



Lumify Labs

Wedding DJ

Benchmark Report

2023

Dear wedding DJ:

This is a first-of-its-kind look at trends affecting wedding DJs just like you. This report is intended to inspire better offerings for your clients and shape the way you run your business. This report follows from our philosophy of “shining the light,” or *Lumify*-ing, the DJ business.

The insights in this report were culled from survey responses and Lumify users, which represent a wide-range of DJs from across the world. We heard from solos and multi-ops; DJ’s based in large-cities and small-towns; DJs that play at prominent venues and DJs that play in backyards, and everything in between. You can see more about who participated on page 9. Where appropriate, this report breaks down the findings into these relevant subgroups.

If you have any specific questions about this report or our methodology, feel free to contact us at survey@lumifylabs.com. I would be thrilled to get you what you need.

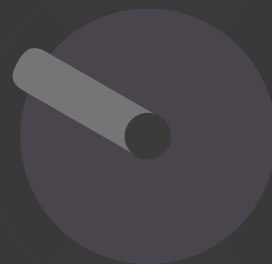
Hope this report helps you make smarter decisions!

Sincerely,

Corey @ Lumify Labs

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Services Offered

Coming out of the COVID-19 pandemic, it comes as no surprise that live streaming was the least popular add-on offered by DJs with fewer restrictions on travel and large gatherings. Possibly also related to eased COVID-19 restrictions is a particularly large number of DJs offering live music. Karaoke was also a surprise at #4, especially for Wedding DJs:

Most Popular Addons

Ranking

Addon

#1	Lighting (including uplight and pinspot)
#2	Ceremony sound
#3	Photobooth
#4	Karaoke
#5 <i>tied</i>	Event planning
#5 <i>tied</i>	Haze / fog / dry ice (and similar)
#6 <i>tied</i>	Sparklers
#6 <i>tied</i>	Custom remix
#7	Marquee Letters
#8 <i>tied</i>	Professional Dancers
#8 <i>tied</i>	Live music (e.g. band, sax, drums, etc)
#9 <i>tied</i>	Video (including projector and LED wall)
#9 <i>tied</i>	CO2 Canon
#10	Live streaming

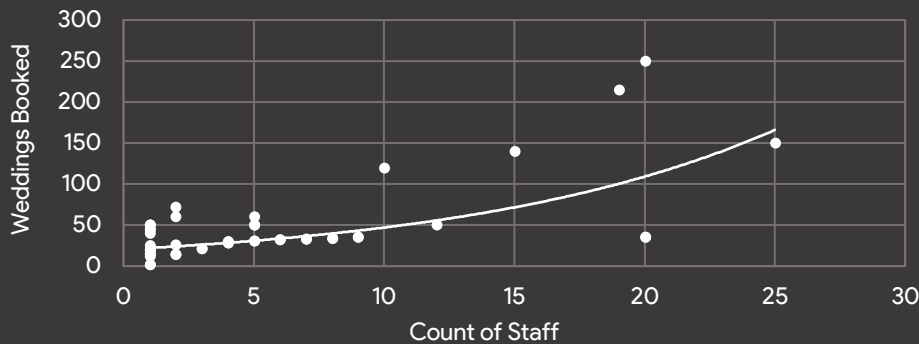
Clients

Qs: "Why did I lose that client?"

#1 answer was *Pricing*

#2 answer was *Booking Availability*

Time for growth?



If you are consistently losing clients to "booking availability," it may be time to considering bringing contractors or staff on-board.



Qs: "How much time should I plan for a wedding?"

50% of respondents said they spend more than **40 hours** planning per wedding.



Working too hard?

If event planning is preventing you from finding new clients, you should consider ways to streamline (e.g. offering a client portal and using standardized planning forms). You could also offer your clients pre-made "ideas" playlists to highlight your expert music selection.

Qs: "How quickly should I get a signed contract?"

73% of respondents answered they waited between **1 and 2 weeks** for a signed contract.



Too much friction in your process?

Getting a signed contract back from your prospective clients should be one-click away. Users of Lumify get signed contracts back from clients in 3 business days on average.

Marketing Used

11%

Social (paid)

E.g. "promoted" posts on social media

72%

Social (organic)

E.g. unpaid social media posts

Are you missing out on potential clients?

Respondents said **more than 51%** of their leads were obtained from proactive marketing efforts vs. **33%** of leads obtained from word-of-mouth alone.



33%

Paid wedding site listing

E.g. WeddingWire, The Knot, etc

9%

Paid search

E.g. Google Adwords, Bing Ads, Yelp, etc

17%

Wedding expo

E.g. Local market bridal show

28%

Spent **more than \$1,000 USD** in the last 12 months on marketing

55%

Vendor networking

E.g. connecting with other vendors



Should you offer referral incentives?

10% of respondents offered vendors and clients referral incentives. For those that offered these incentives, 20% of their leads came from this type of marketing.

Pricing

89%

Said their total package cost was under \$2,500 USD

11%

Said their total package cost exceeds \$2,501 USD



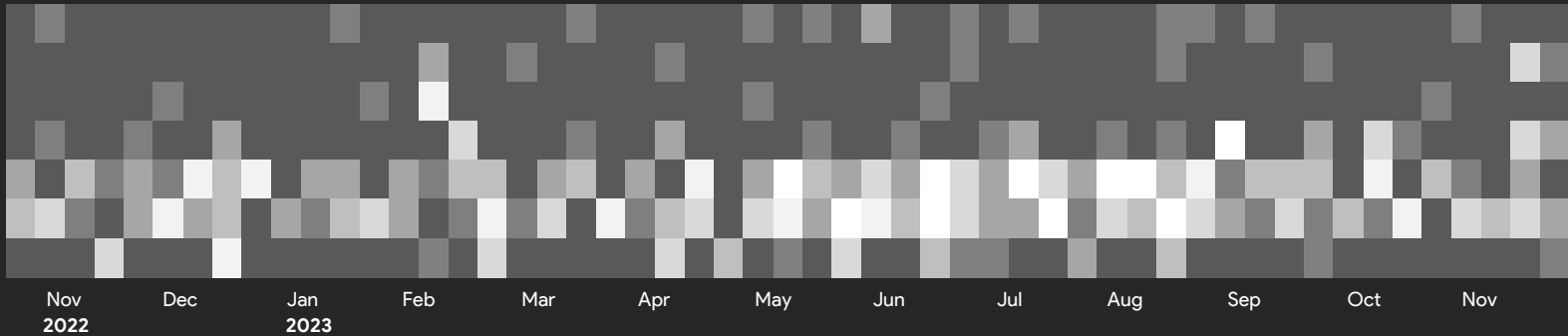
Of those that are in the top 11% of pricing, **85%** operate in large metropolitan area

The factors respondents considered when pricing their services varied wildly based on many factors, including:

- ⑥ Inflation
- ⑦ *Flat rate per hour*
- ② **Flat rate per event**
- ⑨ **Costs to hire staff**
- ③ Local market conditions
- ⑭ Holiday pricing
- ⑫ Venue conditions
(e.g. load in, insurance, restrictions)
- ① **Per package cost**
(e.g. “build your own”)
- ⑮ Price match
- ⑬ *Cost of equipment*
- ⑮ Price set by venue
- ⑩ *Day of week*
- ⑧ *Discount when booked in advance*
- ⑰ Discount based on client’s budget
- ④ **Tiered pricing based**
(e.g. economy, premium, luxury)
- ⑤ Seasonal conditions
- ⑪ *Travel Time*

Lumify Trends

In addition to benchmark survey data, we anonymously analyzed events planned using Lumify. Based on this, we found that weddings were more likely to occur in the summer months:



Other takeaways:

Couples and their guests submitted **75 song requests on average**

On average, clients spent **4 hours** in the Lumify client portal planning their wedding

Weddings were **most likely** to occur on a Saturday

Weekday weddings were likely to have **33% less guests** than weddings on weekends

12% of ceremonies and receptions were held on different days

The **most popular** wedding dates in 2023 were three day weekends (e.g. Memorial Day and Labor Day in the US)

About our respondents

38%

Large City

22%

Multi-ops

69 avg weddings

Last 12 months for
multi-ops

18%

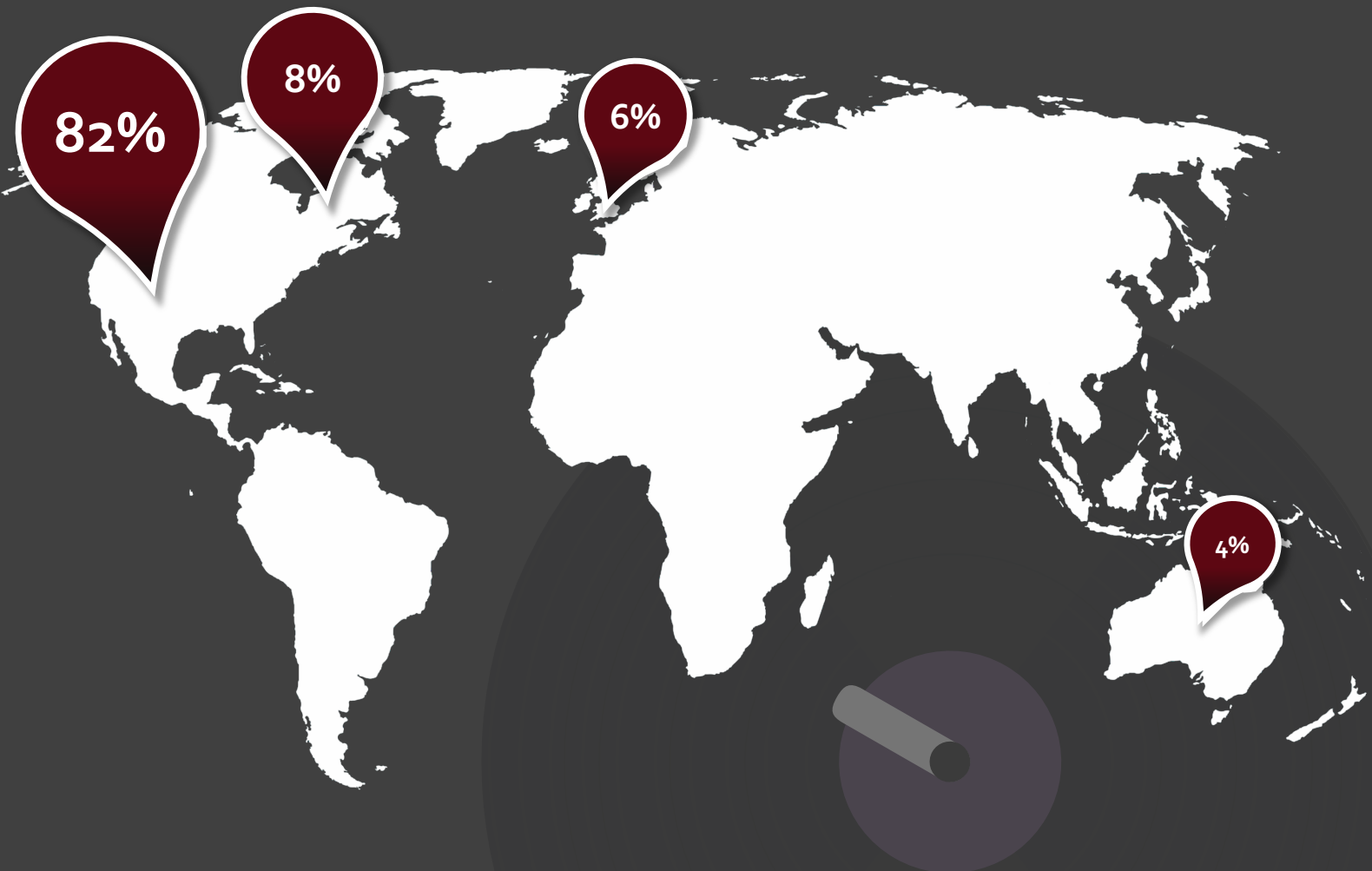
International
(non-US based)

120

Avg guest count for
weddings

24 avg weddings

Last 12 months for
solo shops



What's Lumify?

Lumify gives mobile DJs and other event professionals the power to identify leads, showcase event packages and add-ons, generate documents quickly, onboard new clients, plan events, get paid on time, and rock the party to perfection every time. Lumify has integrations with other software that DJs already use which makes managing a DJ business a breeze.