



CASE STUDY

Escape Live Music

📍 Melbourne, Victoria | Est 2020

🌐 [WeddingMusic/Melbourne/EscapeLiveMusic/](#)

Escape is a live music ensemble with a reputation for getting wedding guests on their feet! With a varied repertoire, Escape's stage presence engages audiences of all ages — from '70s classics to today's top 40 chart-toppers, or even a relaxed acoustic duo for a country vibe.

500

Monthly views

30x

Estimated 12-month
Return on Investment

23%

Storefront enquiry
conversion rate

40%

Enquiry to booking
conversion rate

Getting Value From Easy Weddings

The Easy Weddings team has been really responsive and helpful from day dot. Their communication is fantastic — I could pick up the phone now and someone will answer! We've had five enquiries in our first few weeks of listing, with three already booked for weddings next year. The fact that it's a one-stop-shop specialised for brides and grooms already looking for wedding vendors puts us in front of the right people.

Client Summary

We were absolutely blown away to hear that Escape Live Music is being noticed in their first few weeks of advertising. Nat understands how our SEO and digital marketing integrate with Escape's solid online and social presence. That combined activity is what motivates couples to enquire. Suppliers don't always know where their enquiries are coming from, so Nat is on the front foot with that too. We look forward to supporting Escape's continued success in the industry.

Benefits of Easy Weddings



- ✓ Visibility in a specialised one-stop-shop just for weddings.
- ✓ High SEO results pointing couples to Easy Weddings.
- ✓ User-friendly website where couples can save suppliers to come back to later.
- ✓ Content team setting up our storefront, having it look lovely.
- ✓ Bookings coming in right away.
- ✓ Great communication and advice.

Testimonial



"In our first week of listing with Easy Weddings we already secured three wedding reception gigs for next year. I asked them where they found us and they all said Easy Weddings!"

Natalie James

Owner/ lead vocalist

Top Tips



1. Love what you do. If you're not 100% in, it shows in the performance.
2. Be engaging and personable. Communicate with the couple and the MC to ensure everything's running smoothly — in the lead-up and also on the day.
3. Include good sound and visuals, like lighting. We always have a sound engineer because you don't want feedback at any event, especially not at a wedding.
4. Be open to learning new songs rather than sticking to a set setlist.

CONNECT WITH MORE COUPLES, BOOK MORE WEDDINGS

See what Easy Weddings can do for your business by joining our network of industry leaders. Reach more couples today, by partnering with Australia's largest and most trusted wedding destination.

easyweddings.com.au | sales@easyweddings.com.au | 1800 155 122

