



CASE STUDY

Sam Lavery: The Celebrant

Melbourne, Vic | Est 2018

[MarriageCelebrant/Melbourne/SamLaveryCelebrant](#)

Sam Lavery is a Melbourne-based marriage celebrant and MC who creates fun, modern and memorable ceremonies. With a background in stand-up comedy, Sam brings laughter and enjoyment to his ceremonies.

<p>26,100</p> <p>Annual listing views</p>	<p>8x</p> <p>Estimated 12-month Return on Investment</p>	<p>27%</p> <p>Storefront enquiry conversion rate</p>	<p>100+</p> <p>Reviews, 5-star rating</p>
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Getting Value From Easy Weddings

When I first started over four years ago, Easy Weddings was really helpful platform to get my business up and running. It ranks high on Google searches, so without a website of my own, Easy Weddings helped light the match to get my business on track. Now that I've become more established, Easy Weddings continues to bring in leads.

Client Summary

Sam is relatively new to the wedding industry, but with the help of Easy Weddings, he's turned his love for love into a full-time job. He receives enquiries from couples almost every day, receiving around 250 in the past year alone! In a short amount of time, Sam has also clocked up more than 100 reviews from happy couples on our website.

Benefits of Easy Weddings

- ✓ An established platform to launch a new wedding business
- ✓ Ongoing enquiries from couples
- ✓ High SEO/Google search results for wedding keywords
- ✓ A platform to receive reviews

Testimonial

"Easy Weddings was a very important piece of the puzzle when I first started my business as a celebrant. They gave me a platform I could jump onto, set up quickly, and most importantly, start to get leads for my business. Several years later, Easy Weddings is still an important part of my marketing strategy and online presence and continues to provide great return on investment."

Sam
Owner

Top Tips

1. First and foremost, do a good job for your couples. Word of mouth and reviews are a huge thing. They give couples a really good idea from other couples how you operate.
2. Once you establish yourself, keep updating your storefront with new photos. People want to see what you look like.
3. Celebrants are renowned for not putting up videos, but couples want to hear your voice. Not the full ceremony, but a few snippets.

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.

