

Lead Generation with Online Calendar Booking for Coaches and Independent Consultants



Hosted by:

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April 2020

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GMT+06:00 Asia/Dhaka (+06)

AM	PM
12:00 AM	06:00 PM
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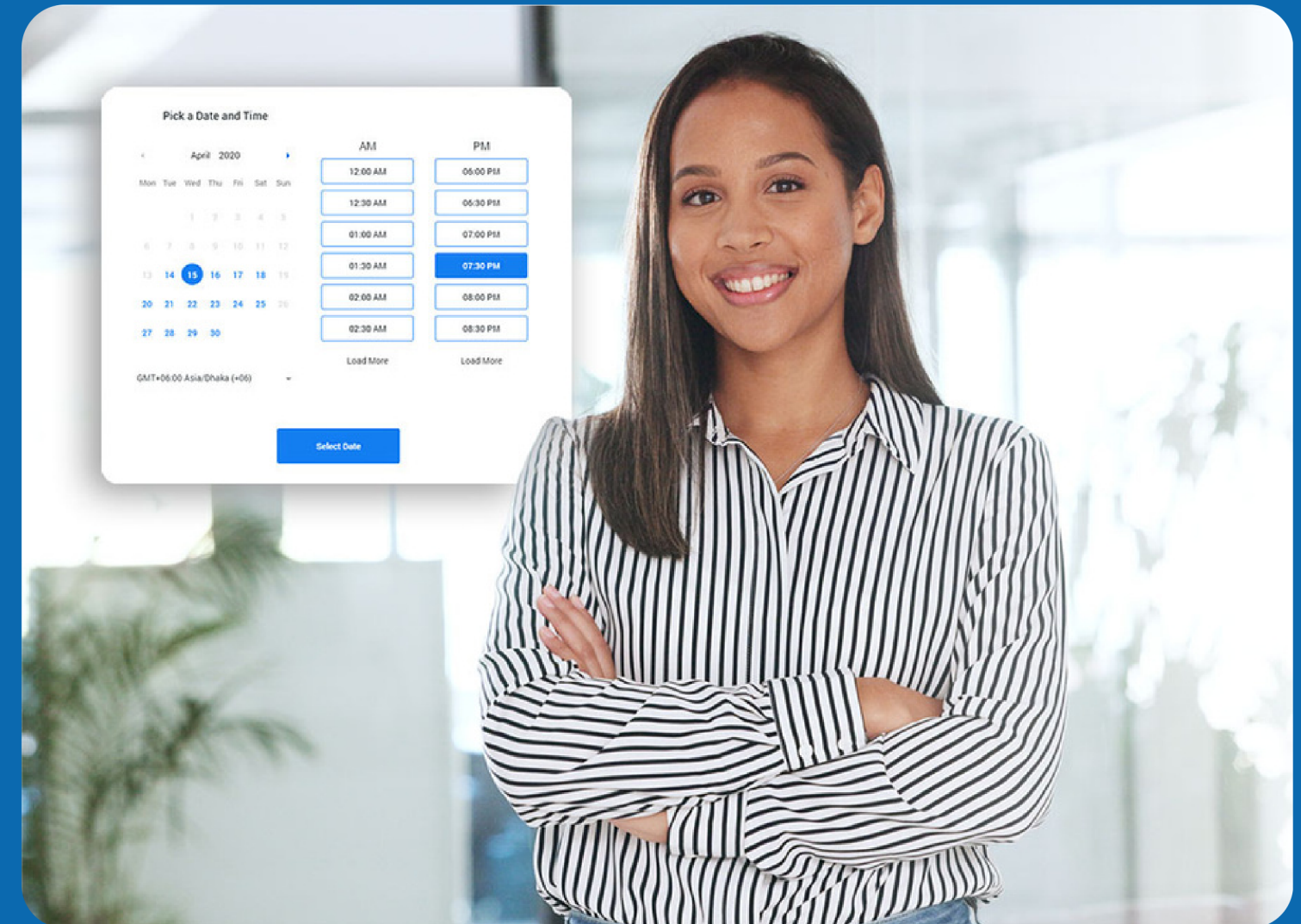
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Online Calendar Booking

Let's explore how to leverage your lead generation with online calendar booking, specifically for coaches and independent consultants to grow your business online. Use this presentation packed with professional guidance and recommendations!

Topics included in this presentation:

- Online Calendar Booking 101
- CRM and Contacts Management
- Marketing, Automations, and AI Optimization
- Understanding the Digital Consumer Journey



**Let's explore how to increase your
lead generation with an online
calendar and booking strategy!**

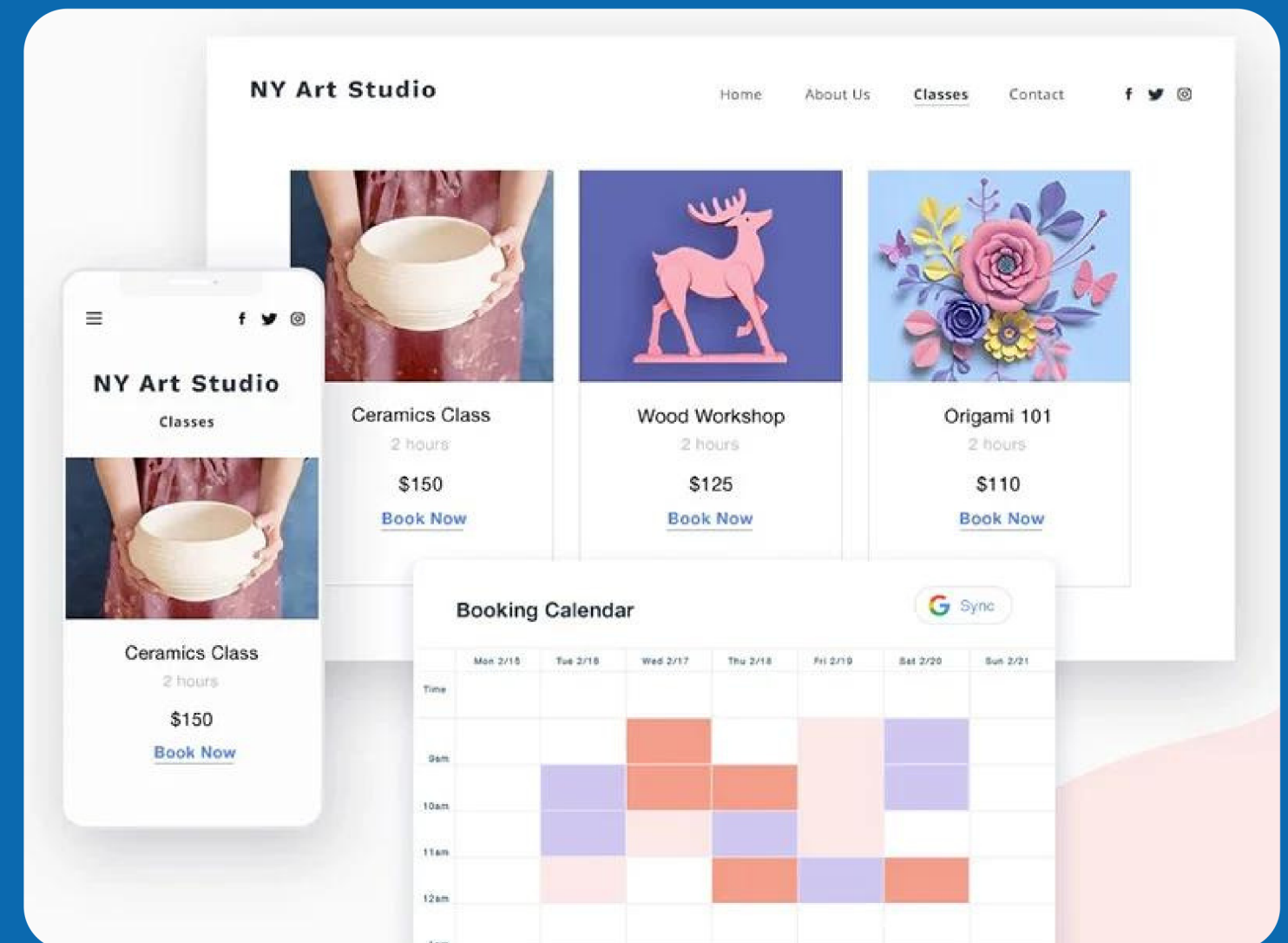
Online Calendar Booking 101

Online Calendar Booking 101

Use your online calendar to expand your audience, generate leads, and convert more customers!

- Increase lead generation with website & online calendars
- Drive more consultations to convert more customers
- Manage your Contacts and integrate marketing tools
- Use Calendars for programs, events, services too!

With a professional calendar platform and optimized online strategy you can generate more leads, create more customers, and build a powerful online platform for your coaching or consulting business.



Popular Calendar Platforms

Calendly: Free option for simple online appointments, relies on integrations for ideal business features / CRM / marketing tools

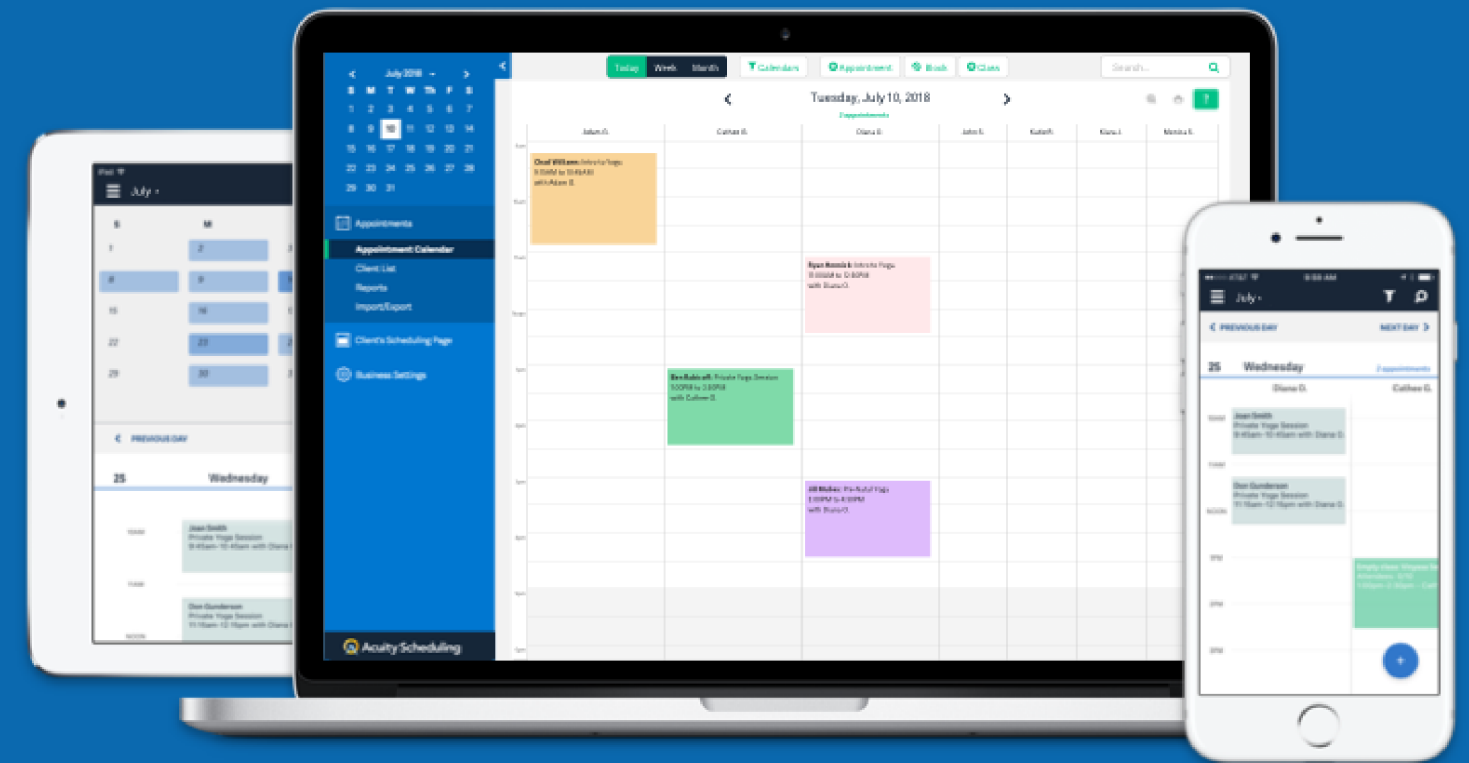
Acuity: Premium client scheduling ideal for service providers, more custom experience, document uploads and forms, payments, no free version and expensive software!

Square Appointments: In-person appointments and classes only

Zoho Bookings - Online appointments and CRM, free and affordable options

Cal.com - best free alternative to Calendly

Wix Bookings - best option for native Wix integration



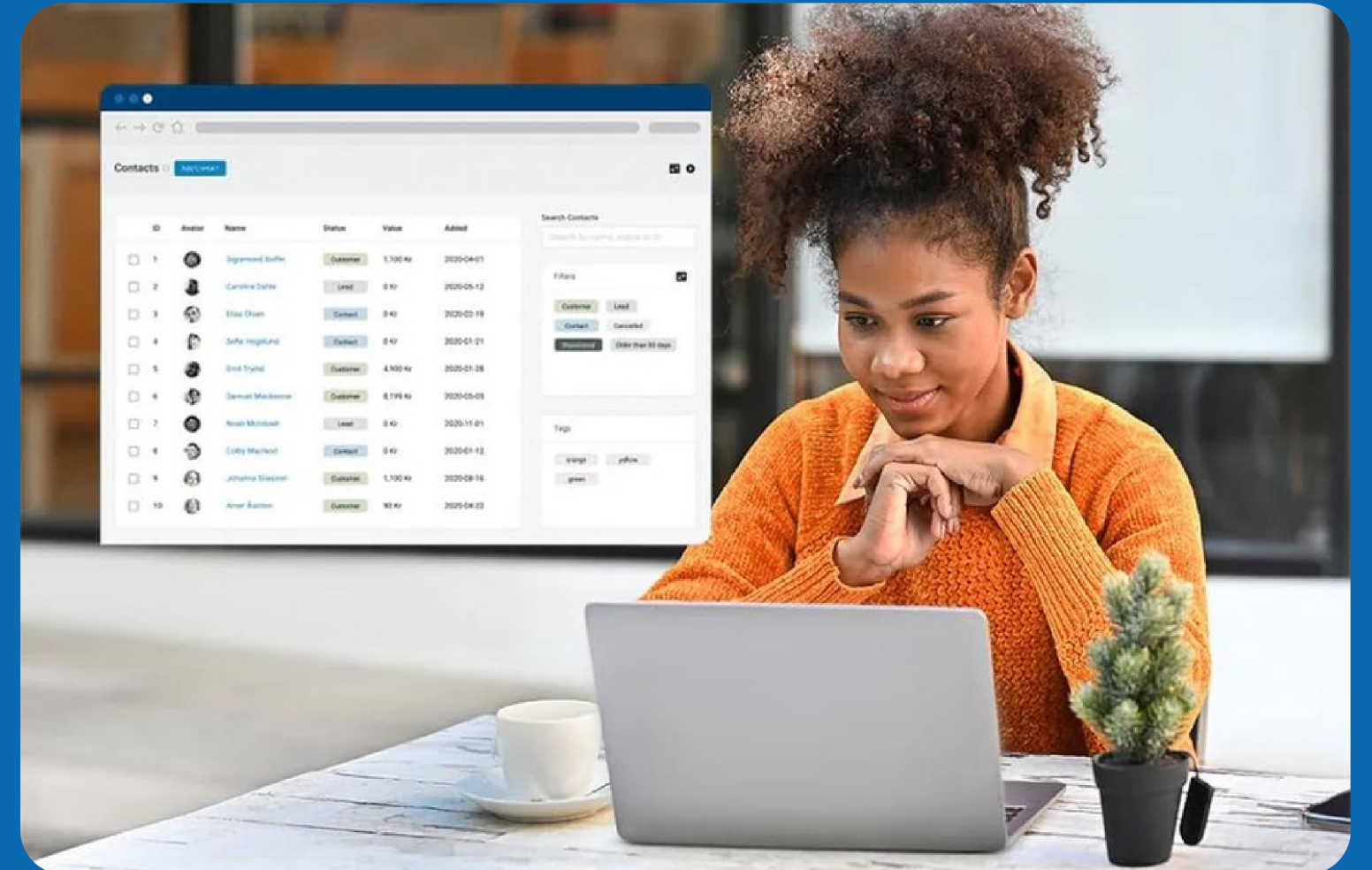
CRM and Contacts Management

CRM and Contacts Management

Calendly is too simple, Acuity is close but no cigar! Coaches and consultants need a calendar + CRM for true success.

- Calendar options for online appointments, in-person, classes, services, subscriptions and more!
- All sign-ups become a Lead and Contact you can add to your strategic marketing campaigns and outreach
- Build pipelines, manage email marketing, and nurture contacts
- All booking, Contact Management and Marketing in one!

Most Calendar platforms are fine for a basic calendar, but for ideal business success a true CRM + Marketing platform like HootCRM leads coaches and consultants to their real success!



The HootCRM Difference

Try HootCRM for all your calendar, booking, CRM, and online marketing needs!

- Contacts Management & Activity
- Lead Generation & Pipelines
- Advanced Calendars & Booking
- Email Marketing Campaigns
- Social Media Scheduling & Posting
- Google Business Profile Management
- Landing Pages, Funnels, Payment Forms
- Website Chat Widget by Waggle AI (add-on)
- Reporting & Analytics
- Automation and Integrations



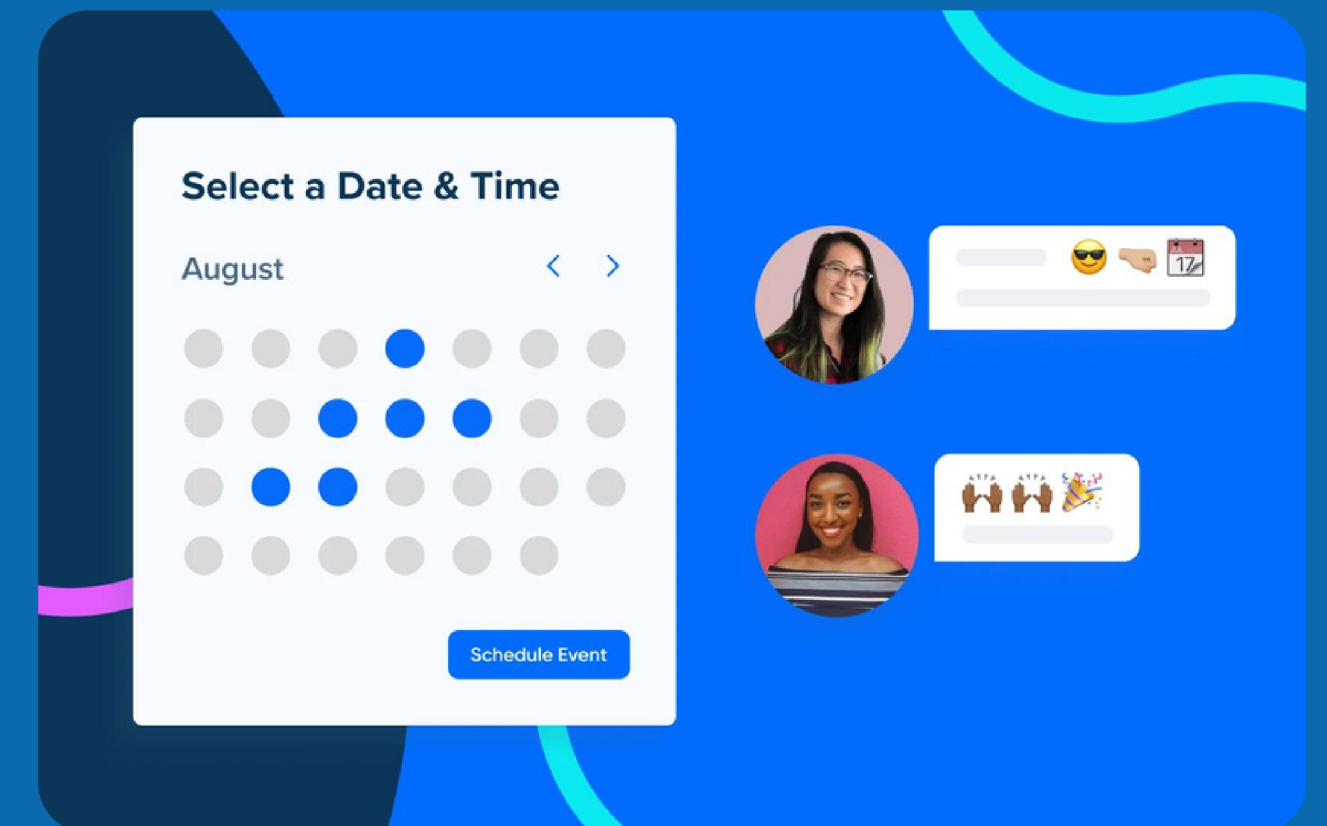
Marketing, Automations, and AI Optimization

Marketing, Automations, and AI

All calendar platforms integrate with popular marketing tools and Zapier to allow you to optimize your lead and customer experience. But with advancements in automation, workflows, and AI you can take your online booking strategy to another level!

Using a calendar + CRM system you can use your calendar as a marketing tool for your business!

- Onboard leads from your calendar directly into campaigns
- Establish automated workflows and triggers based on calendar
- Connect your booking calendar with payments and subscriptions
- Integrate your calendar with Zapier for other advanced syncs
- HootCRM comes with AI integrated to help automate everything!



Understanding the Digital Consumer Journey

The Digital Consumer Journey

The digital consumer journey (also known as the buyers journey or customer journey) is a means of understanding how website and online visitors find and interact with your website based on their intent. The journey is made up of 5 stages - Discovery, Consideration, Action, Retention, and Advocacy. Understanding this marketing strategy and structuring your website around it will lead to increased conversions!

- Discovery Stage (Blogs, Landing Pages, Google, Socials)
- Consideration Stage (Pillar Pages with Lead Generation!!!)
- Action Stage (Purchase / Sign-up / Booking / Contact Page)
- Retention Stage (Support / Communication)
- Advocacy Stage (Testimonial Reviews / GBP / Review Sites)

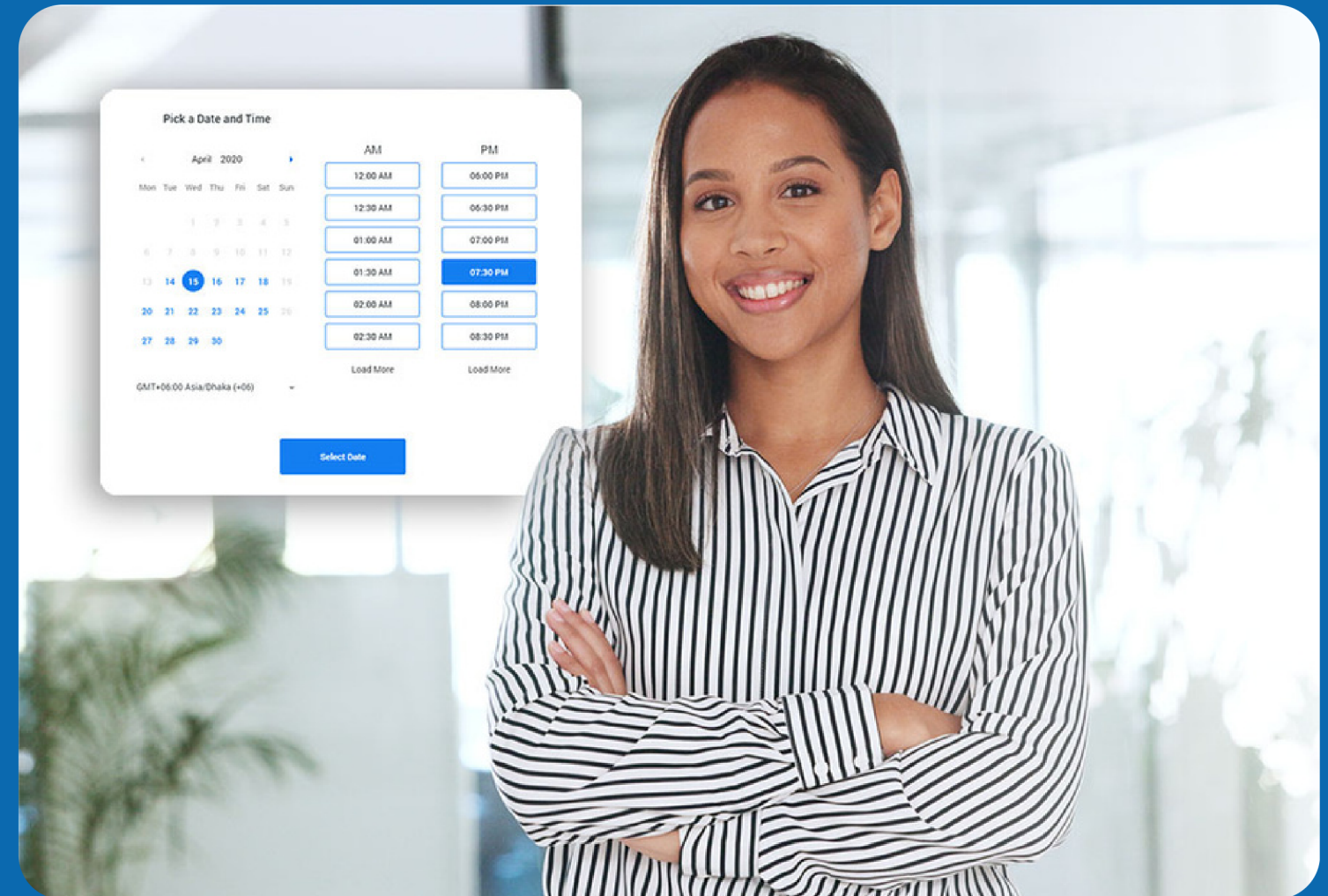


Reminders & Recap!

Reminders and Recap

Your online calendar and booking strategy is your secret weapon toward growing your coaching or consulting business!

- Pick the calendar platform best for your business
- Ideally use a CRM platform with calendars like HootCRM
- Make sure your calendar is integrated in website / all outreach
- Use automations / AI to optimize your lead / customer experience
- Drive business with payments, integrations, and more!
- Use the digital consumer journey to generate more leads and grow your business!



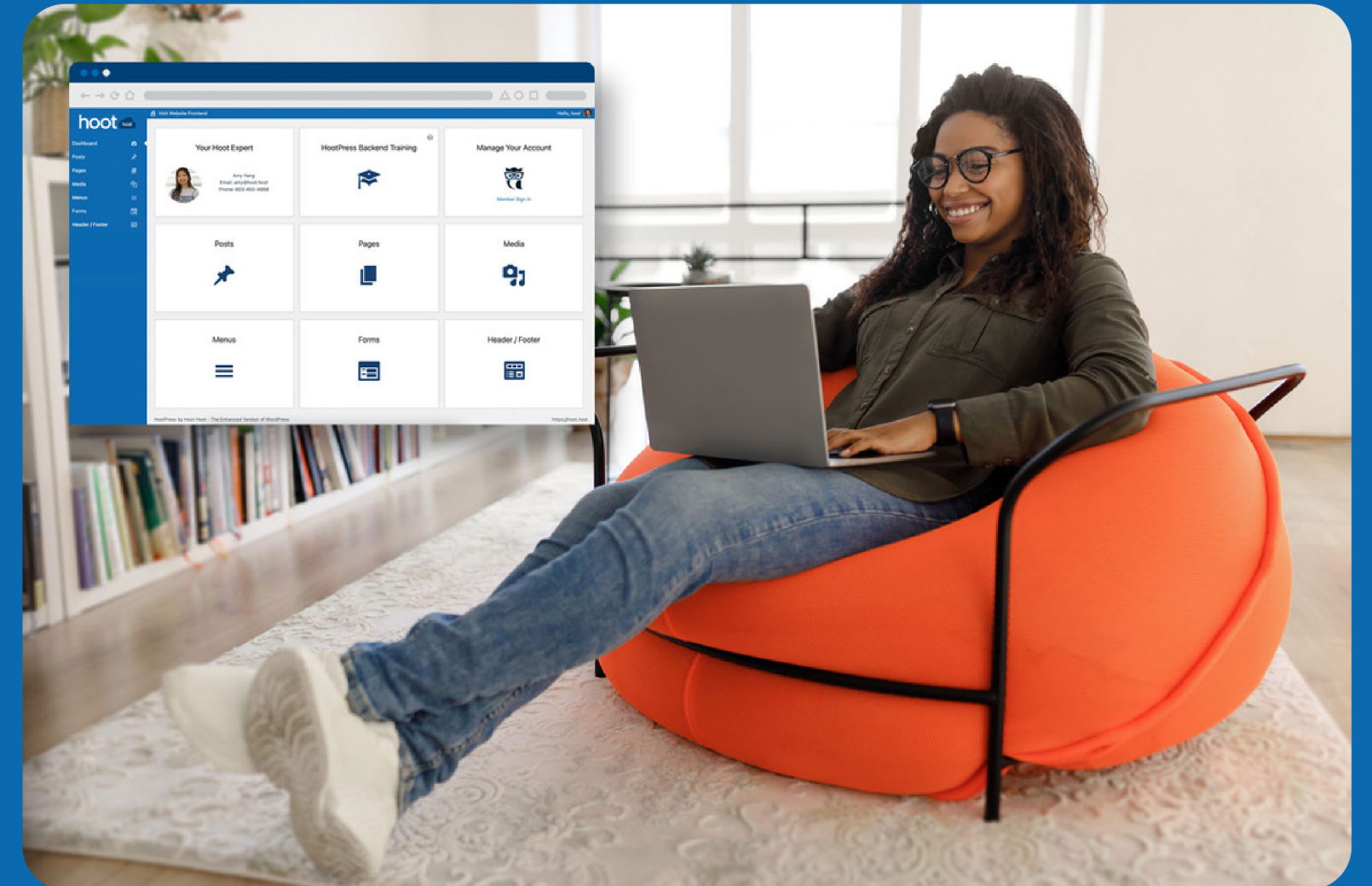
Time For Questions

Let's start a conversation about calendars, CRM, and lead generation!

Free Website and Marketing Audit

Visit <https://hoot.host/alignable>
to sign up for a free website
and marketing audit!

HootCRM is included in all website builder
and website maintenance plans!!





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Join the Wiser Way Weekly Connect!

Join the Wiser Way Weekly Connect to receive personalized coaching, support, and education for everything small business marketing and websites. All while engaging and networking in the flourishing Hoot Host Community on Alignable.

Every Friday 2PM PST / 5PM EST!!



For one-on-one website and marketing coaching
visit <https://wiserway.coach>