



Coco

WEDDING VENUES

Hello you


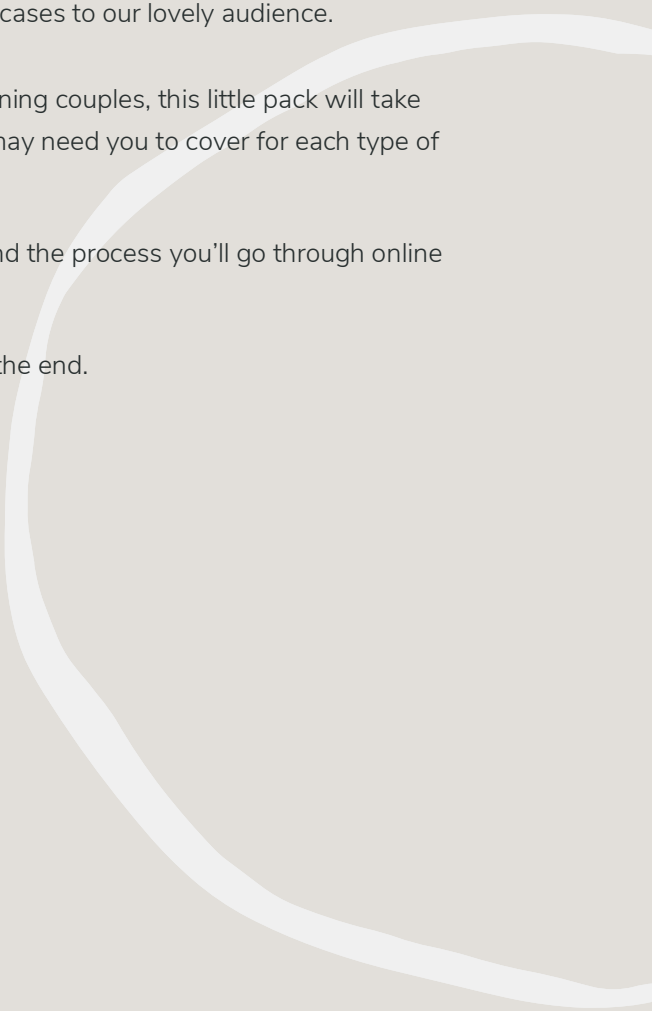
Thank you so much for considering our platform for your next submission!

Our award-winning blog is an extension of our style-focused wedding venue directory, serving up beautiful wedding inspiration, helpful advice, and supplier showcases to our lovely audience.

If you'd love to get your work in front of super stylish and discerning couples, this little pack will take you through our submission guidelines, plus the questions we may need you to cover for each type of editorial.

You'll also find our image requirements (very important stuff!) and the process you'll go through online when submitting.

If you have any questions, you'll find our contact information at the end.



Types of Features

Bringing warmth, heart and ultimately a voice to our wedding venue directory is our affiliated blog.

It's a place to showcase our venues, keep up to date with wedding trends, swoon over beautiful photography and inspire our readers with real wedding edits.

Please note, in order to keep Coco Wedding Venues consistent, we only feature real weddings, engagement shoots and styled shoots that take place at wedding venues in our current collection.

REAL WEDDINGS & ENGAGEMENT SHOOTS

Our readers love to see real weddings to inspire their big day, so if you've recently got married at one of our venues, we'd love to do a write up about your wedding celebrations (which FYI totally prolongs the wedding magic!).

And if you're a photographer with a gorgeous wedding or engagement shoot up your sleeve (the engagement shoot either needs to have taken place at a venue we showcase, or the couple are getting married at one our venues), we'd love to feature your work.

STYLED SHOOTS & EDITORIALS

If you're a photographer or stylist you can submit your work to showcase on the blog – we love to feature editorials, talented suppliers, inspiring ideas and DIY tutorials that capture the ethos of the Coco brand.

If you'd like to submit any of the above and feel it would be the perfect fit with our brand please do keep reading before visiting our online submissions platform.

VENUE FOCUS

We love nothing more than to showcase our beautifully curated collection of weddings venues and we have several options for the blog:

- **Hello from...** - A focus feature all about you, your venue and what couples can expect from hosting their wedding with you.

- **Home Tour** – We love interiors, so this features takes our readers inside your beautiful venue. Have a stunning honeymoon suite? Brand new accommodation? A gorgeous country estate? Let our couples take a nosey inside.
- **Planning Guides** – If you would like to share your expertise in a certain type or style of wedding, then we would love to share your guidance in one of our many planning features.

If you'd like to see examples of any of the above venue focus features, please do get in touch and we can provide example links. Alternatively feel free to explore our blog.

SUPPLIER FOCUS – LOVED BY COCO

A Loved by Coco feature celebrates the wedding suppliers we totally adore and introduces them to our couples who are on the hunt for suppliers. You can find details on how to work with us on this type of feature in our sponsorship pack.

We collaborate with brands that are a brilliant fit with our ethos, so if you feel this is you please do contact Emma for more information at emma@cocoweddingvenues.co.uk.

Inclusivity

Love is universal

We are actively committed to being an inclusive wedding platform. We encourage submissions that embrace all kinds of love.

We want to publish an eclectic mix of editorials, styled shoots and real weddings that represent the diverse couples who visit our platform daily.

Please do keep this in mind when choosing what to submit to us.



Image Requirements

We take our imagery very seriously.

For editorials featuring real weddings and styled shoots we require 80-100 images to make our selection from.

For all other features such as engagement shoots, supplier features, or tips and advice posts, we will need approx. 30-50 images.

Please do not send more than our maximum of 100 images for any feature – it will just overwhelm us and make it harder to see the winning shots.

Images must be professional, JPEG photos, and a minimum of 1200px wide (on the horizontal edge).

The images should be sent using a Dropbox link or via a free file sharing tool called wetransfer.com (www.wetransfer.com)

We will not use any images that have watermarks, branding or white borders.

If you are not the photographer, please ensure you have permission to submit on their behalf. It is the responsibility of the person submitting to credit professional photographers for their images.

Word Count

Whilst we aren't too strict on word count, we thought it might be helpful to give you some guidance.

For real wedding and styled shoot editorials please submit no more than 1000 words.

For all other features, no more than 800 words are required.

Don't worry if that sounds like a lot – you'll find questions and prompts for each type of editorial a little further into this pack.

How to Submit

On our Submissions web page you'll find the submissions form which covers all types of editorial.

The submissions process has two parts.

PART ONE

The first step focuses on an overview of your submission.

You'll be asked for:

- Your name
- Your email address
- Your website
- The editorial type
- Submission title
- The featured wedding venue (make sure it's currently part of our collection!)
- A brief description of your submission

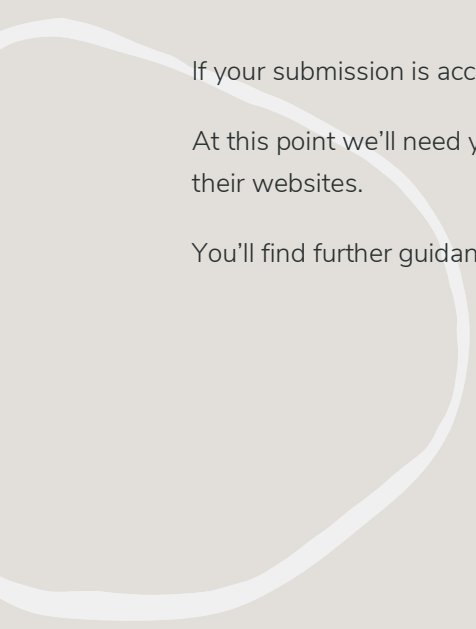
At this stage, we also need to review the images that will accompany your feature (please see our image guidelines on page 4) and you can share these by inserting a link to Dropbox or WeTransfer on the form.

PART TWO

If your submission is accepted, we'll be in touch with details on how to complete your feature.

At this point we'll need your copy to accompany the images and a full list of suppliers with details of their websites.

You'll find further guidance for your write-up a bit later in this pack.



Next Steps

If your submission is accepted and you've completed the two parts of the online submissions process then you just need to sit back and relax!


We'll review all the content you've sent and will then be in touch with a scheduled publishing date.

If for some reason your submission has been declined, we'll email with details on why it hasn't been accepted.

It could be that you haven't completed the online submissions process correctly or haven't followed our submissions guidelines and requirements, so please read carefully folks!

Another reason we might decline your submission is if we feel our website isn't the right home for your editorial.

As creators, we know how much work you've put into your editorial so we'll always try to give information on why this might be the case to help you for future submissions.





Templates

Below you'll find questions and prompts to help you write an engaging editorial.

Please do not submit your write-up until your submission has been accepted in part one of the submissions process.

REAL WEDDING

Please use the below questions and prompts for your write-up. We require no more than 1000 words for this type of feature.

- Why did you choose your venue?
- Tell us about your wedding dress and big day fashion - include accessories, shoes, hair and makeup, bridesmaids, groom.
- The décor – what was the styling and theme of the day?
- Who was your florist and what did you choose?
- Cake / catering?
- Tell us a bit about the photographer?
- What was the best part of the day?
- Words of wisdom?

We will also need a full list of suppliers to credit (including their website URL)

STYLED SHOOT

Please use the below questions and prompts for your write-up. We require no more than 1000 words for this type of feature.

- Tell us about the venue and why it suited your styled shoot?
- What was the overall theme and style of the editorial?
- What was the colour palette/season?
- Tell us about the fashion – include accessories, shoes, hair/MUA.
- The décor – styling and theme of the shoot?

- Who was your florist and what did you choose?
- How can couples interpret this shoot into their big day plans?

We will also need a full list of suppliers to credit (including their website URL)

ENGAGEMENT SHOOT

Please use the below questions and prompts for your write-up. We require no more than 800 words for this type of feature.

- Tell us about your engagement – how and where did it happen?
- What were the important factors when searching for a wedding venue?
- How did you know you had found ‘the one’? (we’re talking wedding venue!)
- Tell us about your wedding plans!
- Tell us about your engagement shoot and your photographer – why did you choose to have one?

VENUE FOCUS – HOME TOUR

Please use the below questions and prompts for your write-up. We require no more than 800 words for this type of feature.

Images for ‘Home Tour’ features must be professional.

- Tell us a little bit about your venue?
- What do you love most about the venue?
- What has influenced and inspired you in your décor?
- Which is your favourite room and why?
- What can couples expect from a wedding at your venue?
- Can couples have an outdoor wedding at your venue?

VENUE FOCUS – HELLO FROM...

Please use the below questions and prompts for your write-up. We require no more than 800 words for this type of feature.

Your Story

- Tell us about you and your venue!
- How did you enter the world of weddings and why?
- What do you love about your job?

Your Venue + Services

- What do you offer?
- What words best describe your venue?
- What do you want to achieve for your couples?
- Tell us a little bit about your prices / packages!

Advice

- Do you have any tips or advice couples looking for a wedding venue?

Exclusive Offer

- Do you have a special offer you'd like to share with our readers? If so, please include details and any codes / links they need to use to redeem.

Please keep in mind any suppliers who need crediting within this type of features and provide with your submission.

SUPPLIER FOCUS – LOVED BY COCO

Please use the below questions and prompts for your write-up. We require no more than 800 words for this type of feature.

Your Story

- Tell us about you and your business!
- How did you enter the world of weddings and why?
- What do you love about your job?

Your Brand + Services

- What do you offer?
- What words best describe your brand?
- What do you want to achieve for your client?
- Tell us a little bit about your prices / packages!

Advice

- Do you have any tips or advice couples looking for (insert your service)?

Exclusive Offer

- Do you have a special offer you'd like to share with our readers? If so, please include details and any codes they need to use to redeem.

Please keep in mind any suppliers who need crediting within this type of features and provide with your submission.



Bespoke Marketing

We're here to offer guidance, support and advice.

If you have a feature in mind that doesn't quite fit our guidelines, we're always open to hearing new ideas, just drop us a note to discuss.

Grab a Badge

If we feature your editorial, we have a range of beautiful badges for you to proudly display on your website or social media. You'll find our 'Grab a Badge' page in the footer of our website.



Say Hello!

We hope you've found everything you need in this pack, however if you have any further questions, drop Emma a line at emma@cocoweddingvenues.co.uk



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