

INTERNET

Trump SoHo touts wedding expertise with live Twitter chat

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By JEN KING

Trump SoHo, New York, is building conversations with bridal parties searching for the ideal place to hold their nuptials with a new and ongoing Twitter chat series.

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Luxury Daily

To pique the interest of couples looking at potential venues for their wedding, Trump SoHo recruited the advice of its resident bridal consultant to answer questions from inquiring guests using Twitter. The instantaneous response of Twitter allowed the brand to have streamlined conversation with curious guests and allowed the hotelier to tout its knowledge of wedding planning.

"The #TrumpBride Twitter chat was created to be a resource for couples who are in the planning stages of their wedding, and to showcase the expertise that our associates have in the wedding market," said Mary Mayes, director of sales & marketing at **Trump SoHo**, New York. "By engaging in this Twitter chat, Trump SoHo is not only answering questions and offering tips and advice, but also spreading the word that the hotel is an expert in this market and the go-to place for luxury downtown weddings.

"Hosting the #TrumpBride chat on a monthly basis shows Trump SoHo's continued commitment to the wedding market, and that we are always here to be a resource for brides and grooms," she said.

"Re-posting the thread ensures that everyone can read the chat content, even if they were unavailable to join in real time."

Tweeted vows

Held on March 5, Trump SoHo promoted its first bridal Twitter chat slightly before its start time on its Facebook and Twitter. Using the hashtag #TrumpBride and #WeddingWednesday, Twitter followers were encouraged to ask the advice of Trump SoHo's bridal consultant, Jessica.



Trump SoHo's #TrumpBride Facebook post

Although followers could ask targeted questions about Trump SoHo, the hotelier allowed for broader questions to assist bridal parties iron out the details of their wedding. Touting the knowledge of Jessica shows followers her expertise in the subject and may likely help Trump SoHo book the weddings of participants of the Twitter chat.

The following day, Trump SoHo posted the transcript of the Twitter chat to Storify on its social media accounts for guests and interested parties to read the tips and insights provided by the bridal consultant. Also, Trump SoHo included a snapshot of its Pinterest board so brides and grooms to browse weddings produced by the hotel.

Trump SoHo's inclusion of visual cues fortifies the relationship between bridal party and hotel, as guests can visualize a complete concept and the property's ability to cater to the needs and wants of discerning couples.



Trump SoHo Tweet promoting its #Weddings Pinterest board

Included in the live Twitter chat as well, Trump SoHo's Pinterest Wedding board shows decor and theme ideas as well as photographs of weddings hosted by the hotelier. These weddings were hashtagged with #RealWeddings in #SoHo to stand out among the ideas pinned by Trump SoHo's bridal professionals.

During the Twitter chat, followers asked eight questions ranging in topic from how to determine if a venue will have a nice view at night to how many people to bring to a menu tasting to how much time to allot for photographs before the ceremony. Although no questions in this round of Trump SoHo's Twitter chat asked about the property specifically, the hotel will increase awareness and visibility as a viable option for a wedding venue.

Trump SoHo's #TrumpBride transcript can be read [here](#). The hotel will hold its second Twitter chat on Wednesday, April 2 to continue #WeddingWednesdays with a bridal-focused initiative.

Love is in the air

With the beginning of spring nearing, bridal parties will be filling all available dates at the best high-end venues to say "I do," but is the same attention to detail spent on a wedding proposal for affluent individuals?

As one might suspect, luxury hotels have colorful proposal anecdotes and are equipped with measures to help guests ask the question. Whether on Peninsula Hotel Hong Kong's helicopter or a midnight boat ride at Four Seasons Hotel Prague, concierge teams try to imbue the occasion with a sense of exclusivity ([see story](#)).

Apparel and accessories brands can build awareness for their bridal collections as well as by promoting items at the right time.

For example, Accessories label Jimmy Choo targeted soon-to-be brides in the early planning stages with an email blast to newsletter subscribers that focuses on its new shoe and handbag offerings that are wedding-appropriate.

The email itself relies on product pictures to generate click-throughs and the landing page sends consumers directly to the product page to browse. By focusing on ecommerce rather than exploration, Jimmy Choo might shorten the path to purchase and get brides to commit to a shoe early in wedding season ([see story](#)).

As wedding season progresses, Trump SoHo will continue promoting its property as an option for couples' vows.

"Trump SoHo recently installed new elegant crystal chandeliers in the SoHo ballroom, and will be unveiling innovative new menus," Ms. Mayes said.

"On the social front, in addition to the Twitter chat we have also added a "Trump SoHo #Weddings" Pinterest board where we showcase real weddings, inspiration from our catering team, and more," she said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/CAzemjykrDw](https://www.youtube.com/embed/CAzemjykrDw)

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