



Pechman Imaging Newsletter June 2007

Niching The Second Wedding Market

A data base compiled by Bride Again Magazine indicated that pursuing "Second Weddings" with its average cost of \$15,000 makes good business sense, especially as a niche market. In perspective, another source indicated that brides in 2006, spent about \$23,000 for their traditional (first) wedding. In America, many divorced people do eventually say "I do again" and do require the services of a professional photographer. Couples are opting for more than the once customary Justice-of-the-Peace wedding, making their second marriage an event of significance by having a full scale church wedding. Times have changed.

A salient question: How many studios actually market Second Wedding Packages? A savvy photographer would be inclined to differentiate photographic styles between regular and second weddings. Suggestion: The second wedding style could be "close up and personal" because in most cases the traditional white wedding gown will not be worn. What the bride and groom wear takes less precedence given that the white gown is no longer relevant. A photographer's challenge will be to capture group images of the "new family" combining the new family and those relevant family members of the past union. And all being done while following the bride's explicit instructions. Niching, using or at least exploring second wedding packages, is warranted.

There is no valid reason that second wedding packages need to be marketed at low prices. Bride Again Magazine data indicates that career brides have an average annual income slightly over \$60,000. Such data indicates that second wedding photography should be highly profitable, if the right product is offered. Some studios have experienced lower second wedding revenue, which should be a clear sign that innovative or variant products could be offered. What should be kept in mind is that most brides are not looking for a photographic sequel of their first marriage. They are mostly looking for something original or at least willing to explore alternatives to common, traditional wedding photography. If extra images are needed to maintain sufficient revenue, offer a

pre-wedding session done months before the wedding date, preferably done outdoors in a very romantic setting in a park or on the beach. Mix it up: close up, full length and scenic with many clothing changes to add interest and variety. A 10x10 ten page panoramic album from this type of session should be the sales goal. Also, enlargements from this session, placed in your frames, should end up on their walls. These brides have money: Go for it, otherwise the food caterer will.

Studios that can be innovative and creative will surely own the second wedding market in their area. The idea that most second weddings are very private or semi-private events is "old think" where professional photography was not relevant. Not so today. Don't minimize this lucrative market.

If you think a friend or studio would benefit from our newsletter, have them contact Pechman Imaging to sign up.

800-777-0221 or <http://www.pechmanimaging.com>

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