



## PROMOTE YOUR WIN—EVERYWHERE!

Winning The Knot Best of Weddings is a big deal! It means you're one of the best of the best, and couples want to know that. Here's how you can promote your win:

### SOCIAL MEDIA

- ✓ Update your company description across all social media platforms to tout your win of The Knot Best of Weddings.
- ✓ Use the badge in a post with a description of what the win means to you.

### WEBSITE

- ✓ Show off your win on your homepage and in the "About Us" section with the official Best of Weddings badge.

### PRINTED MATERIALS

- ✓ Add the Best of Weddings badge to brochures or other printed material in your location. Attend wedding shows or other consumer events? Use the badge in your signage and printed materials there, too. Don't forget to show off your plaque and window decal where couples can see them (for members only)!

### EMAIL NEWSLETTER ANNOUNCEMENT

- ✓ Share your news with those on your email subscription list. Encourage couples to recommend your business to friends and family and to leave a review on your storefront on The Knot.

### CONGRATULATE OTHERS IN THE INDUSTRY

- ✓ Congratulate your fellow wedding industry pros on their Best of Weddings wins. Give them a shoutout on social media so your followers can benefit from your recommendations and their followers can be exposed to you, too.

### REACH OUT TO LOCAL NEWSPAPERS AND NEWS STATIONS

You are your own best publicist. Don't be afraid to share how great you are and that you're an expert in your field.

### PRESS RELEASE TEMPLATE

- ✓ Update our press release template and post on your website as an official Best of Weddings winner announcement.
- ✓ Send the press release to your local newspaper and TV news stations.
- ✓ Local news outlets love local news! Tell them about your win and offer yourself up as an expert in your field. Are you a florist? Offer to give an interview on spring floral wedding trends. Media outlets are always looking for new story angles and experts.
- ✓ How do you find a contact at your local newspaper or TV news station? Go to their website and look under the "Contact Us" section. For TV news stations, reach out to the assignment desk via email or phone call with your news. For newspapers, reach out to the features or local news contact. If none of these contacts are listed, call the main number and ask who is the best person to send your news to.

### PRO TIP:

Won both Best of Weddings and Couples' Choice Awards®? Congrats, rockstar! Consider promoting both wins together to show off your expertise on both sites.

