



CASE STUDY

# Something Borrowed

📍 Vic, Qld, Tas | Est 2011

🌐 [WeddingMusic/Melbourne/SomethingBorrowed](#)

From beautiful acoustic ballads to banging dance hits, musical duo Something Borrowed caters to all sizes and styles of weddings. Couples can walk down the aisle to an acoustic version of their 'must have' song, then get the dance floor pumping with the full band sound for a small band budget!

25,00

Annual listing views

8x

Estimated 12-month Return on Investment

60%

conversion rate on leads

250+

Reviews, 5-star rating

## Getting Value From Easy Weddings

When we first started the duo, we didn't know how to get found. We started advertising with Easy Weddings in 2015, and the website gave us a place to showcase what we can offer. We went from booking 25-30 weddings to about 60-70 in that first year of advertising and it was 100% due to Easy Weddings. We quit our jobs to fully invest in Something Borrowed.

## Client Summary

Something Borrowed relies heavily on referrals and word-of-mouth, so recommendations and reviews are key to their success. Easy Weddings has given Adam a platform to receive more than 250 reviews in only a few years, to earn social proof for future couples. We're so proud to be part of the growth story, as Adam expands from one duo to four across Victoria and Queensland.

### Benefits of Easy Weddings



- ✔ Visibility. A platform where couples can click and find all our assets.
- ✔ A network of other industry suppliers. This is critical, as 40-50% of our work is by referral.
- ✔ 'Knowledge bombs' helpful to wedding industry businesses.
- ✔ Spotlight feature helped us build our business profile in the early days.

### Testimonial



*"We have been a supplier advertising on Easy Weddings for approximately five years and they have been fantastic. The support and customer service has been second to none and we have certainly made our money back in bookings. A really well-run site with great people at the helm!"*

*Adam*

Co-owner

### Top Tips



1. First and foremost, be good at what you do! Share audio and videos of performances on your storefront and socials, and share your personality.
2. Be quick with replies to enquiries. I like to provide a massive email with lots of detail. I also send a text follow up asking them to check their junk mail just in case it ends up there.
3. Get comfortable MCing and talking to crowds, because musicians are often asked to MC as well.
4. Chase reviews, especially if you know the couple was really happy.

## 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.

[easyweddings.com.au](http://easyweddings.com.au) | [sales@easyweddings.com.au](mailto:sales@easyweddings.com.au) | 1800 155 122

