

*IVORY  
TRIBE  
IS;*

THE ONE-STOP DIGITAL COLLECTIVE  
CONNECTING VICTORIAN COUPLES  
WITH EXCEPTIONAL LOCAL SUPPLIERS  
FOR THEIR BIG DAY.

# *WE CONNECT COUPLES TO SUPPLIERS.*

The digital collective for couples on the hunt for inspiration while planning their big day in Victoria.

Our job is simple: we connect our readers to our superstar suppliers.

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*

Welcome to swoon central. 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 to the state, so the suppliers are relevant 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 when exciting adventures come your way.

# *DIRECTORY*

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.

*“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*

# YOU

**Want to specifically target a Victorian market?**

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

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

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

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

Are keen to rub shoulders with like-minded creatives?

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.**

# NUMBERS DATA INSIGHTS

**80%** of our audience are brand spanking new visitors. We're the first stop for many newly-engaged couples at the beginning of their wedding planning journey.

**20%** of our audience return to our site. Our loyal readers know Ivory Tribe is where it is at for finding inspiration and incredible suppliers time and time again.

**65%** of our audience are Melbourne-based. Our localised Victorian blog and directory is effective in attracting a local, relevant audience.

**90%** of our audience are females, **65%** of these aged between **25-35**.

More than **1,056,942** page views since our launch in 2015, with a monthly average of **11,200** individual users.

**65%** of Ivory Tribe traffic comes via mobile devices. We make it easy for our readers to access and consume our inspiration and suppliers from anywhere, anytime.

**65%** direct traffic (strength of brand) **35%** via social (strength of social)

# ADVERTISING OPTIONS

READY TO MAKE IT OFFICIAL?  
WE'VE GOT AN OFFERING FOR  
EVERY INDIVIDUAL LOVE STORY.

\$550

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

## *FIRST DATE*

12 month listing on [www.ivorytribe.com.au](http://www.ivorytribe.com.au) in your category of choice

\$800

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

## *YOUNG LOVE*

12 month listing on [www.ivorytribe.com.au](http://www.ivorytribe.com.au) in your category of choice

1 x social media post on Facebook and Instagram to introduce your brand to our audience

\$1200

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

## *GOING STEADY*

12 month listing on [www.ivorytribe.com.au](http://www.ivorytribe.com.au) in your category of choice

1 x social media post on Facebook and Instagram to introduce your brand to our audience

2 x additional social media posts scheduled through the year promoting your brand to our audience via Instagram and Facebook.

\$1600

DEADLY SERIOUS? LOCK YOUR LOVE DOWN.

## *HOT AND HEAVY*

12 month listing on [www.ivorytribe.com.au](http://www.ivorytribe.com.au) in your category of choice

1 x social media post on Facebook and Instagram to introduce your brand to our audience

3 x additional social media posts scheduled through the year promoting your brand to our audience via Instagram and Facebook.

\$350

## *SOCIAL MEDIA POST*

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

\$600

## *SPONSORED BLOG POST*

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.

Please note: This content comes with an additional social media post that will appear on both Instagram and Facebook to promote your editorial and attract an even wider audience.

Should new imagery be required to complete this blog post, an additional photography fee may apply.

# *CUSTOM PACKAGE*

**If you have a budget in mind, let us know your preferred inclusions and we can design a package to suit your marketing needs.**

\*Pricing excludes GST

\*Quarterly payment options available on Sweet, Sassy and Swoon directory listings

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

\*Priority placement within Tribe categories is based on booking date and investment.

# LET'S ROLL

## NEXT STEPS

If you decide that Ivory blood is running through your veins, please confirm your interest by contacting us at

**[hello@ivorytribe.com.au](mailto:hello@ivorytribe.com.au)**

We will then issue you with paperwork (booking order, terms and conditions and invoice) to make things official.

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