

A bride and groom are standing in front of a lush floral archway. The bride is wearing a white dress and a long veil, and the groom is wearing a dark suit. They are holding hands and looking at each other. The archway is decorated with a variety of flowers, including roses and hydrangeas, in shades of pink, purple, and blue. The background is a dense green hedge.

Hitched PRO

The Power of Our Marketplace

**We get you
closer to couples
every day!**

On Hitched, you place yourself in front of couples everywhere.

**We give you
couples you want
to do business with!**

On Hitched, you position yourself where the couples are.

A Global Industry Leader

In more than 16 countries around the world, The Knot Worldwide's global family of brands enables our communities to celebrate the moments that make us.

At the core of the TKWW business is a leading global online wedding marketplace, connecting couples with local wedding professionals and a comprehensive suite of personalised wedding websites, planning tools, invitations and services that make wedding planning easier for couples.

Together, we're a global family of brands championing celebration.



Join our network!

There's never been a better time to become a Hitched vendor!

Hitched Key Credentials

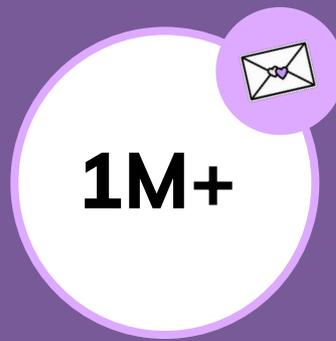
Gen Z and Millennial engaged couples and newlyweds turn to us for guidance on weddings, marriage, honeymoons and more.



Over 233,000 users registered in 2024 making it our **best year yet!**



Over 30k wedding vendors



Delivering 1 million+ leads to vendors annually



190k+ vendor reviews

In 2024 on Hitched

more than

233,000

new couples signed up to our site - the highest number ever recorded!

more than

1,000,000

couple leads were delivered to vendors – that's more than

2,700 leads per day!

Currently on Hitched...

more than

250,000

couples are registered with a future wedding date!



Plus, we're heading into engagement season!

Hitched.co.uk has:

- A **domain authority of 65**.
- Ranks for more than **285,000** wedding-related keywords.
- Ranks on **page 1** for almost **43,000** wedding-related keywords in the UK.
- Ranks in the **top 3** for more than **17,000** wedding-related keywords in the UK.

Our SEO at Hitched

As a wedding directory, we've spent decades ensuring our SEO is strong, effective, adaptive and optimised, so **businesses like you** can reap the benefits.

When listing with us, **we build your page to be optimised** for search engines like Google, to help you **boost your advertising and visibility** with couples.

Who They Are

Our audience is constantly replenished, allowing us to build new connections with couples

Average age.....	35 years
Generation.....	Millennials 72% / Gen Z 14%
Average length of engagement.....	14 months

Hitched Audience & Spending Profile

Weddings are an important milestone in which couples plan to continue to spend, despite economic concerns.

51%

of couples go over budget

60%

of couples say they increased their budget at least once

63%

were gifted money from the couple's family to pay for the wedding

64%

of couples are also saving for a honeymoon

Hitched Audience & Spending Profile

How much are couples spending on their wedding, and what percentage are above average?

The average cost of a wedding is **£23,250 +12% YoY**

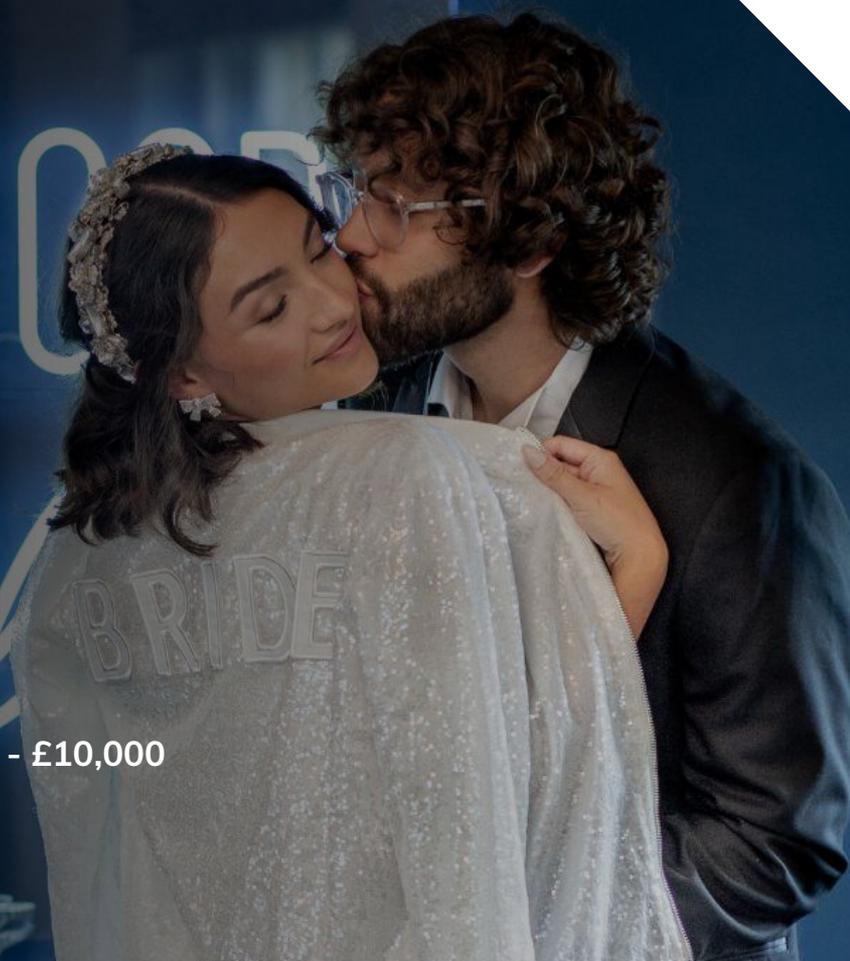
50% spend **£20,000** or more

25% spend **£30,000** or more

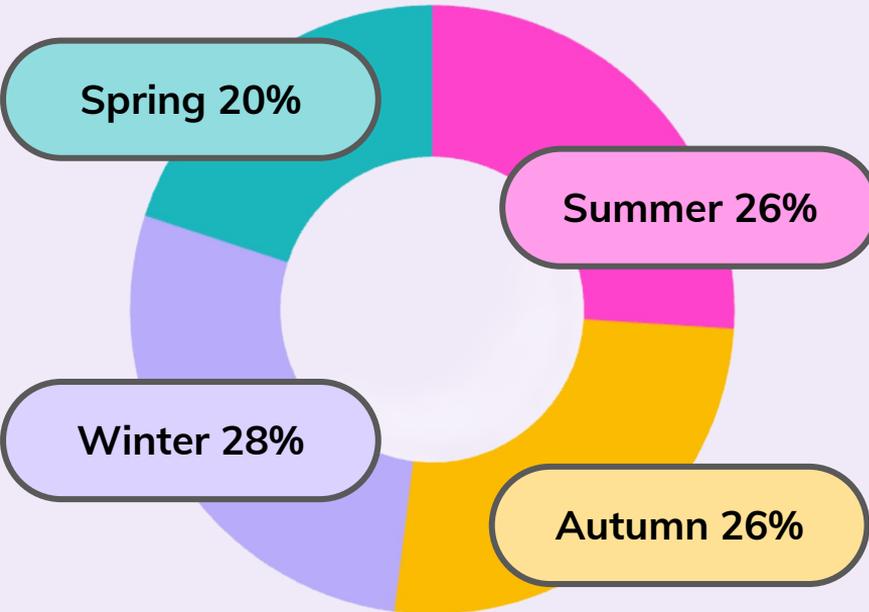
10% spend **£40,000** or more

The average spend on a wedding venue is between **£9,000 - £10,000**

40% spend **£10,000+** and 20% spend **£20,000+** or more



Couple Engagements by Season



Season	Percentage
Spring	20%
Summer	26%
Autumn	26%
Winter	28%

Spring 20%

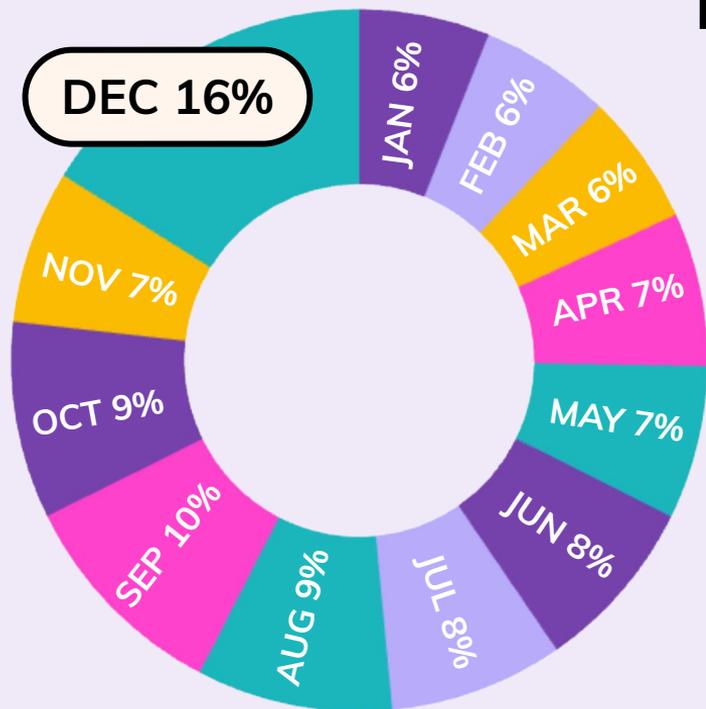
Summer 26%

Winter 28%

Autumn 26%

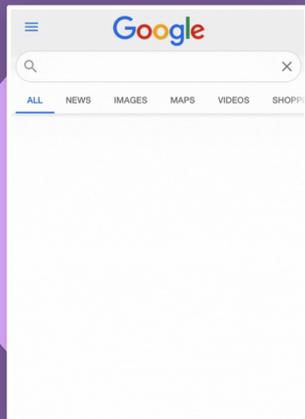
Winter is the most popular season for engagements, followed by **Summer** and **Autumn**

Couple Engagements by Month



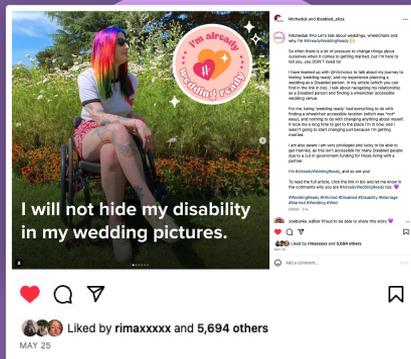
December is the most popular month for engagements, followed by the period between **August - October**

Couples Get Inspiration Everywhere



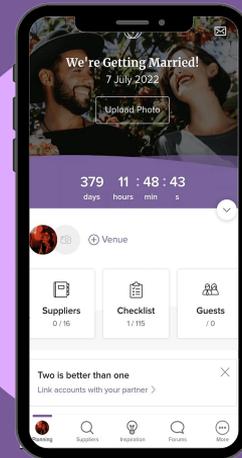
Powerful SEO

Your listing helps couples find you when they look for vendors on major search engines, like Google. Get found by high intent couples ready to hire!



Social Media

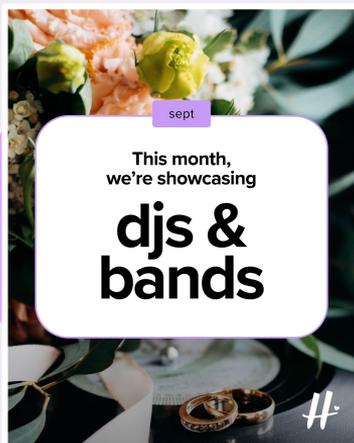
With over **710,500** followers across Instagram, Facebook, TikTok, YouTube and Pinterest - the Hitched audience is growing.



Wedding Planning App

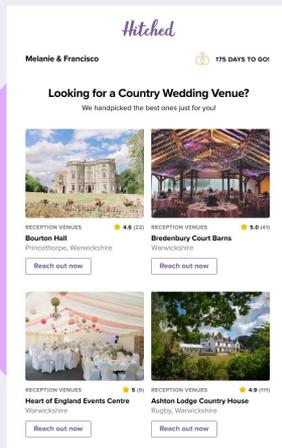
One of the UK's leading wedding planning apps and **featured as Apple's App of the day** (May 2025).

Marketing Our Marketplace



Social Media

All of our social media tactics are focused on **driving awareness and traffic to vendor listings**. This includes visiting vendors directly, social Q&A's and recommendations.



Email & CRM Strategy

We're improving the quality of our emails to **target couples more effectively**. This means showing supplier categories based on the user's activity and wedding date to increase high quality leads.



Marketing Campaigns

When creating new strategies, all of our campaigns have the **overarching goal of driving marketplace awareness and conversion**.

Influencer Campaigns

- We have always-on marketplace influencer campaigns.
- Influencer campaigns are **focused on Hitched venues and vendors**. The brief includes promoting at least 1 vendor category with their content.
- Campaigns vary from micro influencers to macros.
- Here are some influencers we've worked with...



Charlotte
Crosby

📷 8.7M



Vicky
Pattison

📷 5.4M



Olivia
Bowen

📷 3M



Taylor
Ward

📷 2.9M



Megan
Mckenna

📷 2.8M



Gemma
Collins

📷 2.2M



Olivia
Attwood

📷 2.2M



Pete
Wicks

📷 2.2M



Highlights To Be Part Of



Become a winner

We celebrate your great work and put the **spotlight on your business.**



Engage with couples

Loyalty schemes, special deals and big dreams are **bringing you and your future couples closer together.**



Knowledge is power

Grow your business with our **free resources** exclusive to Premium Hitched vendors

Premium-Exclusive Content

Get access to guides, courses, webinars and events with your Premium subscription.



Virtual Wedding Summit



Expert Industry Advice



Exclusive Guides and Webinars



Premium-Exclusive Newsletter

Get the monthly Premium Edit, featuring the latest tips, content and exclusive, personalised stats about **your Storefront**



Monthly Edit



Personalised Data



Exclusive Tips + Content

Our Memberships



Packages by Level

+100% views vs Premium

+230% views vs Premium

		Premium	Advanced	Elite
		Regular Visibility	Increased Visibility	Maximum Visibility
Visibility	County & Category visibility	Premium 	Silver  	Gold   
	City visibility	Premium 	Premium 	Premium 
	Nearby city visibility (+70km) 	Basic <i>(limited to main county)</i>	Basic <i>(no limitations to the main county)</i>	Basic <i>(no limitations to the main county)</i>
	Additional county visibility 	Basic	1 additional discounted Premium Storefront  	2 additional discounted Premium Storefronts   
Content	Unlimited photos and videos	✓	✓	✓
	No competitor ads on storefront	✓	✓	✓
	Display phone number	✓	✓	✓
	Couple reviews	✓	✓	✓
	Display website and social link	✓	✓	✓
	Professional content 	-	Included 	Included 
Tools and Support	Couple's phone number	✓	✓	✓
	Receive leads by email	✓	✓	✓
	Download excel with leads data	✓	✓	✓
	Direct messaging with couples	✓	✓	✓
	Access to campus	✓	✓	✓
	Performance analytics	✓	✓	✓
	VIP Business support 	No	Included   	Included   
	Account Management Pro 	No	Included   	Included   

Pro Perks

Give your business the boost it deserves and access all these Premium perks, plus so much more.



- 🏆 Prominent placement on web and app
- 🏆 Up to 2x impressions and visibility on average
- 🏆 Up to 5x traffic and leads on average
- 🏆 On average, 80% of couple replies go to paid pros
- 🏆 Add videos to your Storefront
- 🏆 Zero competitor ads on your Storefront
- 🏆 Add deals and promotions
- 🏆 Earn the **Wedding Awards winner tag**
- 🏆 Earn the **quick responder tag**
- 🏆 Earn the **popular in your area tags**
- 🏆 Highlight and reply to reviews
- 🏆 Access to couples' contact details

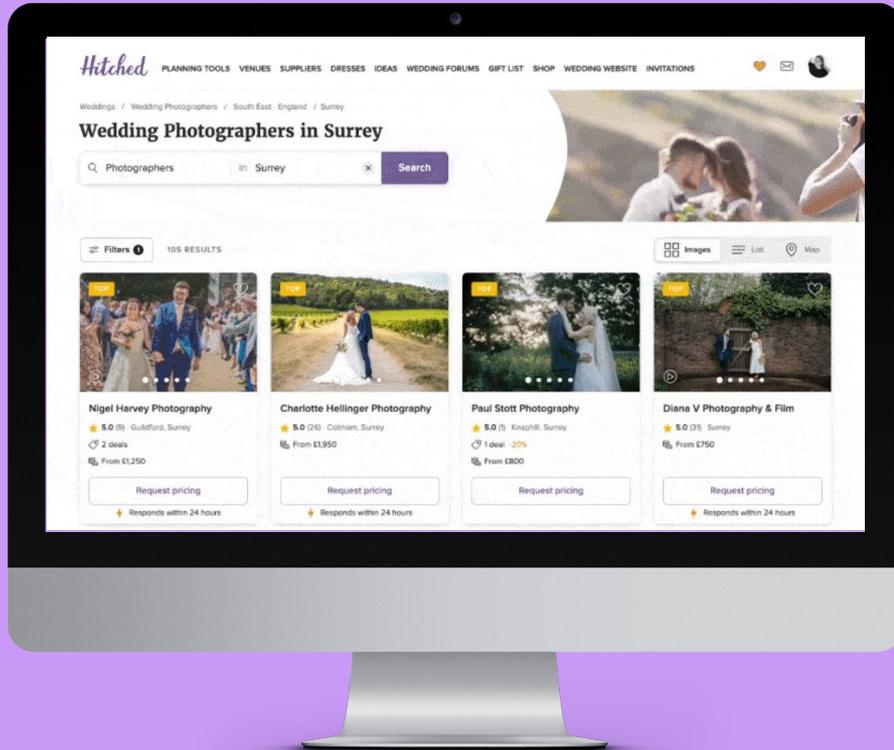
On average, Storefronts with videos have a 30% higher conversion rate

🏆 3x Award winner

⚡ Replies within 24 hours

↪ Popular in your area
🗳 Booked over 85 times
☆ Highly recommended in your area

Visibility Options



TOP GOLD

- ✓ Sits above all Premium and Top Silver listings
- ✓ Guaranteed position on the first page
- ✓ No competitor ads on your listing
- ✓ Access to couple phone numbers
- ✓ Enhanced account manager support
- ✓ Free online learning from Campus

12

slots per county & category

TOP SILVER

- ✓ Sits above all Premium listings
- ✓ Guaranteed position above Premium
- ✓ No competitor ads on your listing
- ✓ Access to couple phone numbers
- ✓ Account manager support
- ✓ Free online learning from Campus

9

slots per county & category

PREMIUM

- ✓ Sits above all standard listings
- ✓ Access to couple phone numbers
- ✓ Client success support
- ✓ Free online learning from Campus
- ✓ No competitor ads on your listing

Professional Content

Upgrade your Storefront offering with our professional content packages.

**in-situ
photograph
y**

**product
photograph
y**

**video
interview**

**recommended
for you**

Professional
content

In-Situ Photography



Exclusive to Advanced + Elite

What?

A photoshoot which captures you doing what you do best, creating inspiring, authentic professional content to attract high-quality couples.

Who?

Recommended for on-the-day vendors who'll benefit from the story-telling that comes with professional content.

Recommended for...

- DJs
- Musicians
- Wedding Entertainment
- Videographers

Professional
content

Product Photography



Exclusive to Advanced + Elite

What?

A professional photoshoot capturing the essence of your wedding products and services, creating a visual narrative that highlights the quality, detail and uniqueness of what you do.

Who?

Recommended for vendors offering high-quality, luxury products or services.

Recommended for...

- Stationery
- Wedding Cakes
- Florists
- Travel

Professional
content

Video Interviews



Exclusive to Advanced + Elite

What?

A video interview showcasing the person/people behind the business. This medium allows you to showcase things that can't be conveyed in images.

Who?

Vendors who offer services where connection and the couple-vendor relationship are key. Also for those with extensive experience to highlight.

Recommended for...

- Videographers
- Musicians
- Wedding Planners
- Photographers

How To Grab a Client's Attention?

Purchasing a bespoke package is a great way to get started in our directory. It guarantees you as an option for couples when they search in your category and location.

Thanks to enhanced visibility in our directory, pros with paid listings see on average:



5x

more Storefront traffic
on average



5x

more couple enquiries
on average



on average

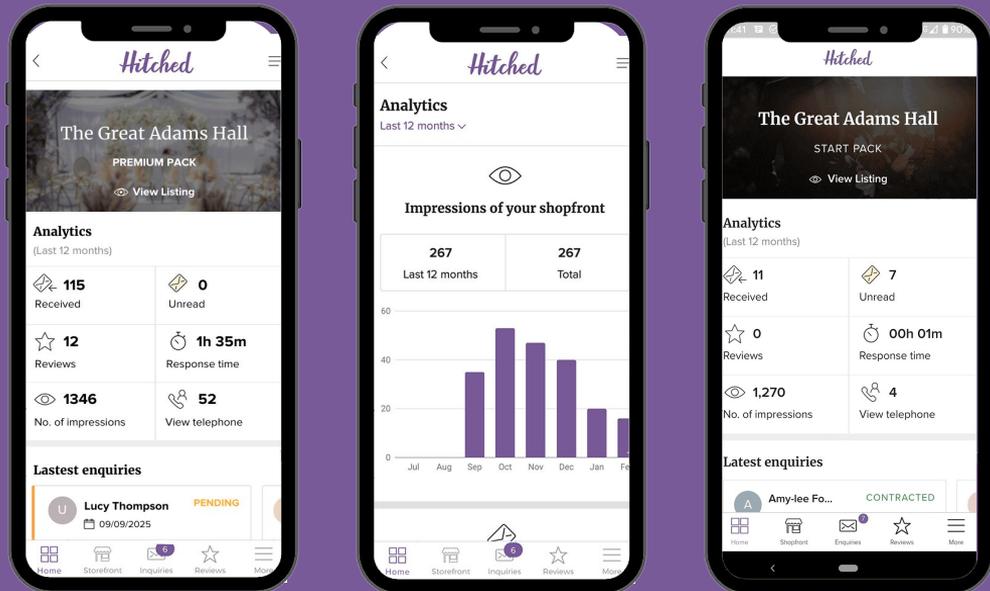
80%

of couple replies go
to Premium listings

Tools & Content

Self Management Tools

Connect with your clients from *anywhere*



Receive alerts directly to your phone when couples send a new message.

Respond to couples quickly. Easily search, filter and organise leads.

Create your own reply templates to quickly respond to leads or call couples with one click.

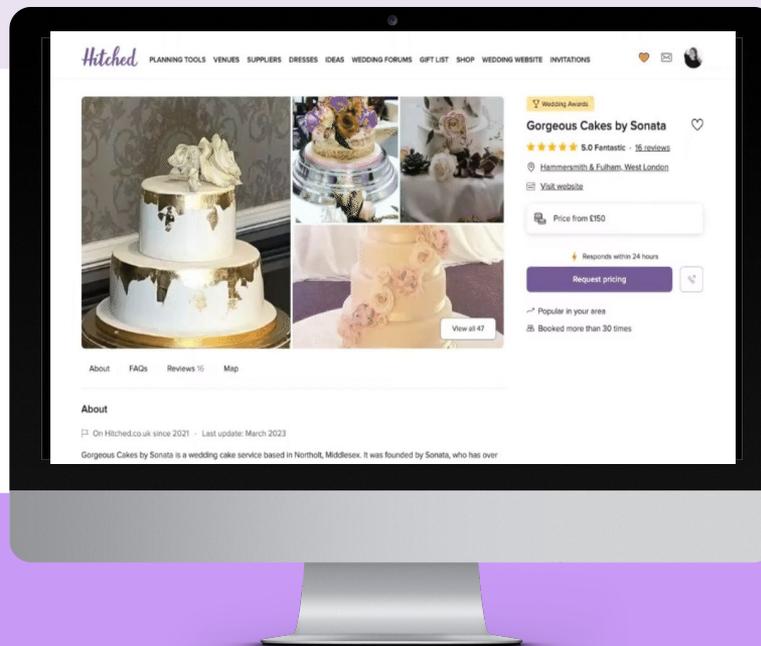
Request reviews from your phone.

Monitor your listing traffic and leads with analytics at any time.

Brush up your business skills with Campus, regular webinars and tailored B2B support.

Drive Leads to Your Business

- Collect leads via the **enquiry form** on your Storefront
- Receive **phone calls** directly from couples
- Drive users to your **website**
- Harness the power of **reviews** to nurture your brand reputation



Storefront Success Factors



Photos + Videos

This is what will start attracting couples to your Storefront.



Description

Include relevant, unique, and detailed info that's optimised for SEO.



Pricing

Add details to set better expectations upfront and save time talking to couples.



Reviews

Request reviews from past clients to show potential clients the value of your services.



FAQs

Put yourself in your their shoes. Provide additional info about your services.

Important: Keep Your Storefront Updated



Updating your Storefront once **isn't** enough.

Insights make it easy to track your business's performance.



CAMPUS

Educational support for vendors

- Read **blog articles** and news.
- Download **guides and templates** that we launch throughout the year.
- Join our **webinars and events** with a variety of guest speakers.
- Use our free **industry reports**, with insights and data to supercharge your business!

✓ Access all resources for free on Campus Premium

PREMIUM



EXCLUSIVE

Campus

Discover all of Hitched's best resources and latest tips.

All 192 Sales 43 Marketing 80 Listing 14 Entrepreneurship 37 Client Support 18

RECOMMENDED

'24 UK NATIONAL WEDDING SURVEY

Unlocking Insights: The 2024 National Wedding Survey is Here

Finally, the eagerly awaited National Wedding Survey has arrived, brimming with insights gathered from over 1,800 couples. This...

LISTING

How to Write an Impactful "About Us" Section

SALES

[Template] Keep in touch with couples during the wedding planning process

LISTING

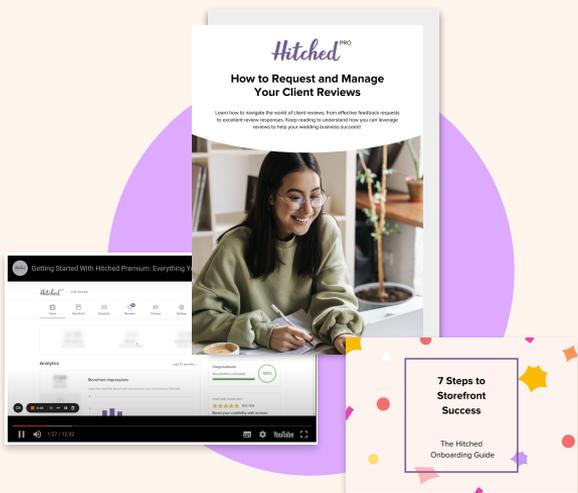
How to Add Photos and Videos to Your Storefront

LISTING

Let's Relive the Magic of the Hitched Wedding Awards 2024



We Support You



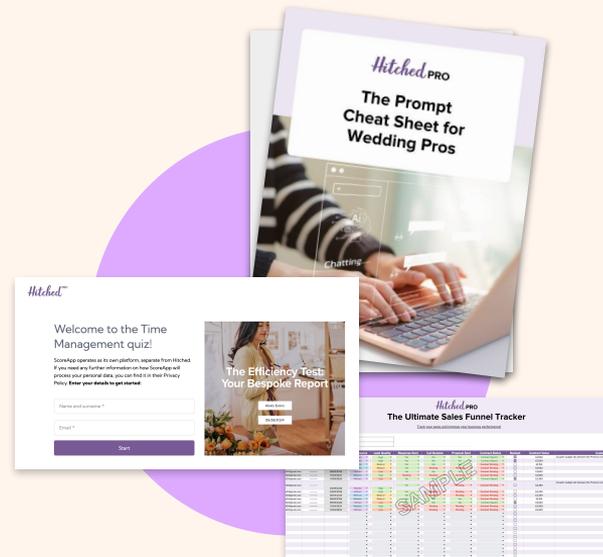
Storefront Support

Ensure your Storefront is best in class via helpful guides, tutorials and articles that walk you through every step.



Lead Replies

Discover what couples need from you and take action with these helpful guides and templates.



Time Management

Work smarter, not harder with time management quizzes and personalised advice just for **you**.

Thinking Ahead:

How to futureproof your business



**Contact your local area representative today
to find out more about
Hitched Pro Membership options!**

Let's Grow Together!



Reach More Clients

Showcase your services to thousands of engaged couples.



Accelerate Growth

Premium status boosts your visibility, leading to even more enquiries and bookings.



Enhance Your Business Reputation

Build trust with reviews by showcasing your top-tier service to potential clients.



Stay in Control

Manage enquiries with ease and gain access to advanced insights to optimise your Storefront and strategy.

Join 30,000+ UK vendors who trust Hitched

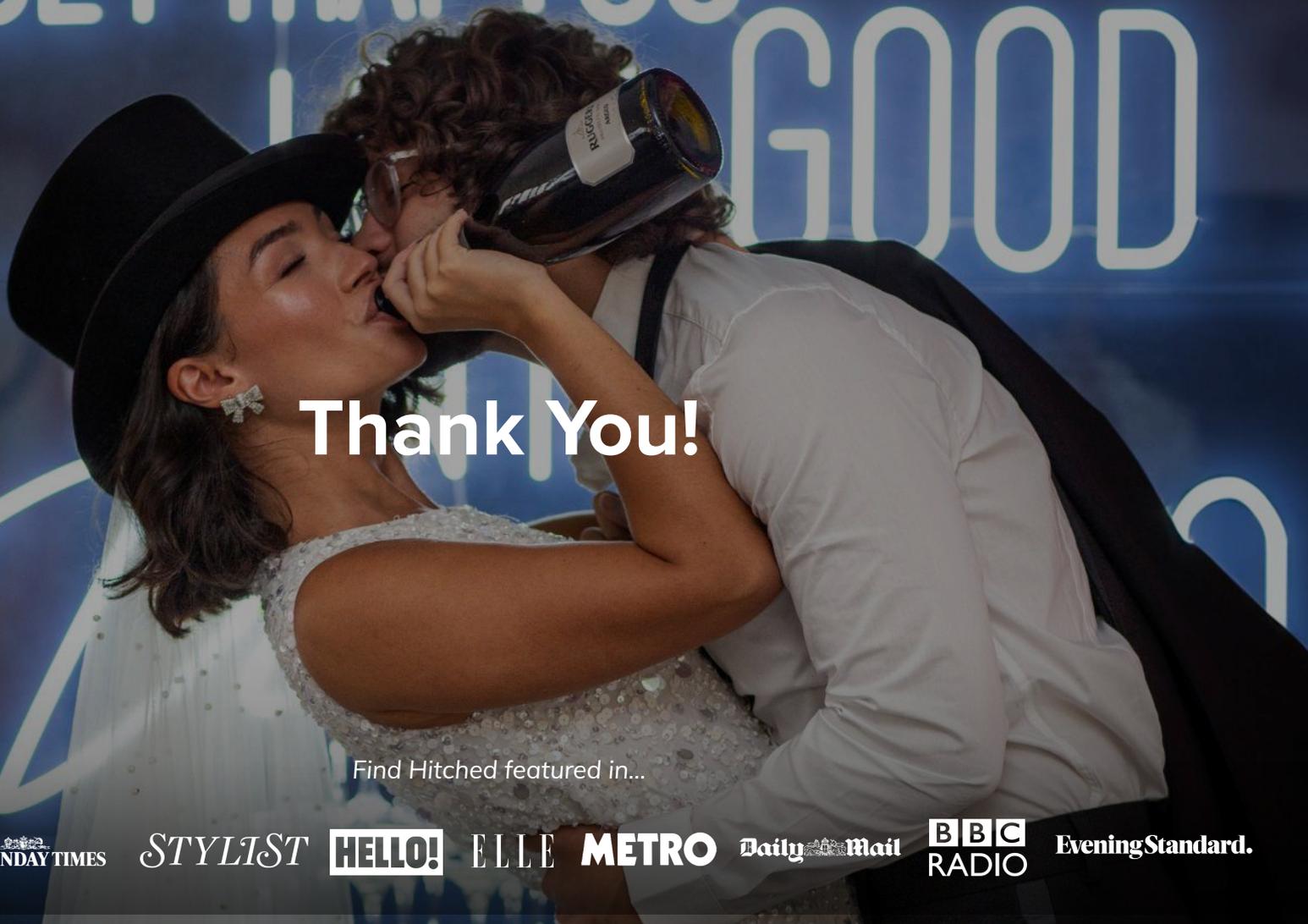
Unlock your business's full potential and watch it soar to new heights!

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ELLE

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