



Who's a Great Candidate?

Look for owners or managers who check one or more of these boxes:

1 Growth-Minded 🧠

- ☐ Want to increase qualified appointments and weekday traffic
- ☐ Launching new designers, adding locations, or hosting trunk shows that need promotion
- ☐ Complain about inconsistent foot traffic or long gaps between booking and try-on

2 Time-starved or Overwhelmed 🕒

- ☐ Say they are too busy managing inventory, fittings, and staff to “do marketing”
- ☐ Admit they don’t know what is working or where to invest
- ☐ Struggle to keep up with website updates, Google Business Profile, SEO, ads, social, or review replies

3 Open to Help 🛠️

- ☐ Curious about paid search, social ads, local SEO, conversion-optimized websites, review generation, email/SMS nurture, or AI chat to capture after-hours inquiries
- ☐ Tried marketing before and “it didn’t work” or they couldn’t see ROI
- ☐ Want a trusted partner to fill the calendar with the right brides



De-prioritize for Now

- Waitlist-only boutiques with no capacity or interest in expansion
- Owners unwilling to improve online presence or track results
- One-off pop-ups with no ongoing operations