

WORDHAMPTON

PUBLIC RELATIONS



LESSING'S WEDDINGS

Lessing's is a sixth generation, family-owned and family-operated food service and hospitality business. The company was founded in 1890 by Maxwell Lessing and is operated to this day by 15 family members. This highly diversified company feeds more than 40,000-guests per day at over 100 corporate, educational, country club, and manufacturing plant locations throughout the Northeast. Lessing's also operates 17 high-end wedding and catering venues, and in May 2015 an Instagram page was created to showcase all wedding venues, "Lessing's Weddings." The Instagram page was started to reach potential customers and future brides through "wedding-inspo" with a goal of gaining 5,000 followers organically.

In the early life of Lessing's Weddings, much of the content shared was found on Pinterest. Eventually, Lessing's Weddings shifted to focus on inspo-minded content, that is specific to their venues rather than random imagery. This was decided when a customer requested to see real weddings, rather than imagery pulled from Pinterest. Wedding albums were shared between team members daily and each post reflected a previous wedding while also tagging the venue, photographer and other vendors where appropriate. Upcoming trends were also researched and incorporated into posts. Additional tagging has equated to additional reach and exposure. As video has become increasingly popular, videos highlighting venues have been incorporated in the Instagram campaign. Every Wednesday a video highlights a previous wedding at a select venue. To truly capitalize on the content, wedding-driven hashtags, Instagram stories and Instagram highlights have also become a key-component of the success of the page. With a goal of reaching 5,000 followers organically, the Lessing's Wedding page has over 5,300 followers today and is continuing to grow daily with engagement, stories and showing the audience what they want.

In addition, WordHampton has also successfully represented Copious Row, Monc XIII, Ann Harper Gallery and Hamptons Gym.