

nearlywed

michigan weddings

COMPANY CASE STUDY

OCTOBER 2023 - JULY 2024



OBJECTIVES

The wedding industry in Michigan is experiencing steady growth, but there's a significant opportunity to further increase this growth trajectory. Nearlywed's objective is to enhance visibility and influence within the wedding market by providing digital and print resources that elevate the local wedding industry and its vendors. Our goal is to grow and support local businesses and cement Michigan's reputation as a premier wedding destination.

SOLUTIONS

Create a multi-channel marketing platform that provides a community centric and personalized approach for our vendors and brides.



COMPANY CASE STUDY OCTOBER 2023 - JULY 2024

WEBSITE TRAFFIC RESULTS

The Nearlywed Website launched in October of 2023. Since then, we've seen a 2374% increase in traffic to our website.



VENDORS ON WEBSITE

With nearly 500 vendors added to our directory since January, we've established Nearlywed as the top vendor resource in Michigan for bridal searches.

[Get Your Free Listing Now Or Upgrade To A Featured Listing!](#)

SOCIAL MEDIA TRAFFIC RESULTS



230,000 followers with 365,291 accounts engaged and growing fast!



35,000 followers with 2,000,000 monthly accounts reached.

VENDOR LEADS FROM NEARLYWED

SOCIAL - Since launching, our vendors have seen huge success with our social media ad programs. We measured a 2,390% increase in vendor clicks and a 203% increase in impressions from our ads.

Clicks (all)				Impressions			
Jan 1, 2024 - Jul 10, 2024	Jun 23, 2023 - Dec 31, 2023	Change	Change (%)	Jan 1, 2024 - Jul 10, 2024	Jun 23, 2023 - Dec 31, 2023	Change	Change (%)
38,934	1,563	37,371	↑ 2,390.98%	1,855,778	611,634	1,244,144	↑ 203.41%
38,934	1,563	37,371	↑ 2,390.98%	1,855,778	611,634	1,244,144	↑ 203.41%

WEBSITE - Since launching our website in October of 2023, our vendor page events (click-to-call initiations, form fills, and other key events) have increased by 95%.

Event count	Key events
All events	All events
7,445	28.00
vs. 3,814	vs. 16.00
↑ 95.2%	↑ 75%

TESTIMONIALS

“We know that Nearlywed is one of the top resources that Michigan couples are using to plan their wedding, so we always want to make sure that Gilmore Catering has a prominent place on this platform. It’s always a pleasure to work with Kelly because she genuinely understands how to reach couples who are planning a wedding. It’s important to know that we are investing in a platform that is uniquely tailored to reach a very specific audience.”

Matt Dowdy

Marketing & Creative Director - The Gilmore Collection

“As the owner of Great Lakes Gown Care and Wed Company Wedding Wear, working with Newlywed and GR Bride Media has been an exceptional experience. Their dedication to excellence in the wedding industry is evident in every issue, filled with inspiring stories and stunning photography. Partnering with them has significantly boosted our visibility, attracting more clientele. Their professionalism and creativity are unmatched. I highly recommend Newlywed and GR Bride Media to any wedding business looking to enhance their reach and impact.”

Tami Parks

Great Lakes Gown Care and Wed Company Wedding Wear

“Girl Scouts Heart of Michigan has partnered with Kelly Stroburg at Nearlywed for several years to promote our beautiful properties as non-traditional wedding venues. Over the years, our relationship has been wonderful. Kelly and her team have always been transparent, excellent communicators who ensure our needs are met. Kelly truly understands what makes our venues so unique here at Girl Scouts; our proceeds help support local girls. We love the online features their website offers as well as the hard print magazine. The website is easy to navigate, and the print allows brides to have a tangible piece of that. Brides-to-be have even come to our properties with the magazine in hand.”

Trina Coulter

Girls Scouts Heart Of Michigan

“We were grateful to have a company who solely highlighted Grand Rapids wedding vendors, but we were thrilled when Nearlywed grew to a statewide publication. It has helped us grow our brand awareness and connect with couples who are looking to travel within the state to plan their perfect day!”

Marlee Meads - Marketing Manager

Bay Pointe Inn