

How to Grow Your Client List

**The ultimate guide for health &
wellness businesses looking to
increase sales**

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Ready to level up your health & wellness business?

In this guide, you'll learn how to grow your sales and expand your client list by increasing your website traffic, optimizing your marketing efforts, upgrading your booking process, & turning your clients into loyal brand reps. There are free resources at the end & useful tips sprinkled throughout — enjoy!

MARKETING 101: HOW TO GENERATE LEADS

There are two ways to increase sales

1. Attract new leads & turn them into clients
2. Get existing clients to book again (or more frequently)

We'll cover client retention in chapter four. But first, here's how to market your business effectively so you can attract new clients & increase *first-time* sales.

Free ways to market your business

1 Optimize your Google Business Profile

Add high-quality, descriptive photos, include keywords in your company description, add FAQs, & collect reviews to boost credibility.

2 Incentivize client referrals

93% of people rely on friends & family for service recommendations. Encourage word-of-mouth marketing with a referral program.

3 Build your mailing list

Email provides the highest ROI. Collect contact info via forms & gated content, & send targeted email campaigns.

4 Launch an introductory offer

Lower the barrier to entry with an introductory offer that gives new clients a discount on their first service.

5 Update your website

Add relevant, targeted keywords throughout your website (including URLs) to show up in the right search results. Learn more in chapter two.

Paid ways to market your business

1 Run paid ad campaigns

Paid ads on Google or social media can be a valuable marketing strategy. Do keyword research, get specific on your targeting, & set maximum ad spends.

2 Distribute flyers & signs

The humble flyer or well-placed sign keeps your company's name top of mind so when a client's ready to book, you're the first business they think of.

3 Brand company vehicles

If you're driving around town to appointments, capitalize on the journey by adding company logos & branding to company vehicles so you can advertise on the move.

What is a lead?

A lead is an individual that has expressed interest in what you're selling. In other words, they're a potential client.

How you determine a lead will depend on your business. Still, generally speaking, someone who has shared their contact information with you, subscribed to your emails, or submitted a form on your website is considered a lead.

3 WEBSITE IMPROVEMENTS TO MAKE

Your website is one of your most valuable marketing tools. Used correctly, it can help you attract new leads, convert them into clients, & drive repeat bookings. Here are three improvements to make to level up your website.

1 Optimize for SEO

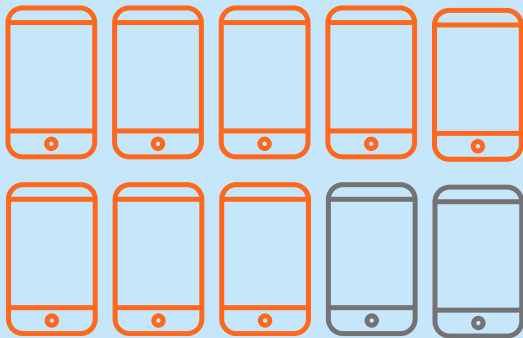
Research keywords relating to your business & services. Add those keywords to your site's pages, title tags, meta descriptions, alt tags, & URLs. Create dedicated landing pages for your services & refresh regularly.

2 Optimize for access

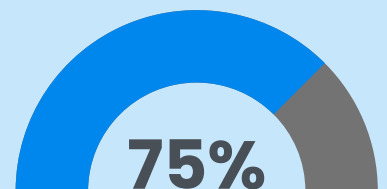
The three main reasons someone visits your website is to find out what you do, how much you charge, & when you can do it (to book). Make your messaging clear & your contact, pricing, & booking pages easy to find.

3 Optimize for mobile

Ensure every website visitor has a good experience, regardless of device by optimizing your site for mobile. Ensure pages adapt to screen sizes, buttons are visible on all devices, & load speed is under four seconds.



More than 80% of online bookings happen on mobile devices. Optimizing your website for mobile devices is crucial for ensuring a good user experience that will help capture more sales.



of web users judge a company's credibility on website design.

What is SEO?

Search Engine Optimization (or SEO) is the process of improving your site so you appear in *more* search results for *more* queries related to your business in a *more* prominent spot.

HOW TO LOCK IN MORE SALES

Understand who you are selling to

It pays to know your clients. Analyze your current clients & gain an understanding of your target audience by asking



- Why do people need/want the services you offer?
- Where do they go to find services? (Google, social media, review sites, direct to your website)
- What makes clients choose you over a competitor?

Use this knowledge to inform your marketing strategy & the language you use to describe your offerings.

Simplify the client experience

Capture more sales by making it easy for clients to find information on your website & book an appointment.

- Eliminate delays between client inquiries & order confirmations by removing unnecessary steps
- Use booking software designed to capture more sales by only collecting essential information before a deal is finalized

Make it easy to contact your business

Whether a client wants to book a service, ask a question, or log a complaint, it should be easy to get in touch with your business.



- Make phone & email addresses easy to find
- Add messaging options to your Google Business Profile
- Monitor social media inboxes regularly
- Implement a chat feature on your website (either live or preprogrammed with common questions & responses)

Display client ratings & reviews on your website

Display client reviews on your website to add social proof & drive sales by helping persuade on-the-fence prospects to convert.

Dedicated review pages are an option, or you can strategically place them throughout your site, such as on your homepage, dedicated service landing pages, or your pricing page.

67%

of consumers
are influenced by
online reviews



only 10% of people always
leave reviews without
being asked

How to get more reviews for your business

A BrightLocal study found that 76% of consumers asked to leave a review go on to do so. So if you want to get more reviews, all you have to do is ask!

Here's how & when to do it

- **Via text** — Send a follow-up text after the appointment with a link to your chosen review platform (bonus points if you can automate this).
- **Via email** — Send dedicated review request emails or include a link in the footer of regular communications like newsletters.
- **Custom hashtags on social media** — Encourage users to share their experiences with custom hashtags & reshare their posts to your page.
- **Review buttons on your website** — Make it easy for clients to leave a review next time they visit your site with a prominent review button.

HOW TO ENCOURAGE REPEAT BOOKINGS

80%

of revenue comes
from 20% of
repeat clients

Satisfied clients'
spend increases

2.6X

71%

don't return after
a bad client
experience

Let clients create accounts

Accounts make it easy for clients to rebook past appointments & store information for faster checkouts. Capture more sales with booking software that only requires clients to create an account/log in right before finalizing the order.

Improve your nurture process

Send appointment follow-ups & regular email marketing to stay front of mind with clients. If they haven't booked with you in a while, use personalized offers & service reminders to entice them back.

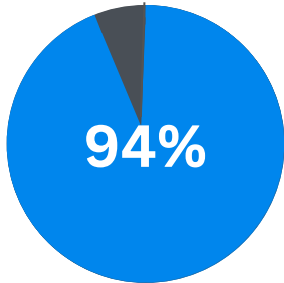
Create a loyalty program

Keep clients coming back with a loyalty program that rewards them for each booking. Rewards could be points redeemed for money off or stamps that entitle them to a free service after ten bookings.

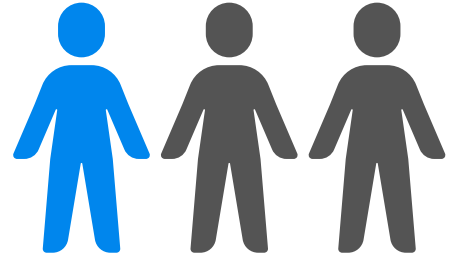
Sell services in packages

Offer your clients discounts when they pay for multiple services upfront; your clients will love the convenience, & your business benefits from increased upfront payments & guaranteed future bookings.

BOOKING TRENDS: WHAT DO CLIENTS REALLY WANT?



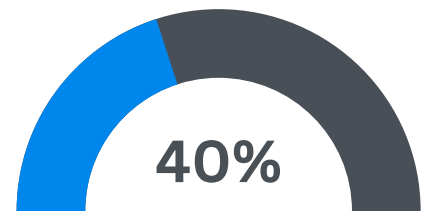
94% of clients want to book online & are switching to businesses where they can



One-third of clients book with the same service provider every time



Cash is out – **75%** of clients want the ease of online payments



40% of bookings now happen after business hours – online booking is a must

THIS IS WHERE THE HEALTH & WELLNESS INDUSTRY IS HEADING. IS YOUR BUSINESS READY?

Read on to find out why online booking software is the next step to growing your business, increasing your sales & keeping up with changing client demands.

7 REASONS YOUR BUSINESS NEEDS ONLINE BOOKING SOFTWARE



Clients can book 24/7

You never have to miss a sale or answer the phone out of hours because clients can book online anytime.



No-shows are reduced

Online booking software lets you automate appointment reminders which reduce no-shows & last-minute cancellations by 41%.



You can collect payments online

Give clients a fast & convenient way to pay for services online with flexible online payment options.



Booking frequency increases 50%

The convenience that online booking provides (& the fact your office is always open) sees bookings increase by half.



Scheduling errors are eliminated

Real-time updates to provider availability mean scheduling errors are a thing of the past.



Access data on your business

Booking software pulls reports on sales, provider performance, payments & more for a more precise overview of your business.



Repetitive admin tasks are automated

One benefit that impacts your team the most is the vast reduction in workload. Online booking software allows you to automate time-consuming admin tasks like sending booking confirmations, invoicing, chasing payments, & scheduling providers.

11 BOOKING SOFTWARE MUST HAVES



Instant booking with real-time availability

Clients should be able to book in real time with instant confirmations.



Online payments

Consider if you want to take deposits, cashless tips, add charges, etc.



Flexible booking options

Look for recurring appointments, packages, repeat bookings, etc.



The ability for clients to schedule their own appointments

Let clients choose preferred times, providers, & locations.



Promo codes & gift cards

Offer discounts & gift certificates to boost sales.



Automated emails & appointment reminders

Automate communications to save time & reduce last-minute cancellations.



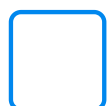
Provider scheduling capabilities

Let the software automatically update provider schedules, so you don't have to.



User-friendly design

The software should be easy to navigate for both clients & admin.



Mobile-device compatible

80% of bookings come from mobile devices.



Reporting

Access data on sales, provider performance, etc.



Client relationship management

Store client data for faster checkouts & improved experiences.



Travel Zones (for mobile businesses)

Manage where providers work with travel zones & custom service areas.

INTRODUCING **MarketBox**

MarketBox is the only appointment scheduling software that's purpose-built for businesses offering in-home & mobile services.

- ▣ **Get booked online, 24/7**
& let clients book specific times in their preferred location
- ▣ **Optimize routes & schedules**
with suggested booking slots that work around existing appointments
- ▣ **Reduce last-minute cancellations**
with automated email reminders to clients
- ▣ **Access client information on the go**
with our user-friendly mobile app
- ▣ **Promote your services anywhere**
on social media, email, or your website with your sharable booking link
- ▣ **Accept online payments**
& go cashless with everything from service payments to tips
- ▣ **Minimize travel time**
with adaptive traffic conditions & customizable travel zones
- ▣ **Create more repeat clients**
with recurring appointments, custom packages, & personalized offers
- ▣ **Eliminate admin headaches**
by automating bookings, rescheduling, invoices, payments, & more

NEXT STEPS

Book a personalized demo with one of our experts to find out how MarketBox can increase sales & power your business today.

RESOURCES

- ▣ [Free Resource Library \(ebooks, templates, & more\)](#)
- ▣ [Article: 10 Ways to Optimize Your Google Business Profile](#)
- ▣ [Article: Top 7 Lead Generation Tools](#)
- ▣ [Article: 8 Ways to Increase Organic Website Traffic](#)
- ▣ [Healthcare Blog Archive](#)

Still have questions?
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MarketBox

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