Styled Shoots Submissions

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The Wedding Edit Club

SUBMITTING YOUR WEDDINGS OR STYLED SHOOTS

A list of the most popular blogs and magazines all rounded up in one place ready for you to submit your styled shoots or real weddings

Created for you by Laura Charles for the Wedding Edit Membership Club

If you really wish your wedding business to be taken seriously it is so important to have your work featured.

Who doesn't strive to have the coveted badges on their wedding business websites to show they are experts in the wedding industry or whose wedding has caught the eye of the blogs editors and featured.

The badges not only earn you brownie points with your potential clients, you can also link your website to where your work is featured.

This is a big bonus for SEO if you are linking to some of the worlds biggest wedding blogs such as Style Me Pretty, Junebug Weddings, Brides, Green Wedding Shoes, Bloved, Boho Brides, Wedding Sparrow, the list is endless.

Laura has run Reviva Weddings since 2007 and understands the value of being featured, she is an expert in styled shoots with a career spanning 30 years as a stylist, interior designer and wedding planner, she knows exactly what to create and how to have your work featured.

Laura's work has been featured in
Style Me Pretty, Junebug Weddings, 100 Layer Cake, Ruffled Blog, You and Your Wedding, Maharani Weddings, Smashing the Glass, Weddywood, Aisle Planner, Southern Brides and Elizabeth Anne Designs as well as local and national newspapers and magazines.

A FEW TIPS

Shoots are created and designed for many reasons.

Usually your first few are created for your content, images that align with your brand you can then use on your website and social media.

You will want to also include some images of you at work and have enough to promote you and your business.

After this styled shoots can be created to submit to wedding blogs. Getting published is one of the biggest keys to growing your brand and gaining awareness of your business.

Do make sure you do your homework first.

Decide which blog or magazine your ideal clients hang out in and go and have a look at their submission guidelines.

Some of them may require up to 150 images and definitely require all the suppliers details involved in the shoot plus a story. Don't fall short by not having enough good images to include in your presentation portfolio.

Do also make sure the shoot you create aligns with the style of weddings they love to feature, this could be elegant, boho, rustic, eco, etc.

Don't waste their time, the submissions team get thousands of shoots and weddings each month to go through, make sure you have ticked all their boxes and make their lives easy.

Don't fall short otherwise your submission will end up in the bin, it is a competitive industry so make sure your shoot is presented to them exactly as they have asked for.

SUBMITTING A SHOOT OR WEDDING

There are literally hundreds of wedding blogs out there and it is finding the right fit for you.

Do bear in mind you are targeting your ideal clients so if your style is a boho relaxed style with eco country vibes then you need to be looking for blogs such as Boho Bride, Green Wedding Shoes and Rock My Wedding.

If you are more of a light, airy fine art style then you need to be looking at blogs such as Style Me Pretty, Wedding Sparrow and Elizabeth Anne Designs.

Do make sure when you are searching for the blogs you would love to be featured on to make a list of them, there is nothing worse going back to find blogs you spotted a few months ago and then didn't take note of it.

Make a folder and list all the requirements of each blog you would ideally love to be in, for example the amount of photos required, length of copy and where the submission details are.

Sometimes it can be a form on their website or just an email address.

LINKS TO ALL THE MAIN
WEDDING BLOGS

To save you doing the homework here are links to all the major wedding blogs.

Both in the UK and the US, Canada and some other blogs in other countries such as Australia.

It maybe you will be targeting another country such as Norway or Russia so if you find out as much as you can about creating a submission to those blogs before you create a styled shoot then your homework is done and you will be prepared.

The 20 top UK Wedding Blogs
https://shoreditch.com/wedding-features/20-best-uk-wedding-blogs

The Top 100 Wedding Blogs Worldwide
https://blog.feedspot.com/wedding_blogs/

Both these lists are up to date and you will see the stats on each blog.
Their social footprint, i,e, Instagram and Facebook followers.

WRITING A DESCRIPTION FOR A SUBMISSION

Creating a submission is not easy, for example Style Me Pretty get around 400 to 600 a day so unless your submission stands out it will be rejected. If you are just starting I would recommend you target the smaller blogs.

Do remember this year there won't be the usual amount of weddings so you stand a much higher chance of being featured if you have a fabulous styled shoot to submit so let's go!

As well as your carefully chosen images what will make a big difference is the copy you submit with your shoot. If you can make the editors life easier with well written copy they are more likely to feature you. It saves them time.

Go through the photos one by one and jot down things about that photo, you are going to be crafting a story to go with your images, giving them a history, background and introducing the characters into your submission.

Styled shoots are trickier as there is not a real couple to talk about but you can talk about the venue, the location, the history of the country it was shot in. A background into some of the suppliers you used and why you chose them.

Once you have written the initial proposal and sent it to a blog, don't be put off if they don't accept it. Tweak it slightly and send it to the next one on your list. I have had photographers turned down many times but a year later they were finally featured so don't give up.

It is time well spent and once you have been featured you have the badge, can create a blog post about it and use this content in your social media, tagging the blog.

It is worth spending the time to do this, it make take you weeks but the exposure and end results will be so worthwhile. I still get bookings based on features on Style Me Pretty and Junebug weddings years later.

LAST FEW TIPS ABOUT GETTING A STYLED SHOOT PUBLISHED

Be diligent and do your research. Check if your shoot fits aesthetically with that blogs design. Don't submit a wildly colourful shoot to a white on white style blog.

Complete the perfect package, you don't get a second chance, check the submission guidelines and make sure you have the exact requirement of photos and words.

Be patient, many of the most popular blogs will take a while to get back to you and don't publish them elsewhere whilst waiting. Do feel free to follow up after a few months.

Don't mass target wedding blogs, do one at a time and wait.

When they accept your shoot a small thank you goes a long way, they will remember gestures and you are more likely to be featured again.

Once published don't miss the opportunity to leverage the social media, even months or years later you can mention where you have been featured.