

How the Internet Is Changing the Way Couples Buy Wedding Invitations

Couples have many options when searching for wedding invitations. They can go the traditional route and browse for a common style at a local paper store or they can turn to the method that thousands of couples turn to each year-ordering wedding invitations online.

The reason couples are choosing to order their invitations online is simple. Selection! Online companies such as Wedding Paper Divas have exclusive agreements with artists, which means customers will find hundreds of unique and innovative styles on the company's site that cannot be found anywhere else.

In addition to selection, there are additional benefits to ordering wedding invitations online, including convenience and improved quality. We have outlined the benefits to ordering invitations online below:

Convenience

The start of your wedding invitation search is the same online as it is in the paper store: find the invitations that match your wedding's style or theme, decide on how many to order, consider your wording options, determine what inserts you need and get ready to order.

But that is where the similarities end and the advantages of ordering wedding invitations online excel. The Web is always open, 24-hours-a-day, seven-days-a-week. While the paper company or card store is restricted to traditional retail hours, you can browse for your invitations whenever it fits into your schedule and easily save personalized designs and ask for feedback from family and friends.

Customer Service

Unlike ordering your invitations from a physical store, where you choose a style and a retail clerk with little design background places your order, the online experience gives you access to many design professionals throughout the ordering process.

At Wedding Paper Divas, a live professional will help walk you through the ordering process, provide you with invitation ideas and answer any ordering questions. And even if you order your invitations through the company's automatic, easily navigated website by yourself, you will still have access to the actual professional who is designing your invitation for any changes and feedback once your order has been placed-a service lacking in a physical card shop.

The Proof

All orders through Wedding Paper Divas come with a complimentary proof, sent to you electronically from the designer working on your card. It will include enhancements and suggestions based on the designer's expertise and experience. In addition to enabling you to shop with confidence, this system allows you to save time. Instead of waiting for your proofs

to arrive at the paper company, you can see your proofs immediately and make quick changes.

Timeline

Ordering wedding invitations online takes the same amount of time or less than ordering them through a traditional retailer. At Wedding Paper Divas, it typically takes 5-6 business days to process your order before shipping. When you order online, you will get an estimated processing time with each of the different types of invitations. That way you know exactly when to expect your custom stationery.

Price and Quantity

Online sites such as Wedding Paper Divas offer you an enormous selection of wedding stationery to choose from at lower prices than anywhere. Because there is low overhead with an online stationer, the company matches prices, including shipping on all orders.

You also can easily control the different quantities of the inserts you are ordering. As you adjust the number of invitations, response cards, reception cards, thank you cards and direction cards, an online price calculator will automatically figure out how much it will cost.

Personalization

Finally, one of the best advantages about ordering your wedding stationery online is the personalization you can achieve. At Wedding Paper Divas, you can choose a design, enter your information and preview your card all before ordering. This way, if something you think you like ends up being unsatisfactory, you can change your mind before you even order one invitation.