

GET YOURSELF  
A COCKTAIL!

Clair-as-day

SWOH TAMED! DARK ROM  
SILV'S VOODOO FALLENHOM  
LIME, MINT & GRAPEFRUIT



CASE STUDY  
Paper & Ink Studio (formerly Lala Design)

DRINKING RASPBERRY LIQUEUR  
WITH TONIC & SODA WATER  
CANDIED PEPPERS  
CANDIED PEPPERS

📍 National | Est 2003

🌐 [WeddingInvitations/Perth/laladesign/](https://WeddingInvitations/Perth/laladesign/)



Paper & Ink Studio is one of Australia's leading wedding stationery companies. The 20-year-old business specialises in designing and printing custom bespoke invitations and stationery for couples who love gorgeous stationery for their wedding day, Australia-wide.

30,500

Annual listing views

7.5x

Estimated 12-month Return on Investment

7%

Storefront enquiry conversion rate

100+

Reviews, 5-star rating

## Getting Value From Easy Weddings

Easy Weddings is a support package to everything else I'm doing. It allows a platform to provide my business with social proof, to show couples how good I am and how long I've been around for. It also begins the on-flow of a couple's journey, seeing me on Easy Weddings then coming to my website. When I get the bookings convert to a paying couple, it's people who already know what they are looking for - they are not shopping for price, they are shopping for an experience.

## Client Summary

Lala has been listing with Easy Weddings for more than 10 years, allowing her business to build a sizeable resource of 5-star reviews, as social proof for future customers. Lala's dedication to customer service has allowed her business to achieve our annual Supplier Excellence Award each of the 10 years we have been running the program. We're proud to partner with a business that shares our excitement for helping couples plan their wedding day.

### Benefits of Easy Weddings



- ✓ An extra platform to showcase social proof to couples who can see verified reviews.
- ✓ Leads from couples who already know what they are looking for.
- ✓ Business support, education and webinars
- ✓ In-person industry events

### Testimonial



"Thanks to the Easy Weddings crew, for always making the effort to keep the Perth Wedding industry suppliers up to date on the latest info, social media and data. I always find your events super useful to the ongoing success of my business."

*Lala Macnab*

Owner

### Top Tips



1. Take special care when communicating with clients. Your product may be an everyday transaction for you, but don't forget that for your couples, their wedding is the sole focus of their world right now.
2. Send out your sample pack with a little love. The effort should be an example of what you're going to put into their actual invites.
3. Be consistent with social media and marketing all year round - not just during the quiet times.

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

