

# THE WEDDING STATIONERY SURVEY RESULTS: PART 2

from **printed.com**

Gathering the very latest in facts and figures from across the wedding stationery industry, the second part of our survey results covers influencers to follow and the impact of social media on business

## INFLUENTIAL INSPIRATION



Luxury stationery and design studio Paperknots was voted for as the biggest influencer in the wedding stationery industry

A number of wedding and lifestyle blogs also topped the polls, including:



## FRIENDS TO FOLLOW



Wedding stationers like to keep up-to-date with their fellow wedding industry professionals. Photographers and then florists are the most followed on social media by wedding stationers



100%



90%



70%

Nearly 100% of wedding stationers use Facebook for their business. 90% also use Instagram and 70% are on Pinterest

# facebook

Facebook came in as the most important social media channel for wedding stationers

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