



CASE STUDY

Olivia Ferraro

Melbourne, Victoria | Est 2018

[/OliviaFerraroMarriageCelebrantForeverBeginsToday/](#)

Olivia Ferraro has been marrying couples since 2018. The Melbourne-based celebrant is an animated storyteller. She works with the couples and gets to know them before crafting their love story into a memorable ceremony filled with laughter and personal touches.

42,000

Annual listing views

3,400

Mobile storefront views

70%

Leads through Easy Weddings

60+

Reviews, 5-star rating

Getting Value From Easy Weddings

I've been with Easy Weddings since I launched my celebrant business back in 2018, and it's been a game-changer for generating leads. The couples I connect with are not only excited about their weddings but also receptive to my approach and genuinely interested in working with me. My listing is where most of them find me first, so I put my energy into keeping it updated with fresh images and reviews. When you stay active and engaged, the enquiries keep rolling in.

Client Summary

Olivia Ferraro had lots of questions for Easy Weddings before joining the platform. Since she signed up in 2018, she has seen a significant increase in bookings, and is able to attribute 70% of her business to her listing. For Olivia, keeping her listing updated with high-quality images and lots of five-star reviews is an imperative part of her business. This commitment sees her booking 40 weddings a year.

Benefits of Easy Weddings



- Exposure to couples
- More enquiries
- More reviews to boost credibility
- Digital marketing advice
- Business education & resources

Testimonial



When couples use Easy Weddings there's a good level of trust. It also comes with the added value of knowing that it's a secure vendor. You're going to get a contact and get a response. That's where I see the most value in Easy Weddings.

Olivia Ferraro

Wedding Celebrant

Top Tips



1. Follow-up your couples quickly! They might be contacting a few suppliers, and you want to be top of mind and organised when it comes to communicating.
2. Get to know your couples, meet them in person. Be personable and relatable.
3. Reviews have become so important as a research tool for couples. Don't be afraid to ask your couples for them.

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.

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