



2021 Online Appointment Scheduling Checklist

[BOOK ONLINE →](#)

Introduction

The latest events changed the way people do usual things and especially - their attitude to the online world. The [recent research](#) showed the **21% increase in online orders** in March 2020 vs March 2019, **41% of respondents said** that they started to shop online for things they would normally shop for in-store. Moreover, according to the previously known statistics, [70% of clients prefer to choose](#) the “message us” button over “call us”.

Puzzle it up.



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Introduction

Obviously, it is time to face the changes in the familiar world and do your best to fit them to stay on top. Acquiring customers online and automating your business operations are efficient ways to increase your revenue nowadays.

So, let's dive into the question of how you get your clients to book an appointment online.

To help you discover new opportunities for your business, we have created a FREE checklist on how to start acquiring clients online in 2021. You will learn how to set up online bookings that can help you use the newly opened opportunities and grow your business.

2021 Online Appointment Scheduling Checklist

Create

- 01. Create your website with website builders - WIX, Tilda, or Wordpress.
- 02. Create Instagram and Facebook pages.
- 03. Create an online booking form.

Set up

- 04. Customize an online booking widget design.
- 05. Add an online booking widget to your website and customize the booking button.
- 06. Add an online booking link to your social media.

Promote

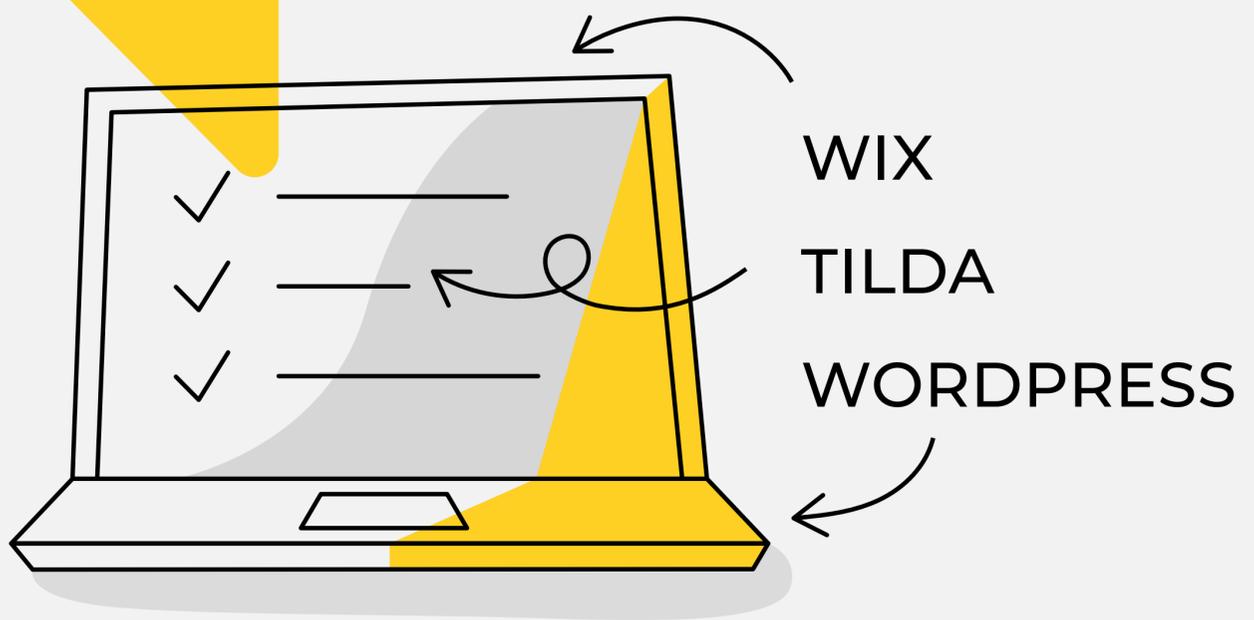
- 07. Tell your customers you are available for online booking.

Manage

- 08. Manage your appointments in one place.

01

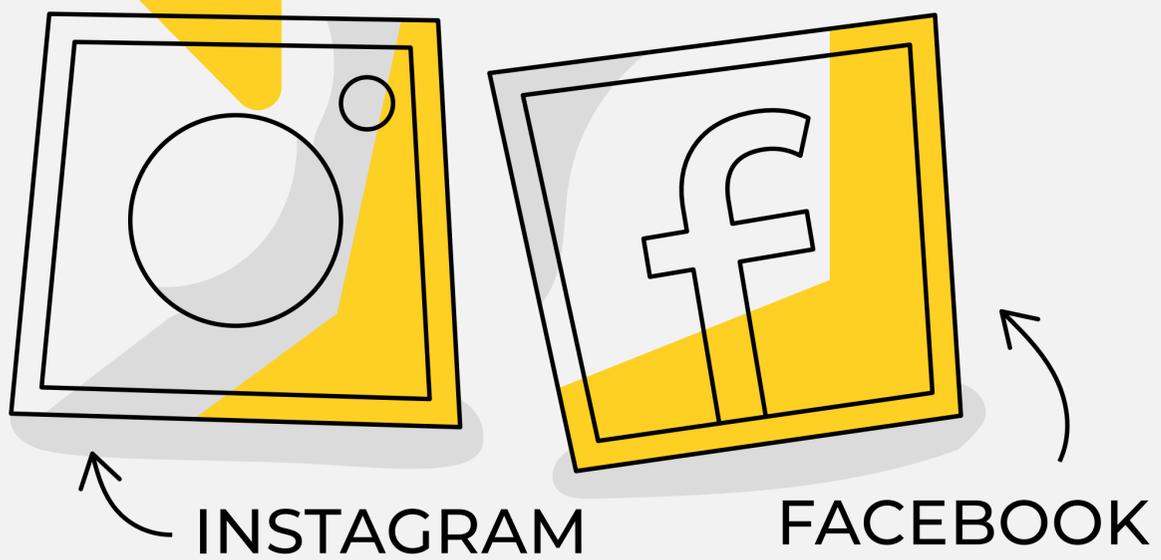
Create your website with website builders - WIX, Tilda, or Wordpress



First of all, create a website to be present online so your clients can find and book your services there. As opposed to popular belief, it is not required to hire a developer to create a website - simply use services like WIX, Tilda, or Wordpress. Those are website builders that allow you to create your website in a few steps. No need to know programming languages or to be a web designer.

02

Create Instagram and Facebook pages



Social networks are used by almost every person in this world. More and more people use Instagram or Facebook as a search tool and find services they are looking for. Also, connecting with your customers in their most-used space is a good way to build a trusting relationship and loyalty. Post some news on what is going on with your business or simply post pics with your current customers - this will help attract more clients using social proof.

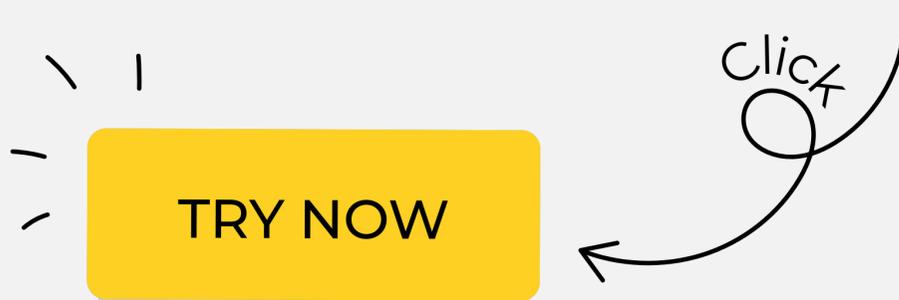
03

Create an online booking form



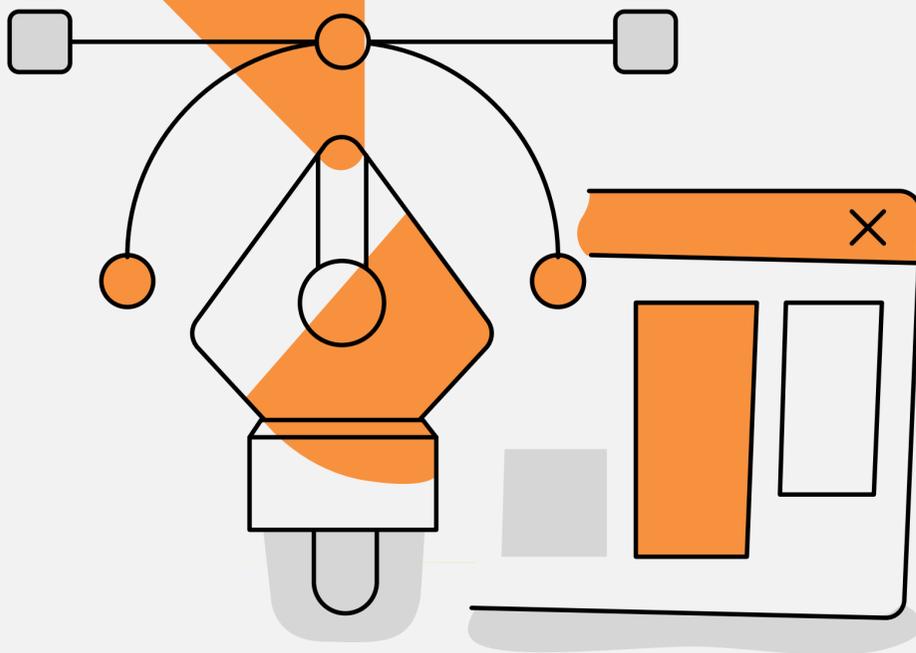
Now, it is time to set up your main tool to get customers online and automate this process. [Create an online booking form](#) customized for your business type. Choose any language, your working hours, employees and services, as well as the required information about your client - name, phone number, email address, or any other custom field you need.

03 — Create



04

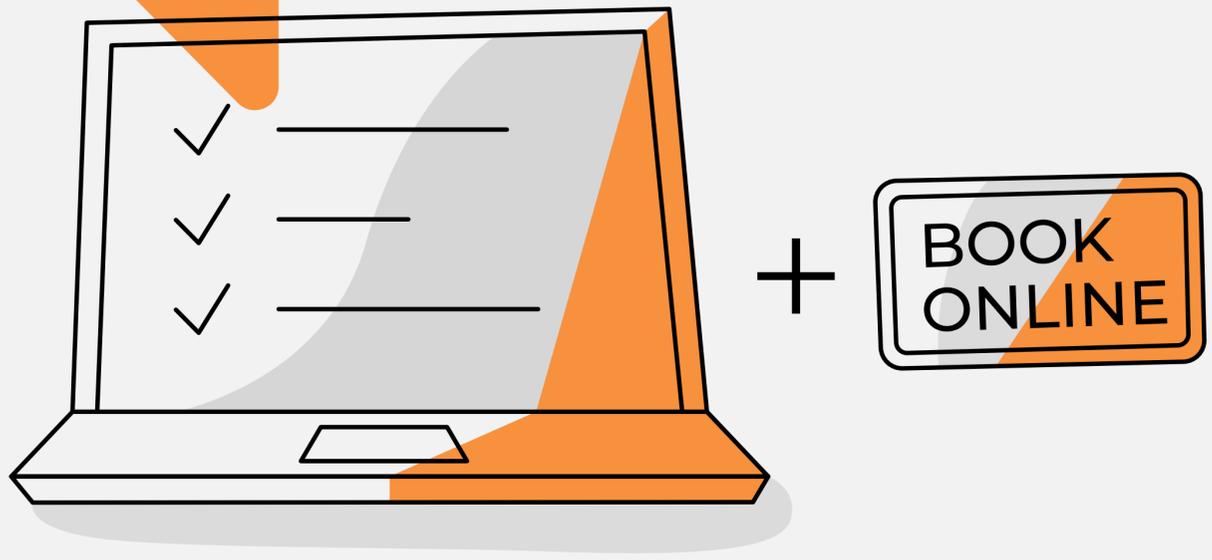
Customize an online booking widget design



You want your online booking widget to resonate with your brand and to have a unique design. Add your company logo, header background, and menu background. Customize the widget colors. Differentiate from your competitors and make customer experience truly distinctive.

05

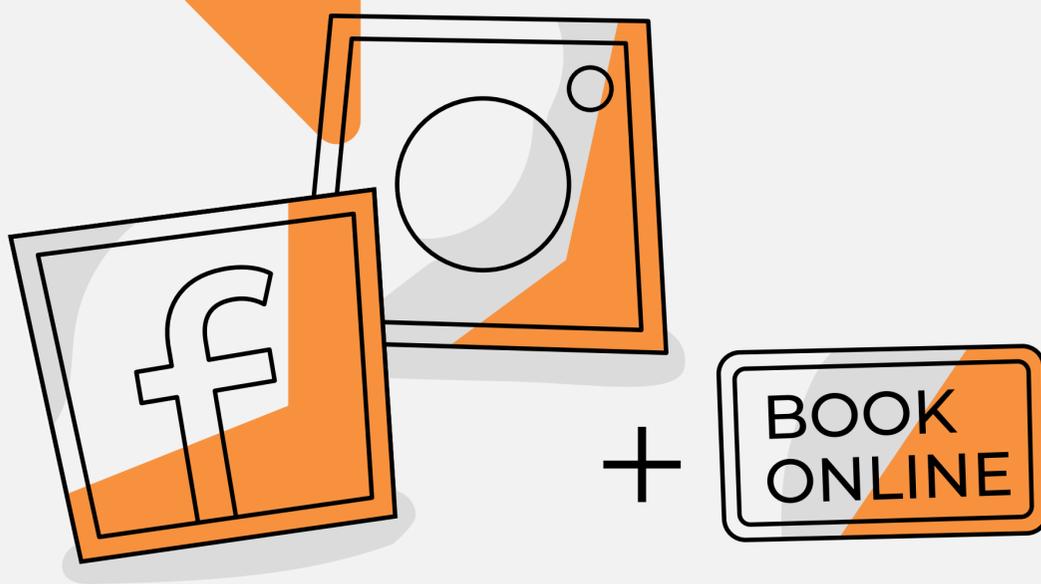
Add an online booking widget to your website and customize the booking button



Show your website visitors that you are available for booking online! Add an online booking button on your website pages and ensure that your booking buttons are always visible on your website. You can adjust the button layout, select a color, make it animated to drive customers' attention, and choose the design.

06

Add an online booking link to your social media



Use your social pages as additional online booking sources. There are several ways to get appointments there. For Instagram, generate an online booking link and simply add it right in your profile description. For Facebook, you can create an online booking button right on your company page. Social media booking proved its extreme effectiveness in getting customers online.

07

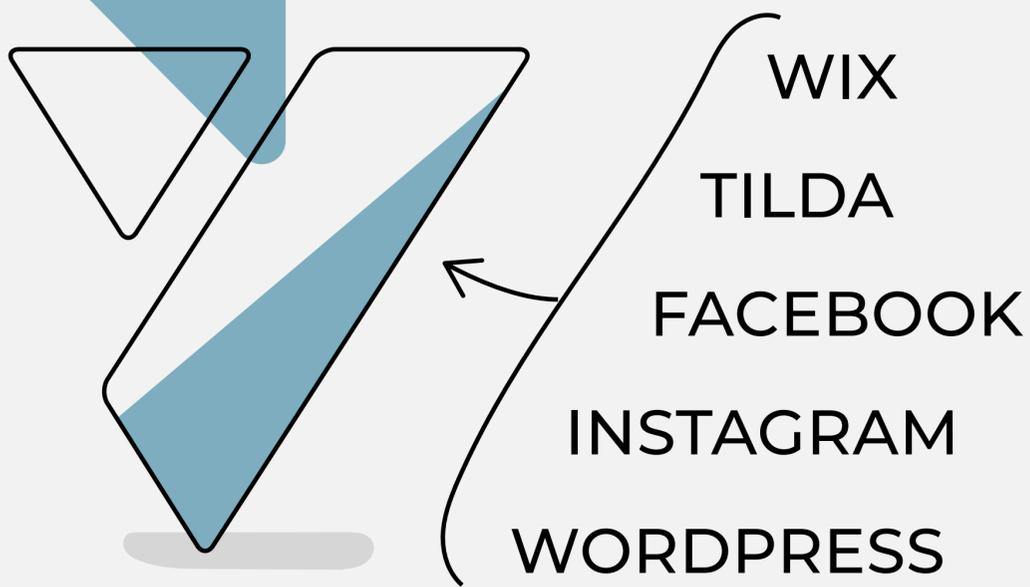
Tell your customers you are available for online booking



Tell your customers that they can now book an appointment online! If you use email as a communication channel - send them a newsletter that they can book you in a few clicks. Send them a link to your online booking widget in a text message or DM them on Instagram, Facebook, or other social networks. Do not forget to make a post in socials about the new opportunity. Use QR code for your online booking and put it on your doors, marketing materials like booklets, business cards, and posters.

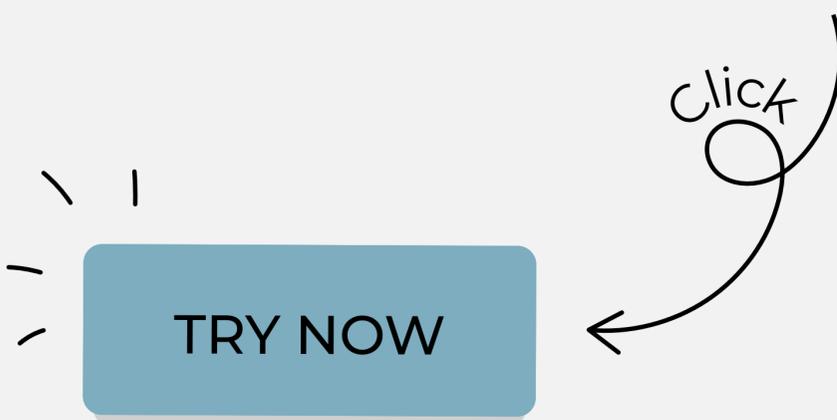
08

Manage your appointments in one place



All online bookings automatically show in your [appointment calendar](#). You can keep things under control at ease: move, update and assign appointments to your employees in a few clicks. Moreover, all your client data is in one appointment card.

08 — Manage





We would love to help you
[set up an online booking!](#)

Ask us any questions or share your
feedback with us. Drop us a line at
global@yclients.com

We are happy to assist you!