



# **How to Increase Bookings**

**The ultimate guide for service  
businesses looking to grow sales**

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## Ready to level up your business?

In this guide, you'll learn how to grow your business's sales by increasing your website traffic, optimizing your marketing efforts, upgrading your booking process, & turning your customers 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 customers
2. Get existing customers to book again (or more frequently)

We'll cover customer retention in chapter four. But first, here's how to market your business effectively so you can attract new customers & 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 customer 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 customers 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 customer'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 customer.

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 customers, & drive repeat bookings. Here are three improvements to make to level up your website.

## 1 Optimize for SEO

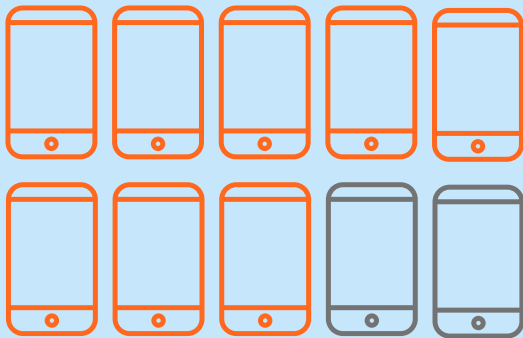
Research keywords relating to your business & services. Add those keywords to your site's pages, title tags, meta descriptions, alt tags, & URLs. Create dedicated landing pages for your services & refresh regularly.

## 2 Optimize for access

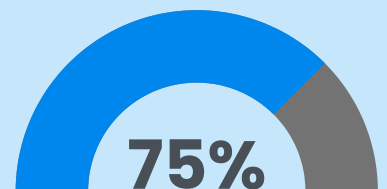
The three main reasons someone visits your website is to find out what you do, how much you charge, & when you can do it (to book). Make your messaging clear & your contact, pricing, & booking pages easy to find.

## 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 customers. Analyze your current customers & 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 customers choose you over a competitor?

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

## Simplify the customer experience



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

- Eliminate delays between customer 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 customer 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 customer ratings & reviews on your website

Display customer 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 customers 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 customers

Satisfied customers'  
spend increases

**2.6X**

**71%**

don't return after  
bad customer  
experience

## Let customer create accounts

Accounts make it easy for customers to rebook past appointments & store information for faster checkouts. Capture more sales with booking software that only requires customers 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 customers. If they haven't booked with you in a while, use personalized offers & service reminders to entice them back.

## Create a loyalty program

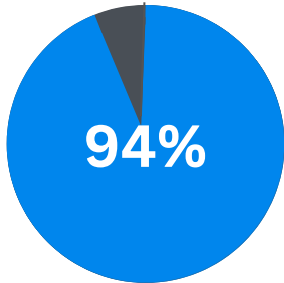
Keep customers coming back with a loyalty program that rewards them for each booking. Rewards could be points redeemed for money off or stamps that entitle them to a free service after ten bookings.

## Sell services in packages

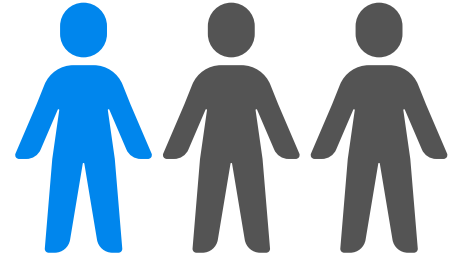
Offer your customers discounts when they pay for multiple services upfront; your customers will love the convenience, & your business benefits from increased upfront payments & guaranteed future bookings.



# BOOKING TRENDS: WHAT DO CUSTOMERS REALLY WANT?



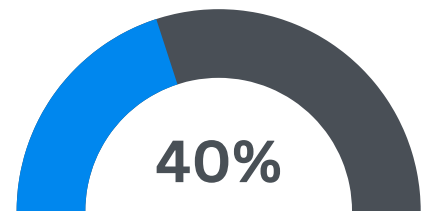
**94%** of customers want to book online & are switching to businesses where they can



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



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



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

**THIS IS WHERE THE SERVICES 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 customer demands.

# 7 REASONS YOUR BUSINESS NEEDS ONLINE BOOKING SOFTWARE



## Customers can book 24/7

You never have to miss a sale or answer the phone out of hours because customers 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 customers 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**

Customers 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 customers 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 customers & admin.



## **Mobile-device compatible**

80% of bookings come from mobile devices.



## **Reporting**

Access data on sales, provider performance, etc.



## **Customer relationship management**

Store customer 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 management software that's purpose-built for businesses offering in-home & mobile services.

- ▣ **Get booked online, 24/7**  
& let customers book specific times in their preferred location
- ▣ **Minimize wasted travel time**  
by scheduling providers according to their travel zones
- ▣ **Create more repeat customers**  
with recurring appointments, custom packages, & personalized offers
- ▣ **Eliminate admin headaches**  
by automating bookings, rescheduling, invoices, payments, & more
- ▣ **Accept online payments**  
& go cashless with everything from service payments to tips
- ▣ **Reduce last-minute cancellations**  
with automated email reminders to customers
- ▣ **Access customer 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

## NEXT STEPS

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

# RESOURCES

- ▣ [Recorded MarketBox demo](#)
- ▣ [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](#)

**Still have questions?**  
Email [info@gomarketbox.com](mailto:info@gomarketbox.com)

**MarketBox**

[www.gomarketbox.com](http://www.gomarketbox.com)