

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