Sustainably Run Weddings Brief

Sustainably Run Weddings is a brand new and exciting initiative which has been developed to help make wedding days more sustainable and importantly - to help newlywed couples make their big day stand out from the crowd, and deliver a feel-good factor to their guests!

The Sustainably Run Weddings initiative is a concept which helps to deliver an extra dimension of positivity to a day which is already filled with love and happiness.

This is achieved by the hosts of the wedding making the choice to plant a life-changing fruit tree in the developing world on behalf of each of their wedding guests.

By choosing to gift a tree to each of their wedding guests, the participating couple are creating an additional “feel good” factor for their guests, with hope of ensuring that the guests of the wedding are equally as happy and excited about the wedding day as the couple..

Each guest will receive a personalised tree planting certificate via email, explaining that the happy couple have chosen to plant trees with their wedding, and highlighting that the tree planted on their behalf delivers all of the benefits below.

Each fruit-tree planted per guest:

* Helps to counterbalance the unavoidable CO2 footprint of the wedding day and the associated negative environmental impact
* Provides food (in the form of fruit) to impoverished families in the developing world
* Provides education to developing world communities on the best way to use their land
* Provides a form of income for developing world communities where surplus fruit can be sold at market
  + Assists in generating a stronger economy
* Gives opportunity and independence to communities that have lived through generations of poverty
* Gives the wedding hosts and guests a positive feeling that they have done something good – and ultimately enhancing their wedding day

Target Audience

1. Our target audience is couples who are in the process of planning their wedding day.

These people are in the process of deciding upon how they can make their special day stand out and be a day to remember.

They are under a lot of pressure due to the stresses of planning their special day and have a lot of factors to consider.

Primary website goals and objectives

* Create a clear and defined user journey which leads visitors to complete a “Request more information” form.
* Appeal to the target audience at all stages of the buyer’s journey (Awareness > Consideration > Decision) before capturing data at the earliest stage, to nurture the user.
  + To attract users at the awareness stage of the buyer’s journey, who are becoming aware that they have a need, or have an interest in making their wedding stand out.
  + To provide content for users at the decision stage of the buyer’s journey, which will offer solutions to their problems, and clearly show that our service is a good solution to achieving their objectives when planning a wedding.
  + To convert users at the decision stage into leads, who have decided that they have a need to solve their problem/fulfil their opportunity and show that the Sustainably Run Weddings initiative is the number 1 solution.

Site structure

This website can be a single page website with the primary goal of converting users into leads.

Functionality

This website project does not require any complex functionality.

It will feature company contact details.

It will feature a HubSpot form embedded which will capture data and store it in our CRM.

The form fields will be:

* First name
* Last name
* Email address
* Phone number
* Wedding date
* Number of guests

Platform

We would like this site to be completed in Wordpress, and built in a way which allows us to make future edits. Preferably using drag and drop builders.