Wedding Wire & The Knot Integration Guide

Premium Membership Listing

Value Drivers: Event Bookings | Site Tours

Product Tiers: SalesHub Starter | SalesHub Pro

Overview

Turn your WeddingWire & The Knot listing into emotionally compelling showcases by embedding an immersive 3D virtual tour of your wedding space. Using a 3D model, venues can highlight ceremony or reception spaces in stunning detail—helping couples fall in love with the space before they even schedule a tour.

Benefits:

- **Bring the Dream Wedding to Life:** Inspire couples with an immersive virtual tour featured on your WeddingWire or The Knot listing.
- **Create Emotional Connection:** Let couples visualize their big day in your space—building excitement and trust from the very first click.
- **Drive Event Inquiries:** By showcasing ceremony and reception spaces with rich detail, you increase confidence and inspire more couples to reach out.
- **Stand Out:** Help first-time wedding planners make faster, more informed decisions with visuals that set your venue apart.

Step-by-Step:

Step 1: Request a 3D Model from Your CSM

- Reach out to your Customer Success Manager to request a 3D Model link
- Specify the venue or space that best showcases your wedding offerings (ceremony site, ballroom, bridal suite, etc.)

Step 2: Submit to WeddingWire/The Knot

- Your CSM will provide you with the 3D Model link
- Forward the link to your **WeddingWire/The Knot account representative**
- Request that the 3D model be added to your listing's **Virtual Tour** section

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Recommended Content Types

Content Type	Why It Works
Enhanced 3D Models	Let couples envision their big day!

Placement Best Practices

- Whenever possible, use a pop-up modal to keep the user on your website. This ensures a faster, smoother experience
- Avoid opening new tabs or embedding the experience directly on the page, as these methods can slow down load times and disrupt the flow of engagement
- Use consistent CTAs ("Take a Virtual Tour") to indicate interactivity

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Need Help?

If you're unsure which assets to include, or how to generate your experience link, contact your Customer Success Manager.