

Referral Lists



Market your business direct to Brides-to-Be with the Wedding Guide referral lists

- **Either:** Market your business direct to customers looking for your services right across the region - when and how you choose
- **Or:** Select by date and area to target particular customers you want to attract - i.e. Spend your efforts on the exact customers who fit your marketing criteria.
- All Brides-to-Be on the list have already received a copy of The Wedding Guide containing your information - you are not making cold calls.

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| No | Wedding Date Day Month Year | Place of Wedding | Title | Initials | Surname | Address 1 | Address 2 | Town | County | Postcode | Telephone | E-mail | | Brides Requiring Flowers |
|-----|--------------------------------|------------------|-------|----------|---------|-------------------|---------------|------------|---------|----------|---------------|--|---|--------------------------------|
| 251 | 29 8 2009 | Cumbria | Miss | Jackie | Smith | 17 Raphael Drive | | Carlisle | Cumbria | | 07755 123456 | Jsmith242@aol.com | : | 0 |
| 252 | 30 8 2009 | Abroad | Miss | Sam | Barnes | 6 Oak House | Argent Street | Oldham | Lancs | OL2 1RM | | | : | 1 |
| 253 | 30 8 2009 | London | Miss | B | Sanders | 142 Claremont Ave | | Manchester | | M2 2CM | 0161 245 2452 | Bsant@sanders.co.uk | : | |
| 254 | 1 9 2009 | Manchester | Miss | Cindy | Gibson | 1 Elizabeth Road | | Preston | Lancs | PR1 2AD | 07816 206136 | cindyg@yahoo.com | : | 1 |

Key Details

- **E-mail Addresses:** Lists are available to purchase either **with or without email addresses**.
- **Data Protection:** This information is only supplied to a limited number of contracted suppliers and is protected under copyright and licensed under the Data Protection Act to Wedding Guide Ltd.
- **Numbers of Registrations:** An average of 2300 registrations per year over the last 3 years in the Essex area. National lists are also available.
- **Supply:** The Essex Wedding Guide marketing lists are supplied 12 times a year, by email. Duplicates are removed between months (subject to computer limitations and human oversight) so each list is completely new. The lists form a powerful resource for the whole region with which to build your marketing database.

The whole list is supplied for over 30 categories of services. The '1' shows that this category was not booked at the time the Bride-to-Be entered the draw.

More Details:
 WPP
 213 Beauchamps Drive
 Wickford
 Essex SS11 8NS
 01268 769999
info@theweddingguide.co.uk

Interesting fact:
 Over a 12 month period, under half the registrations were for the current year, more than half were for the following year and beyond.
 I.e. This resource is full of potential customers and future business.