

BECKY BROWN PHOTOGRAPHY

case study

WHY WE LOVE BECKY:



Becky has taken her photography business to new heights by starting a second Chicago wedding company, Elope to Chicago. Both of her businesses have garnered a lot of attention on Lakeshore in Love because she is able to provide couples a unique, intimate experience. Her expertise in elopements in our market has been established through her involvement in Lakeshore in Love.



Becky says...



Lakeshore in Love has really given me a voice as an expert in the elopement world here in Chicago. I've had the chance to meet many industry friends and guest write for the blog. That article alone has brought me many leads that I wouldn't have been able to connect with otherwise. And has given me the chance to grow Elope to Chicago.

LEADS

72

direct leads
from Lakeshore in Love
presence

9

bookings
from Lakeshore in Love
presence



IMPACT



Becky's expert article that she authored titled "getting married at chicago city hall" is the top visited article on the entire Lakeshore in Love server.

It currently garners 10% of the overall blog views.

One expert article and a through profile has aided Becky in growing her business and her reputation as one of Chicago's leading photographers and elopement professional.