Maximizing booking rates in marketing campaigns

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When booking appointments is part of your lead generation or lead qualification marketing campaigns, it's important to optimize your booking rates.

The key to maximizing booking rates in marketing campaigns is to identify leads that did not make a booking in the first place and retarget them with another campaign. We call it the "Retargeting missed bookings" process.

In this article, you'll learn about the process for getting more bookings out of each campaign.

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Retargeting missed bookings

The process of retargeting missed bookings involves retargeting leads that did not book with you the first time around. The process is based on two steps: Tagging leads that did make a booking and retargeting leads that did not make a booking.

Step 1: Tag leads that did make a Booking

Create a "Booked" tag

Set up a tag in your marketing app and label it "Booked". You should use this label to mark leads that have made a booking.

Tagging leads that have made a booking helps you identify those who have **not** made bookings later on in the campaign. Some marketing apps, such as MailChimp, provide a different style of tagging called Segments.

Integrate with your marketing app

Tagging missed bookings relies on the ability to push OnceHub Customer information collected at the end of the booking process to a third-party app. Once your third-party app receives the booking information, tag these leads with the "Booked" tag.

You can now find missed bookings by selecting leads that **do not** contain the "Booked" tag.

If you don't use one of our native Salesforce or Infusionsoft integrations, you can use our Zapier integration to bridge between OnceHub and other third-party marketing apps.

Learn more about using Zapier to integrate with email marketing apps

Learn more about using Zapier to integrate with marketing automation apps.

Step 2: Retarget leads that did not make a Booking

Create the "Retargeting missed bookings" campaign

Create an email campaign that will be used to retarget the leads that didn't book in the first campaign (in other words, the missed bookings).

Create the campaign trigger

Define a time-based trigger that will start the missed bookings email campaign several days after the initial campaign was kicked off. This gives the first campaign some time to reach all of your leads and wait for their response before retargeting them with another invitation.

> (i) **Note:**
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> A time-based trigger is available only in email marketing apps that provide automation or workflow capabilities (for example, **MailChimp**). When your app does not support this capability, you'll need to manually start the second campaign a few days after the first campaign had started.

Run your initial marketing campaign

Run your initial marketing campaign and make sure to monitor your **retargeting missed bookings** campaign.

> (i) **Note:**
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> You can run this campaign as many times as you need to continuously maximize your booking rates.

Examples of implementing the retargeting missed bookings process

Tracking missed bookings is an important part of maximizing your online booking rates in your marketing campaigns. We have created a set of articles that will help you implement this conversion optimization technique in a number of apps.

- If you are using **MailChimp** as your email marketing app, read the maximizing booking rates using MailChimp and Zapier article.
- If you are using one of our native CRM integrations, read the maximizing booking rates in Salesforce campaigns article or the maximizing booking rates in Infusionsoft campaigns article.