don’t like photos of himself.

Where He Looks: Google reviews, Reddit, photographer websites.

Pain Points: Price transparency, dislikes upselling, prefers bundled options (photo + video).

Best Hook: “Effortless, all-in photography with no hidden fees”  
Be clear, efficient, and price-transparent

### 3. The Trend-Loving Couple:

26 & 28 years old. \$150,000/y.

Goals: **“Instagram-ready” wedding**, cinematic photos to share on Instagram, TikTok, and in printed albums.

Behavior: Both have a TikTok account sharing their lifestyle. Finds photographers through social media (Instagram Reels, TikTok, Pinterest).

Where They Look: Social media (Instagram Reels, TikTok, Pinterest), and local wedding expos, **ChatGPT**.

Pain Points: No “Traditional” Photos, wants photographers **“One of a kind”**

Best Hook: “Let’s create Instagram-ready memories”  
Use Reels, fun BTS, cinematic visuals

### 4. The Artist Bride:

32 years old, creative soul, works in design or marketing.

Goals: **Natural photos** that reflect emotion and **authenticity**.

Behavior: Researches photographers based on **style**, not price. **Community-focused**

Where She Looks: Pinterest, Instagram, wedding blogs, word-of-mouth.

Pain Points: No staged poses, values **connection with the photographer**.

Best Hook: “Photos with feeling, not fake smiles”  
Focus on emotional imagery + authenticity

### 5. The Luxury Couple

35 & 33 years old, +\$300,000/y, planning a destination or high-end wedding.

Goals: Want storytelling photos and full-day coverage(rehearsal/welcome dinner/night before/ full wedding day).**all inclusive**

Behavior: Hires a planner who coordinates all vendors. → Good com with client & planners

Where They Look: Instagram portfolios, referrals from planners, luxury wedding blogs, friends.

Pain Points: Expect top-tier service, timely **communication**, and quick results.

Best Hook: “Full weekend coverage. Zero stress.”  
Showcase full-service experience, mention planners

## 6. The Family-Focused Couple:

29 & 31 years old, practical, down-to-earth couple balancing family involvement and budgets.

Goals: Photos that capture **family moments** and **traditions**.

Behavior: Often referred to by a friend or venue.

Where They Look: Facebook recommendations, local wedding fairs, word-of-mouth.

Pain Points: **Budget concerns**, family photo coordination, limited photography knowledge.

Best Hook: “Your story. Your family. Your love.”  
Highlight family moments + connection shots

## – ADSET TARGET AUDIENCES –

In bold are the settings for the 1st cold campaign

### – LOCATION –

→ **New Jersey (State)**

New York (City)

Philadelphia (City)

– AGE –

→ **18-65+**

– GENDER –

MEN

WOMEN

→ **ALL**

– DETAILED TARGETING –

Advantage+ Audience Expansion OFF at first to control variables.

→ **Engaged (Relationship Status)**

Weddings (Interests)

Engagement Ring (Interests)

→ **Wedding Ring (Interests)**

Bride (Interests)

Bride and Groom (Interests)

Bridesmaid (Interests)

→ **Wedding Dress (Interests)**

Wedding Cake (Interests)

Newly Engaged - 3 Months (Demographics)

→ **Newly Engaged - 6 Months (Demographics)**

Newly Engaged - 1 Year (Demographics)

----- EXTRA -----

Wedding Planner (Job Title)

Wedding Coordinator (Job Title)

– CALL TO ACTION –

Fill out a form:

On Meta

→ **On Website**

→ **“Book Now”**

“Get in Touch”

“Learn More”

– SCRIPT –

– CAROUSEL –

Frame	Visual	Text/Headline
1	First Look or Walking Down the Aisle	“You Enjoy the Day. I’ll Make It Last Forever.”
2	Candid laugh/hug between couple	“No awkward posing, just real connection”
3	Family moment (bride hugging parent or kids playing)	“Because love includes everyone”
4	Taylor behind camera / helping couple pose	“I guide you every step of the way”
5	Album or grid of photos	“Let’s turn your day into forever” + CTA: Booking 2026-2027 weddings now”

– BUDGET –

COLD CAMPAIGN:

→ **\$10/ADSET/DAY = \$280/week → New Testing after 9 days**

\$15/ADSET/DAY = \$420/week → New Testing after 7 days

\$20/ADSET/DAY = \$560/week → New Testing after 5 days

\$25/ADSET/DAY = \$700/week → New Testing after 3 days

HOT RETARGETING CAMPAIGN:

\$10/ADSET/DAY

\$15/ADSET/DAY