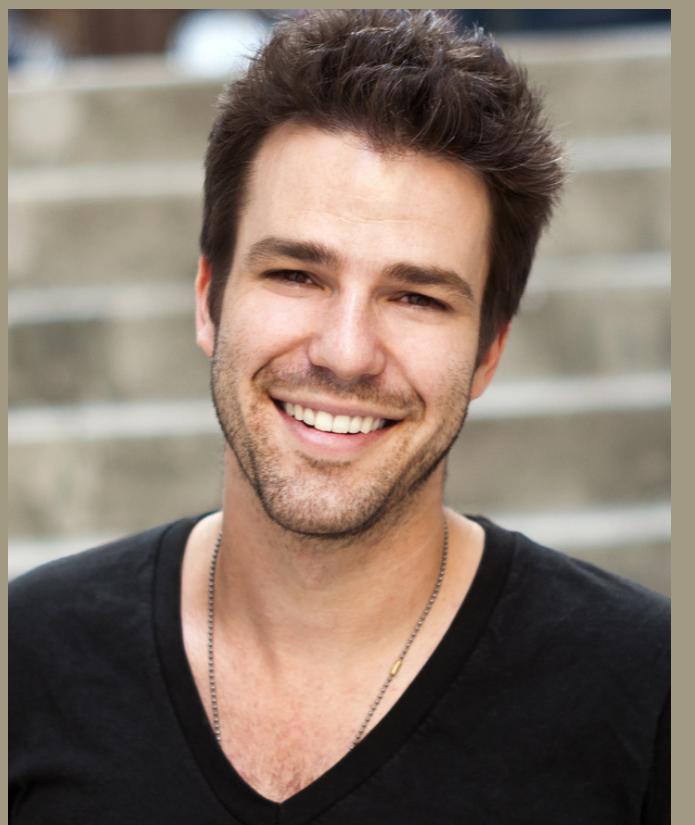


A photograph of a bride and groom walking away from the camera, holding hands. The bride is wearing a white lace wedding dress and the groom is in a dark blue suit. They are walking through a grassy field with a line of trees in the background.

Blue Moon Events

WEDDING PLANNER &
ORGANIZER

Our Team



JOEL BRISOLA



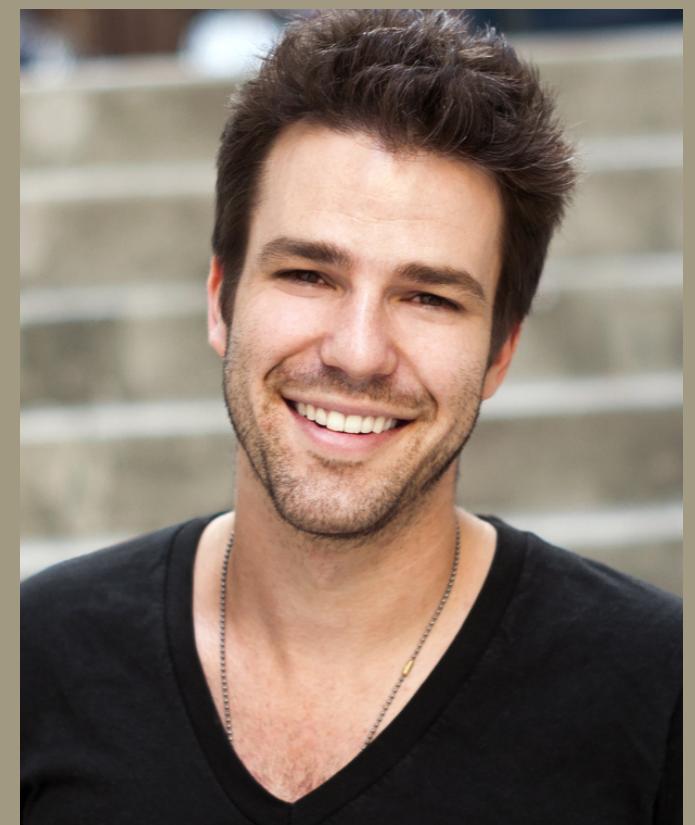
SRISHTI GUPTA



POONNAWIT
SUWATANA PONGCHED



SAMRIDHI SEHGAL



SHREYAS
VENKATAKRISHNAIAH

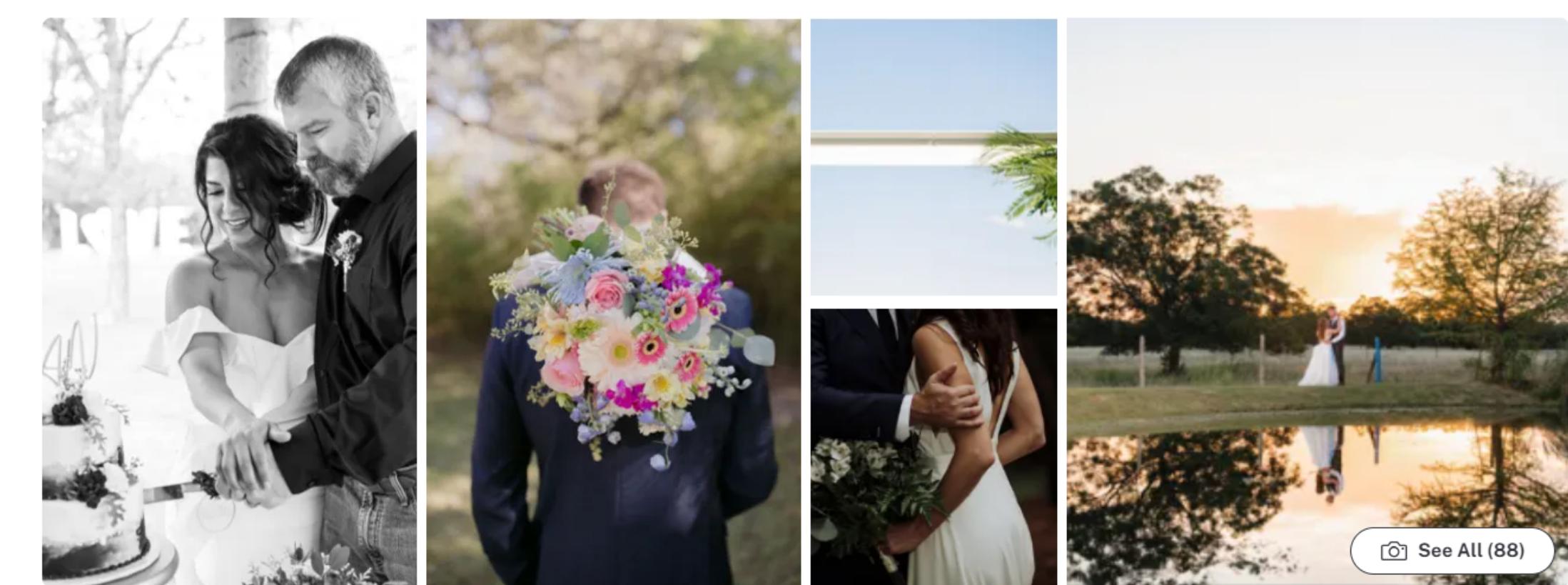


WEDDINGS ARE IMPORTANT

Weddings are an important part of people's lives, so they want it to be perfect



Our Clients



[Photos](#) [About](#) [Details](#) [Pricing](#) [Reviews](#) [Contact](#) [Team](#)

Blue Moon Events Texas ❤️

★★★★★ **5.0** (116) 🌟

Austin and surrounding areas, San Antonio, Killeen

[Facebook](#) | [Pinterest](#) | [Website](#) | [Call](#)

About This Vendor

Blue Moon Events Texas

** Ask us about our current Specials! **

Blue Moon Events Texas is a wedding planning company that covers special events throughout Austin and surrounding areas. Lead planner Lisa Campbell founded her very own wedding company in 2016 and delights in making couples' dreams a reality.

Awards and Affiliations



Blue Moon Events Texas

HIGH RATINGS ON THE WEDDING PLANNER WEBSITE

CURRENTLY A TOP RATED COMPANY (5 STARTS) FOR ORGANIZING QUALITY AND IMPACTFUL WEDDINGS IN TEXAS

NO SOCIAL MEDIA ACCOUNTS

BLUE MOON EVENTS TEXAS DOES NOT YET HAVE SOCIAL ACCOUNTS TO ADVERTISE THEIR BRAND, ONLY A WEBSITE

WE ARE ANALYTICS CONSULTANTS TRYING TO HELP BLUE MOON EVENTS TEXAS TO ELEVATE THEIR BRAND BY CREATING SOCIAL MEDIA ACCOUNTS THAT HELP THEM TO ACHIEVE HIGH ENGAGEMENT

Our Mission



1. WHAT MAKES THEM THE BEST

WE WILL GO OVER THEIR REVIEWS, AS WELL AS OTHER SIMILAR WEDDING PLANNERS, AND FIND WHAT MAKES THEM THE BEST

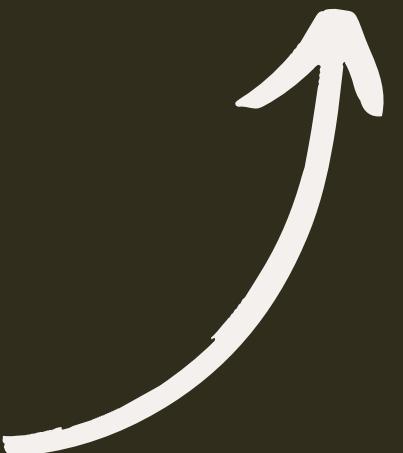


2. ANALYZE OTHER WEDDING PLANNER INSTAGRAM ACCOUNTS

GAIN INSIGHTS ON WHAT FEATURES OF INSTAGRAM POSTS WILL DRIVE HIGH ENGAGEMENT AND HELP BLUE MOON TO POSITION THEMSELVES IN THE MARKET BASED ON WHAT MAKES THEM THE BEST

3. MAKE DATA DRIVEN RECOMMENDATIONS FOR BLUE MOON

BASED ON ANALYSIS OF REVIEWS AND INSTAGRAM ACCOUNTS, ADVISE BLUE MOON ON HOW TO BEST PROCEED TO GROW THEIR BRAND THROUGH SOCIAL MEDIA

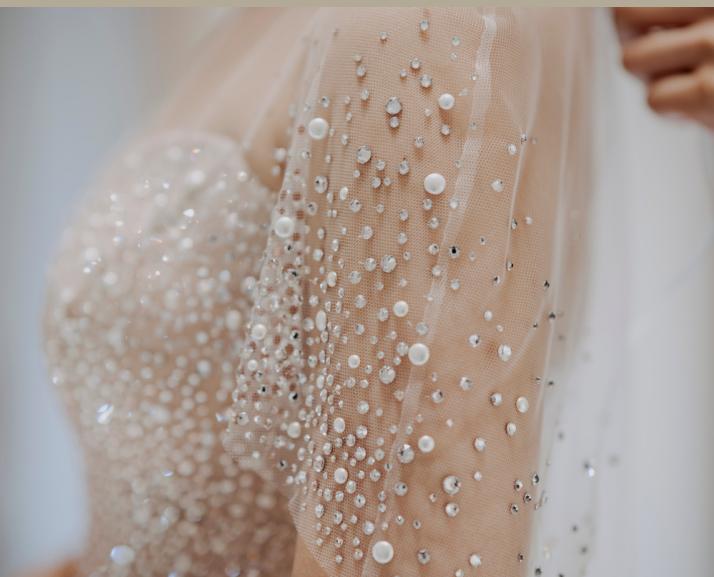
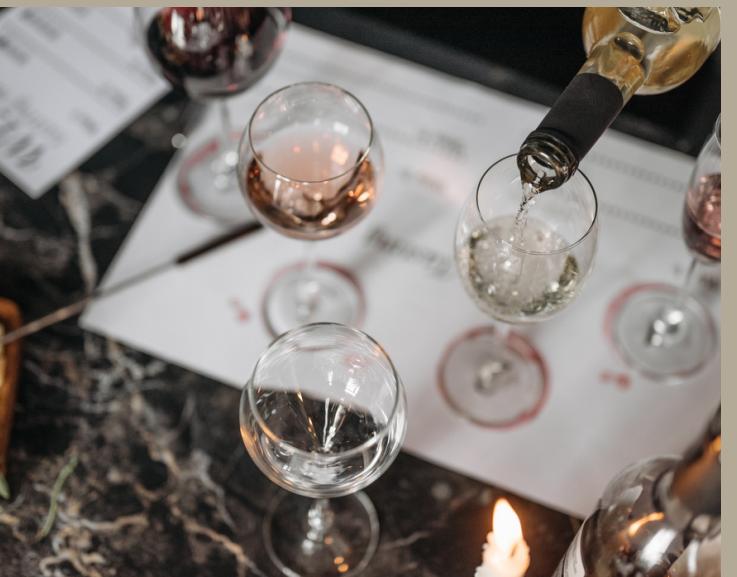


OUR DATA

- 60 WEDDING PLANNERS IN AUSTIN, TEXAS
- REVIEWS FROM **KNOT.COM** FOR ALL THE WEDDING PLANNERS
- INSTAGRAM POSTS FROM EACH ACCOUNT

Analyzing the Reviews

- FROM WORD FREQUENCY ANALYSIS, DISCOVER WHAT CUSTOMERS THINK OF WHAT THEY THINK OF BLUE MOON.
- PERFORM WORD FREQUENCY ANALYSIS ON COMPETITOR WEDDING PLANNERS TO FIND OUT WHICH CHARACTERISTICS ARE UNIQUE TO BLUE MOON.



Analyzing the Reviews

*Fun Fact: People did mentioned the word "**Stress**" a lot!*

The unique word for Blue Moon with the highest Mentioned is

"Lisa"

What matters most for the wedding planners is having engaged staff who connect with the customers and help them to have a smooth and special experience

"Lisa at Blue Moon Events Texas did a wonderful job as my day-of coordinator! Our wedding was just about perfect, and that is mostly because of **Lisa** and all her help. We had to switch plans last minute due to the weather, and I was so **stressed** out about how it was going to work. But **Lisa** magically made it happen, and it was a wonderful night! She even bustled my dress (French bustle) and cut our cake! She was very responsive to my calls and emails, and I would highly recommend her and her team to anyone planning a wedding!"



1,930 likes
September 13

Analyzing other Instagram Wedding Planners

- Main topics:
 - **Bridal Photography:** Wedding Dress, Bride, Bridal clothing
 - **Landscape:** Tree, Gress, Landscape
 - **Decoration:** Flower, Tableware, Decoration
- Use likes to find topics of highest engagement

Average Type	Bridal Photography	Landscape	Decoration
Lower Quartile	0.350124	0.267187	0.382689
Higher Quartile	0.422815	0.278613	0.298573

"Higher bridal photography and less focus on decoration leads to higher engagement"

MDS Visualization

Reviews DisSimilarity



Competitors of Blue Moon Events TX:

- 22 weddings & Events
- ATX Wedding Planner
- 3 of Cup weddings + Events
- Asher & Anchor
- Something to celebrate

Comparison to Other Vendors





3ofcupsevents

Follow Message +2 ...

654 posts 2,459 followers 4,390 following

3 Of Cups Events
Product/service
Wedding & Event Planner Ⓜ
#austinweddingplanner
#lgbtqweddingplanner 🏳️🌈
⌚ www.3ofcupsevents.com

POSTS REELS TAGGED





something_to_celebrate

Follow Message +2 ...

1,383 posts 2,627 followers 1,197 following

Something To Celebrate
Planning and Designing Celebrations in Austin, Houston, San Antonio, and beyond. Weddings, and parties, and events - oh my!
⌚ www.somethingtocolerate.com

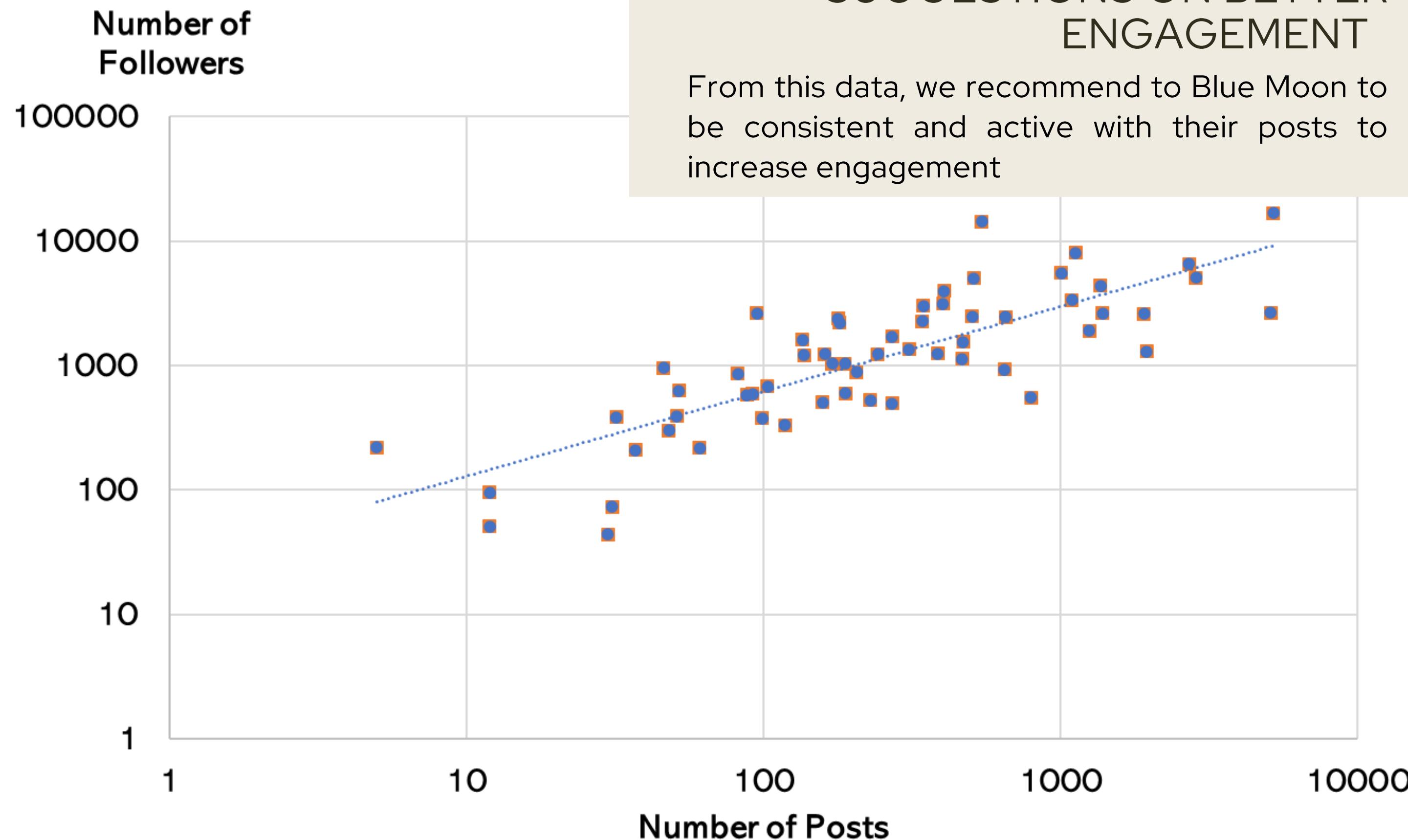
vendors ideas vendor_love community weddings Us & Reviews! Wedding Wednesday

POSTS REELS TAGGED



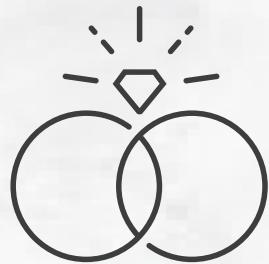
SUGGESTIONS ON BETTER ENGAGEMENT

From this data, we recommend to Blue Moon to be consistent and active with their posts to increase engagement





BRINGING IT ALL TOGETHER



From the reviews, we discovered that “People” is the most important part of a wedding planner, and is what makes Blue Moon the best

From our image analytics, we discovered again that “People” is what drives most engagement, and is what Blue Moon should focus on showing for their new account



Thank you

Any Questions?