

i v o r y t r i b e

hello

I'M CHLOE, A VICTORIAN-BASED MARRIAGE CELEBRANT,
WRITER AND DIRECTOR OF *IVORY TRIBE*.

Having been a part of over 250 weddings and a multitude of events, I believe I know a little about my corner of the world. I love helping couples find their wedding day ethos, ease into the planning process and discover the vendors who'll bring it all to life.

As a small business owner and vendor myself, I understand the industry, the ever-evolving digital marketing landscape and the ways in which to engage an audience looking for their A-Team.

I'd love for you to join us.

Chloe



THE ONE-STOP DIGITAL COLLECTIVE CONNECTING COUPLES WITH

exceptional local suppliers

FOR THEIR BIG DAY.

our job is simple

WE CONNECT ENGAGED COUPLES WITH EXCEPTIONAL
LOCAL SUPPLIERS - **AND THAT COULD BE YOU.**

Every vendor in our directory is hand-picked and endorsed by me, so when a couple finds you here, they already trust the recommendation.

Our editorial content, from real wedding features to expert advice to planning guides, builds that trust long before couples reach your listing. By the time they enquire, they're not cold-searching. They've spent time with us, they believe what we're saying, and they're ready to shortlist.

It's a crowded world of wedding content out there. Through a curated vendor directory and content that spans the full planning journey, we help couples cut through the noise, and celebrate the work of talented suppliers long after the walk down the aisle.

couples find their vendors here

DON'T TAKE OUR WORD FOR IT.

Here's what couples say about *using Ivory Tribe to plan their wedding.*



"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 directory or if they have been featured in their real weddings page — we want them."

Jade

"Websites and Instagram pages like Ivory Tribe were so helpful in helping us bring together our vision and to see what other people did with things like flowers, ceremony set ups, stationery and signage, and tablescapes."

Nicola & Stephen

"As far as sourcing inspiration, we loved being able to scroll through Real Weddings to see the colours, styling and little details from other weddings. It helped us get a feel for what we liked and what we didn't like and made the whole planning process so much easier."

Liam & Ash

"We used a combination of Pinterest, Instagram and reading about Real Weddings on Ivory Tribe to find ideas."

Kim & Cam

These couples found their vendors through us.
Your next clients are already browsing.

blog.

Our content is where couples start to lay reality over their vision. Through real wedding features, supplier profiles and planning guides, we give engaged couples the inspiration and confidence to build their dream team.

Our pages showcase 'real' weddings. And they tell the real stories behind them. Our community know these

are local, so immediately the vendors involved are relevant, tangible and able to be booked for their own wedding.

We also love showcasing the humans behind the businesses — why you do what you do, what sets you apart, and what you've got coming up. If you've got a styled shoot, a campaign or something worth sharing, we want to know about it.

directory.

YOUR LISTING IS JUST THE BEGINNING.

WHEN YOU JOIN IVORY TRIBE, WE'RE IN IT FOR THE EVER-AFTER.

Throughout the year, you'll have opportunities to be featured in real wedding or planning advice content, collaborate on Instagram posts, appear on our Pinterest boards and feature in our Events Calendar — keeping your business visible to engaged couples at every stage of their planning journey. You'll also join our vendor-only Close Friends channel on Instagram, where I post industry insights, content opportunities and early notification of upcoming features.

Each quarter you'll receive our Ivory Insights newsletter, where I share what's working across our platforms, digital marketing trends I'm seeing in the industry, and actionable tips to help you get the most from your own marketing.

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.

BY PARTNERING WITH US

you are a part of the team

We know that running a small business can feel like a labour of love. Our members are a part of a wider collective, supported, championed and promoted at every turn.

We don't just list your business. We show it off.

"Ivory Tribe has been a pillar of support to my wedding photography business since the beginning. I receive multiple dream-client leads sourced from Ivory Tribe each week, and beyond that, I continually feel valued, appreciated and supported as a member of their directory. Chloe and the team are responsive, professional and friendly — always going above and beyond to support my business. Ivory Tribe is a regular part of my annual business plan and I only have the most wonderful things to say about Chloe and the team."

Kristy, Kinship by Kristy

"Ivory Tribe does much more than generate leads. Being part of the directory gives my business genuine credibility – when couples see me on Ivory Tribe, it's another touchpoint that builds trust before they even reach out. The digital marketing insights Chloe shares are gold, and the ongoing support is like having a marketing-savvy friend who's always got your back."

Precious – Celebrant & MC

numbers . data . Insights .

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Ivory Tribe maintains a robust, multi-platform presence with over **6.5+ million social views annually** and **110,000+ active website users**. This comprehensive coverage ensures vendor visibility throughout the entire wedding planning journey — from initial inspiration on Pinterest, to detailed research on our website, to real-time updates via Instagram, Facebook and newsletters.

○ WEBSITE INSIGHTS.

236,000+
page views annually

111,000+
active users annually

76%
of Australian users are female

83%
of users aged 25–44

59%
from Victoria
25% from NSW
10% from Queensland

62%
desktop usage,
couples actively
researching and
planning

○ INSTAGRAM.

112,000+
followers

4.5 million+
views

580,000+
accounts reached

44,700+
interactions

92%
female audience,
primarily aged 25–44

45%
based in Australia,
with Melbourne as
the top city

100%
organic reach,
no paid promotion
required

○ FACEBOOK.

2.1 million+
views

18,700+
content interactions

8,500+
followers and growing

○ PINTEREST.

823,000+
impressions annually

42,500+
engagements

8,500+
saves

480,000+
total audience
and growing

○ EMAIL MARKETING.

2,250+
consumer subscribers
receiving regular
wedding inspiration

○ DIRECTORY PERFORMANCE.

+10%
quarter-on-quarter growth
in directory engagement

+15%
growth in Venues
category views

+38%
growth in Entertainment
category views

+22%
growth in Fashion
category views

ready to make it official?

WE'VE GOT AN OFFERING FOR EVERY INDIVIDUAL LOVE STORY

Included with every listing.

- Collab opportunities on relevant Real Wedding posts on social media, expanding your reach to our engaged audience.
- New vendor spotlight: a feature in our monthly "Welcome to Ivory Tribe" Instagram story series, introducing you to our community of couples and industry peers.
- Access to upcoming editorial opportunities, allowing you to position your work in our highly-viewed blog content.
- Membership in our vendor-only Close Friends Instagram channel, where we share industry insights, trending content opportunities, and early notification of special features.
- Exclusive "Ivory Insights" EDM delivered quarterly, analysing content performance trends across all our channels with actionable tips for leveraging these opportunities in your marketing strategy.
- Events Calendar priority: featured placement in our wedding industry events calendar, giving your workshops, open days, and special events top billing and enhanced visibility.

first date

\$550

*commitment issues? we get it.
let's take it slow and see what happens.*

12-month online directory listing in your category of choice, with all standard inclusions above.

the wedit

\$350

our classifieds-style directory for the specialised services that elevate the journey to the celebration, on the day, and beyond. think portrait illustrators, pet nannies, spray tans, specialised dry cleaning — couples will find all the additional services they need, here.

12-month directory listing in The Wedit, with all standard inclusions above. Paid quarterly or annually.

young love

\$800

butterflies? blushing? smiling at your phone on the reg? go on, get excited.

12-month online directory listing in your category of choice, with all standard inclusions, plus:

- 1 x social media feed post published on both Facebook and Instagram
- Tags and caption mentions in relevant Real Wedding posts on social media, expanding your reach to our engaged audience.
- Temporary spotlight position in our Linktree on the day of your social media feature, driving direct traffic to your business.

going steady

\$1,200

*things heating up? got a key cut?
may as well dive in deep.*

12-month online directory listing in your category of choice, with all standard inclusions, plus:

- 2 x social media feed posts published on both Facebook and Instagram, the first within three months of starting subscription.
- 1 x Instagram story, scheduled by Ivory Tribe throughout the duration of an annual subscription.
- Opportunity to collaborate on relevant Real Wedding Instagram posts, as well as tags and caption mentions.
- Temporary spotlight position in our Linktree on the day of your social media feature, driving direct traffic to your business.

boost your visibility.

EXPLORE OUR ADD-ONS

Social media bundle

\$700

1 x IG story + 1 x IG feed post + 1 x FB feed post

Social media — feed post

\$450

A curated sponsored social media post that will appear on our Instagram feed, Facebook page and Pinterest boards.

Social media — Instagram story

\$350

A curated story that will appear on our Instagram account for 24 hours. Includes account handle and link.

Sponsored blog post

\$800

A unique editorial piece curated by the Ivory Tribe creative team that spotlights your brand. This exclusive article could be a brand profile, expert interview, Q&A or any other avenue that best tells the story of your offering.

EDM sponsorship

POA

Sponsorship and solus buyout opportunities available.

Homepage banner ad

\$350/month

Prime placement on our homepage. We design the ad for you — no extra work on your end.

Featured Expert position

\$200/month

A curated profile on our homepage showcasing your expertise. One of three rotating spots, giving you consistent visibility on our most-visited page.

Custom package

POA

If you have a budget to work within, let us know your preferred inclusions and we can tailor a package to suit your business needs.

PLATFORM FEATURES

event calendar

The place for couples to go to fill their diaries with open days, trunk shows, expos, special offers, workshops and giveaways.

Use this to promote your upcoming event, *free to all Ivory Tribe vendors.*

Ivory Tribe

*is more than a directory
sending referrals to your business.*

WE ARE YOUR PARTNERS IN BRAND BUILDING, GENERATING
AWARENESS AND INCREASING VALIDATION OF YOUR BUSINESS
TO ACTIVELY ENGAGED COUPLES ACROSS MULTIPLE PLATFORMS.

WITH CONSUMER BEHAVIOUR EVOLVING RAPIDLY, WE ARE YOUR

secret weapon

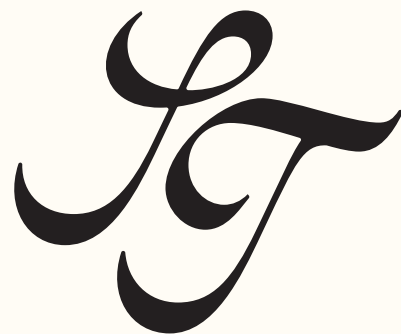
IN KEEPING UP WITH CHANGING TRENDS, REMAINING IN THE
FOREFRONT OF COUPLE'S MINDS, AND MAKING IT TO THE TOP
OF THEIR VENDOR SHORTLISTS.

let's roll

If you decide you would like to partner with Ivory Tribe, *we'd love to have you.*

Please register your interest here [**ivorytribe.com.au**](https://ivorytribe.com.au)

or send an email to [**hello@ivorytribe.com.au**](mailto:hello@ivorytribe.com.au)



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