INBOUND

People already looking for a photo booth

1. DEMAND CAPTURE

This is **earning** attention.

Google Search

- Website
- SEO
- Local intent

This is **buying** attention.

Google Ads

- Landing page

Type B: Social Media Ads

- Specific CTA

Third party listings

Platform Native Marketplaces

- Wedding platforms
- Venue preferred vendor lists
- Event directories
- Community calendars

Outcome:
Inbound leads who are actively searching and ready to book

People not searching yet

2. DEMAND CREATION

The asset you publish

Content

Photos | Videos | Reels | Carousels | Stories | Testimonials | Case studies

Distribution channel

Social Media

Instagram | Facebook | TikTok | YouTube

Consistently distributed content =

Authority Building

Recognition | Trust | Preference

Type A: Social Media Ads

- Specific CTA

Outcome:
Recognition, authority, and preference before a lead is searching.

OPERATING RULES

- **Paid vs organic strategy**
  - When to pay vs when to use systems
- **Budget logic**
  - How much we are willing to spend to acquire a lead
- **ROI mindset**
  - What “good performance” actually means