Why This is Valuable:

1. You get insight to vendors you recommend.
2. You can privately find out who you should ask for 5 star reviews.
3. Your ideal couples give you great ideas!

Steps:

1. Create a new (not SEO searchable) page on your website
2. Use the following email template (or create your own) and/or post in your couples Facebook group with a similar message requesting married couples to complete for past couples.

I just wanted to drop you a note to send you love, light, and appreciation for allowing Haue Valley to play a small part in the big day! We really appreciate you guys.

We would so appreciate if you would share your thoughts/details on working with us and all of your vendors when you have about 10 minutes [here]

Have a fabulous day!

Sincerely,

(Name) & the (Venue) Team

1. If you use an auto email program, you can set in your workflow. If you don’t once a month or every other month you can batch send.

Website Page Copy:

Tell Us About Your Wedding Day Experience

**First, we hope you are enjoying married life!**Wedding days come and go so fast.

**Next, we hope you'll spend 5 - 10 minutes answering a few short, but important questions using the form below.** We are interested in both what we can do better in the future, and your experience with your wedding day vendors at our venue.

**Please provide your honest feedback**. It's the only way we can get better, and we are committed to learning and improving. We personally review every response and take them to heart. Any actionable feedback will also be shared with my team. We sincerely appreciate your participation.

**Thanks again for choosing our venue for your wedding day. We're honored that you did and hope you come back and see us!**

**You can see my website page here:** **https://hauevalleyweddings.com/post-wedding-feedback**

Website Page Survey Questions

**Initial Questions:**

* Name
* Wedding Date
* Email
* My overall experience related to (Venue) was excellent
  + Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree
  + Please explain your rating: (open ended question)

**List the following questions multiple times, once for each primary vendor.**

* Who was your (vendor type – ie: caterer)?
* My overall experience with my (vendor type: ie – caterer) was excellent
  + Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree
  + Please briefly explain your reason for this rating

**Additional Questions:**

* Did you have a particularly great or particularly poor experience with any other vendors? If so, please briefly describe. (open ended question)
* Do you have any suggestions on how we could improve (Venue) or the experience you had with us? If so, please explain. (open ended question)
* On a scale of 1 – 10 (10 being high) how likely are you to recommend (Venue) to a couple getting married? (Select from 1 – 10)
* Is there anything else you would like to tell us?

Don’t Forget To:

* Connect the form with your email address so you receive the responses
* Test the form prior to sharing it with your couples
* Share the GREAT feedback with your team members (we share in our Team Facebook group for public praise)
* Share the GREAT feedback with your preferred vendor friends
* Share the CONSTRUCTIVE feedback in a way that serves your team, from an emotional state of calm.
* When a couple gives you praise, follow up with a quick thank you email with your link to your Google reviews, The Knot, or WW.
  + To find your DIRECT Google review link:
    - Login at business.google.com
    - On the home tab, scroll down and look for “get more reviews” to find you “share review” form.