



CASE STUDY  
**Baker Boys Band**

📍 National | Est 2005  
🌐 [WeddingMusic/Melbourne/BakerBoysBand](#)

Whether you're after a three-piece band or a 14-piece ensemble, the Baker Boys Band will infuse any wedding day with high-energy, all-hits tunes to pack any dancefloor. The community of musicians is spread across Melbourne, Sydney, Canberra, Brisbane, Perth, Hobart and Adelaide.

<p><b>75,900</b></p> <p>Annual listing views</p>	<p><b>18x</b></p> <p>Estimated 12-month Return on Investment</p>	<p><b>12%</b></p> <p>Storefront enquiry conversion rate</p>	<p><b>860+</b></p> <p>Reviews, 5-star rating</p>
--------------------------------------------------	------------------------------------------------------------------	-------------------------------------------------------------	--------------------------------------------------

### Getting Value From Easy Weddings

Easy Weddings has been instrumental in spreading the word. The service Easy Weddings offers is fabulous - the way couples can go to the website, look at everything and compare on the spot. It's also helping clients become more aware of the additional services we offer. A lot of clients will see us in the list of music suppliers, and then they'll see us in a search for photography or videography as well, it's really helpful.

### Client Summary

Baker Boys Band has been listing with Easy Weddings for more than 10 years. It's been wonderful to see the business grow from strength to strength and to play a part in that success. We're proud to have Baker Boys Band as one of our Packages suppliers, where we can offer their talented musicians to our couples to set the mood for their wedding day.

#### Benefits of Easy Weddings

- ✔ A platform to showcase the additional services we offer, like videography and photography
- ✔ The wedCRM dashboard to keep on top of enquiries and stats
- ✔ Great industry education resources
- ✔ A sense of community among the wedding industry, particularly during COVID

#### Testimonial

*"There have been other services over the years we've discontinued, as they were simply not yielding results. Advertising with Easy Weddings brings measurable results, bookings and gigs!"*

*Hayley*

National Operations Manager

#### Top Tips

1. Maintain an up-to-date storefront. It shouldn't be a set and forget.
2. Musicians can make the mistake of making a gig about themselves, but wedding music needs to be about the bride and groom, and their community. It's less about the performance itself.
3. Clients need to see and hear what you can offer. We offer regular live showcases so clients can see the band and select the line-up that is right for them. Adding videos to your website and Easy Weddings storefront helps as well.

**CONNECT WITH MORE COUPLES, BOOK MORE WEDDINGS**

See what Easy Weddings can do for your business by joining our network of industry leaders. Reach more couples today, by partnering with Australia's largest and most trusted wedding destination.

