

IVORY  
T R I B E



*We are;*

THE ONE-STOP DIGITAL COLLECTIVE

CONNECTING COUPLES WITH

*exceptional local suppliers*

FOR THEIR BIG DAY.

# *We connect couples to suppliers.*

Our job is simple: we connect our readers to our superstar suppliers (hint: this could be you!).

We're the first click for engaged couples. They know it's where they'll discover the magical members of their tribe - all of which are hand-picked and endorsed by us.

It's a vortex of wedding content out there. We help

couples cut through the overload and overwhelm to find suppliers and inspiration that speak their language of love.

We're a one-stop shop. An online haven which acts as a personal wedding day cupid, and also celebrates the work of talented suppliers by showcasing local weddings and creations long after the walk down the aisle.

# blog

Clever couples love clever content, and we speak their love language.

Here, we spotlight the incredible work of our tribe, providing bucketloads of big day inspiration for couples soon to be walking down their own aisle.

Our pages showcase 'real' weddings. And they tell the real love stories behind them. Our readers know these are local, so the suppliers are relevant, tangible

and able to be booked for their own wedding.

We also love to spotlight the stories behind our brilliant suppliers. Why they do what they do (and why that makes them the best pick), what they've got coming up and styled shoots or campaigns featuring their magical touches. As long as it's interesting and inspiring for our couples and suits our style, we want in on the action. Be sure to keep us in mind

# directory

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**Ivory Tribe has been a godsend when planning our wedding. Nearly all our suppliers were sourced from Ivory Tribe and it's been the weight that has given us the confidence to book someone - if they are part of the Tribe or if they have been featured in their real weddings page - we want them.**

jade

Did we just become best friends? As part of our Tribe, you'll surely feel like it. This isn't a sign-up, once a year sitch. We're in it for the ever-after.

As part of our Tribe (or our Wedding Directory, in more technical terms) you're connected with not only us, but also to your highly-talented peers within the local market. Let's be honest, we love any excuse for a good glass of bubbles, so we host events and encourage everyone to come along, mingle and bounce ideas off each other. It's networking, but way more fun.

Our Tribe is a community of like-minded stars who celebrate love in their own unique way. The directory supports each business by showcasing beautiful and professional imagery of your offering, while carefully crafting a biography - highlighting exactly who you are and what sets you apart.

Our private Facebook community is another safe space to connect with fellow Tribe members - seek suppliers to get creative on brand collaborations, ask questions and skill swap - sharing is caring, here more than ever.

# directory

Sponsored eDMs, carefully-curated Instagram stories that send couples your way, or social media campaigns that boost your business - we tell your story and ensure it packs a punch.

Take it from our Tribe, we don't just talk the talk:

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**“We have been with Ivory Tribe from the beginning! The team behind the glorious photos and amazing content are such talented, helpful, kind and creative women! We love working with such a strong and forward thinking team. We get so many referrals via Ivory Tribe and know this contributes to our successful business within the wedding industry. We love them!”**

*Rusty Gate Weddings*

*We know weddings. You know weddings. Let's tie the knot.*

Are you keen to get in on an established digital marketing platform?

Are you ready to make a splash with your newly-launched wedding business?

Have you got the goods but feel it's time to grow?

Have you found your niche and know it's time to refine your clientele?

Are you keen to rub shoulders with like-minded creatives?

Do you want to try a new avenue and broaden your audience access?

Did you answer *yes* to any of these questions when it comes to your marketing?

We've got a good feeling about you. You could be the perfect fit for Ivory Tribe.

# *By partnering with us...*

You are a part of the team.

We know that running a small business can feel like a labour of love. Our Tribe members are a part of a wider collective, and it's just the way we like it.

Through regular email contact, our private Tribe Facebook group, and reciprocal social sharing - we show off our Tribe at every turn and want you to know that you're a part of the family.

# Numbers . data . Insights .

## WEBSITE INSIGHTS

(April 2019 - April 2020)

**86% of our website visitors are brand spanking new.** We're the first stop for many newly-engaged couples at the beginning of their wedding planning journey.

Our website traffic (users) increased by 12% on the previous year.

82% of our audience are females. 52% of these are aged between 25-34.

Although 79% of our viewers are from Australia, we have fans from all over the world. 9.5% are from the USA and 2.4% are from the UK.

In 2019, our website had over 588K page views, with an average of 1,611 page views a day.

- Our audience knows exactly where to go for seriously sweet wedding inspiration. 44.6% of our traffic is from organic searches. 33.7% of our website traffic comes from our social media pages.

## INSTAGRAM INSIGHTS

- In 2019, our Instagram content reached 11.3 million people and was seen 25.7 million times.
- Our average engagement per post was 3.17%
- 40.8K people clicked through to our website.
- Our Instagram stories reached 1.5 million people and had a completion rate of 94.93%.

## FACEBOOK INSIGHTS

- In 2019, our Facebook content reached 364K people and was seen 428K times.

Our average engagement per post was 11.1% (based on reach.)

## EDM INSIGHTS

More than half of our subscribers are engaged in our email content in 2019, with an open rate of 55.6%

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Hi Stef, Nat and Jo,

Words cannot express how happy I am that I made the choice to partner with Ivory Tribe to kickstart Bow Creative's business journey. You guys are the most supportive team I could ask for with constant follow ups and going above and beyond to make sure your Tribe is performing to their best but most of all, you guys deliver!

Whenever a social post or a blog post is published I not only know that I will definitely get a great exposure and an increase in enquiries but I know that it will be impeccably written.

I know that Bow Creative will only continue to grow to new heights with a partnership with Ivory Tribe into the future!

Kath, Bow Creative

*Tribe*

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Hi Stef, Nat and Jo,

Now that we are in the middle of the quiet season I wanted to take the time to say a huge THANK YOU! We greatly appreciate the partnership we share with each of you individually as well as with the Ivory Tribe Directory.

We always gain great exposure from your social media posts and truly believe that the directory has helped with our brand awareness and other business relationships within Victoria.

Soph and the White Top Venues Team

*testimonials*

# *Advertising options*

READY TO MAKE IT OFFICIAL?

WE'VE GOT AN OFFERING FOR EVERY

*individual*

LOVE STORY.

*first date*

**\$550**

COMMITMENT ISSUES? WE GET IT. LET'S TAKE IT SLOW AND SEE WHAT HAPPENS.

12 month online directory listing in your category of choice

*younglove*

**\$800**

BUTTERFLIES? BLUSHING? SMILING AT YOUR PHONE ON THE REG? GO ON, GET EXCITED.

12 month online directory listing in your category of choice

1 x social media feed post published on both Facebook and Instagram

\*scheduled by Ivory Tribe throughout the duration of an annual subscription.

*goingsteady*

**\$1200**

THINGS HEATING UP? GET A KEY CUT? MAY AS WELL DIVE IN DEEP.

12 month online directory listing in your category of choice

3 x social media feed posts published on both Facebook and Instagram

\*scheduled by Ivory Tribe throughout the duration of an annual subscription.

## SOCIAL MEDIA BUNDLE

**\$500**

1 x Instagram story post

1 x Instagram feed post

1 x Facebook feed post

## SOCIAL MEDIA - FEED POST

**\$350**

A curated sponsored social media post that will appear on both our Instagram feed and Facebook page.

## SOCIAL MEDIA - INSTAGRAM STORY

**\$250**

A curated story that will appear on our Instagram account for 24 hours. Includes account handle and link.

## WEBSITE - SPONSORED BLOG POST

**\$600**

A unique editorial piece curated by the Ivory Tribe creative team that spotlights your brand and further promotes your business. This exclusive article could be in the form of a brand profile, an expert interview, a Q&A or any other avenue that best tells the story of your offering. Ivory Tribe will work closely with you to create stunning content that will engage our audience and meet your marketing needs.

## EDM's

Price on application.  
Sponsorship and solus buyout opportunities available.

## CUSTOM PACKAGES

If you have a budget to work within, let us know your preferred inclusions and we can tailor a package to suit your business needs.

*Advertising options*

\*Pricing excludes GST

\*Quarterly payment options available for online directory listing subscriptions

\*All directory listings are for the duration of a 12-month contract

\*Placement priority within directory categories is based on listing type.

*Let's roll*

*next steps*

IF YOU DECIDE THAT IVORY BLOOD IS RUNNING THROUGH  
YOUR VEINS, PLEASE REGISTER YOUR INTEREST HERE:

**<https://ivorytribe.com.au/#login>**