periodic.is

Booking Campaigns

How much money would you make if you could increase profit-driving appointments by 150%?

While reducing staff labor

And reducing no-shows by 29%

Bookings are the key to everything.

We live in a new world.

Marketing is evolving with dramatic speed forcing marketers to predict the unpredictable.

Lead Gen isn't enough anymore

Marketing is now expected to break down the wall between the business development and operations.

Are you missing out where others are succeeding?

In a study by Accenture, analysts wrote (pre-pandemic) that digital **self-scheduling would deliver $3.2 billion in value** for the 66% of US health systems adopting digital booking for their patience adding a huge competitive boost for those health systems.
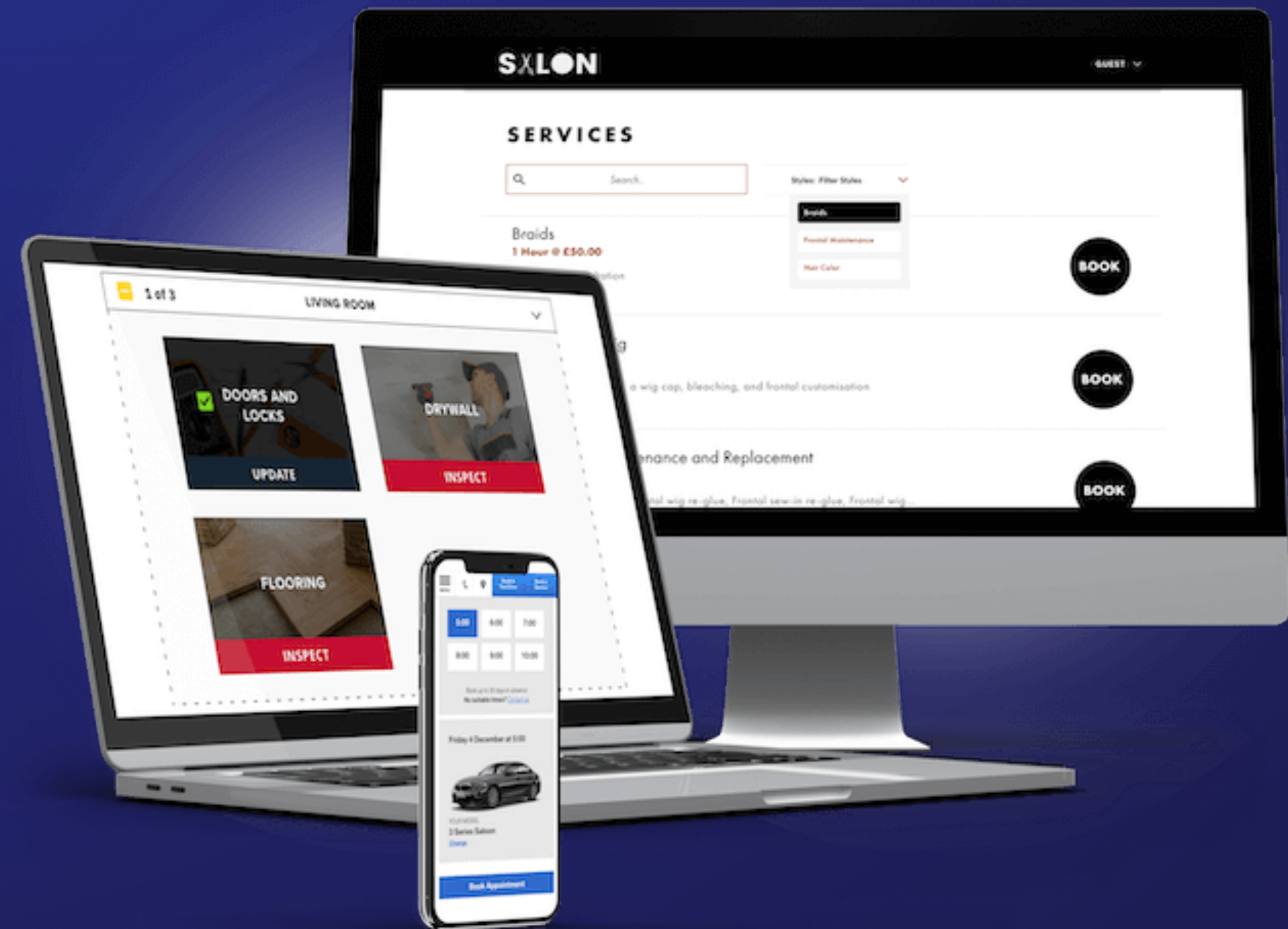
Experts In Booking Design

We understand the frustration with getting great traffic but lack luster conversions. So we've created a better way.
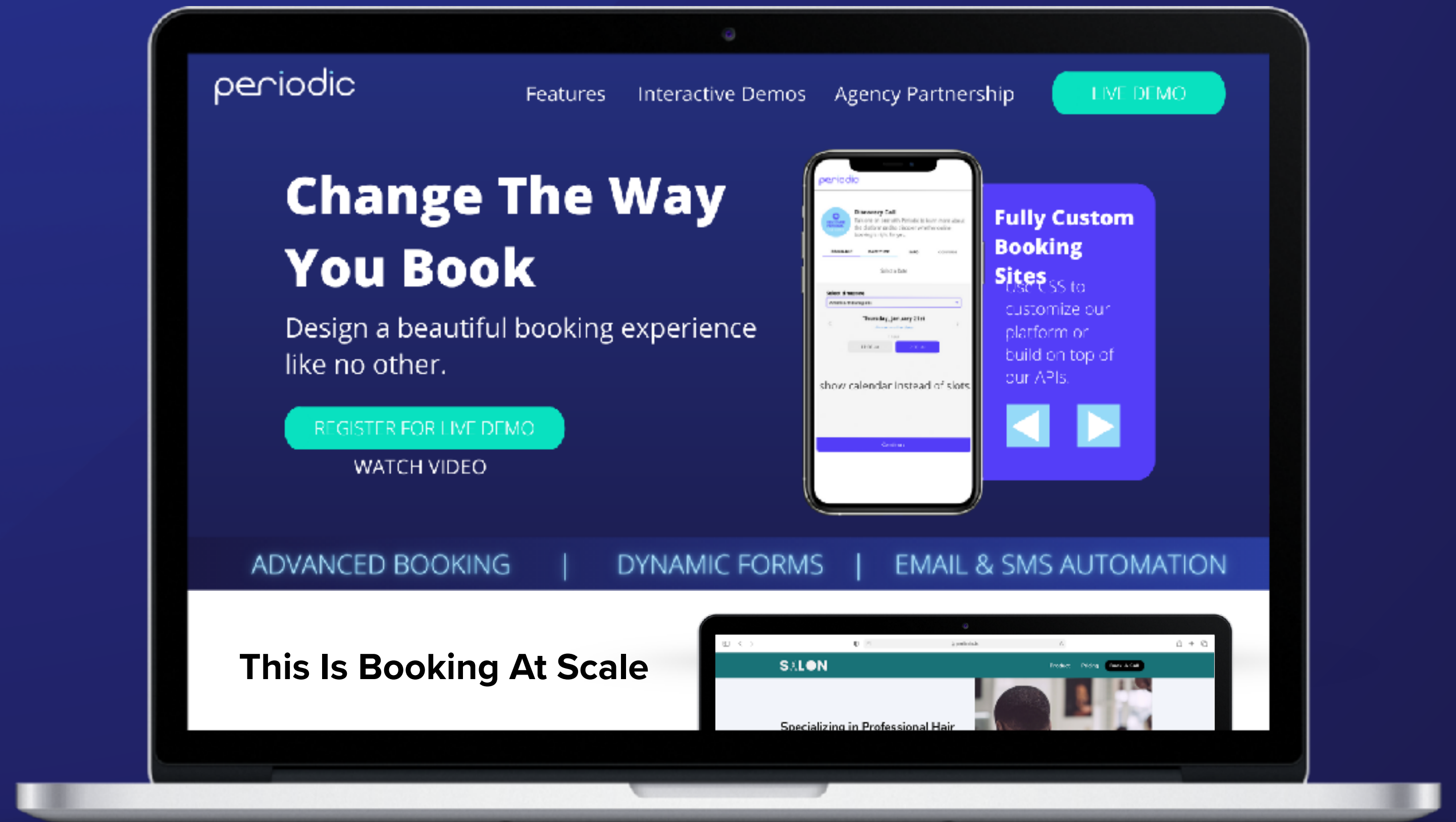
Booking Campaigns
Book More Business

How to design a booking campaign in 3 Phases.

Phase 1: Acquisition Channel Content

An acquisition channel is the digital place where prospects
encounter and engage with your brand. They include
social networks, search platforms, and email, among other
communication channels.
Content provides words, pictures, and video/audio
messages that give value to your target audience and
prompt them to engage with your brand.
We align all content with the express purpose of leading
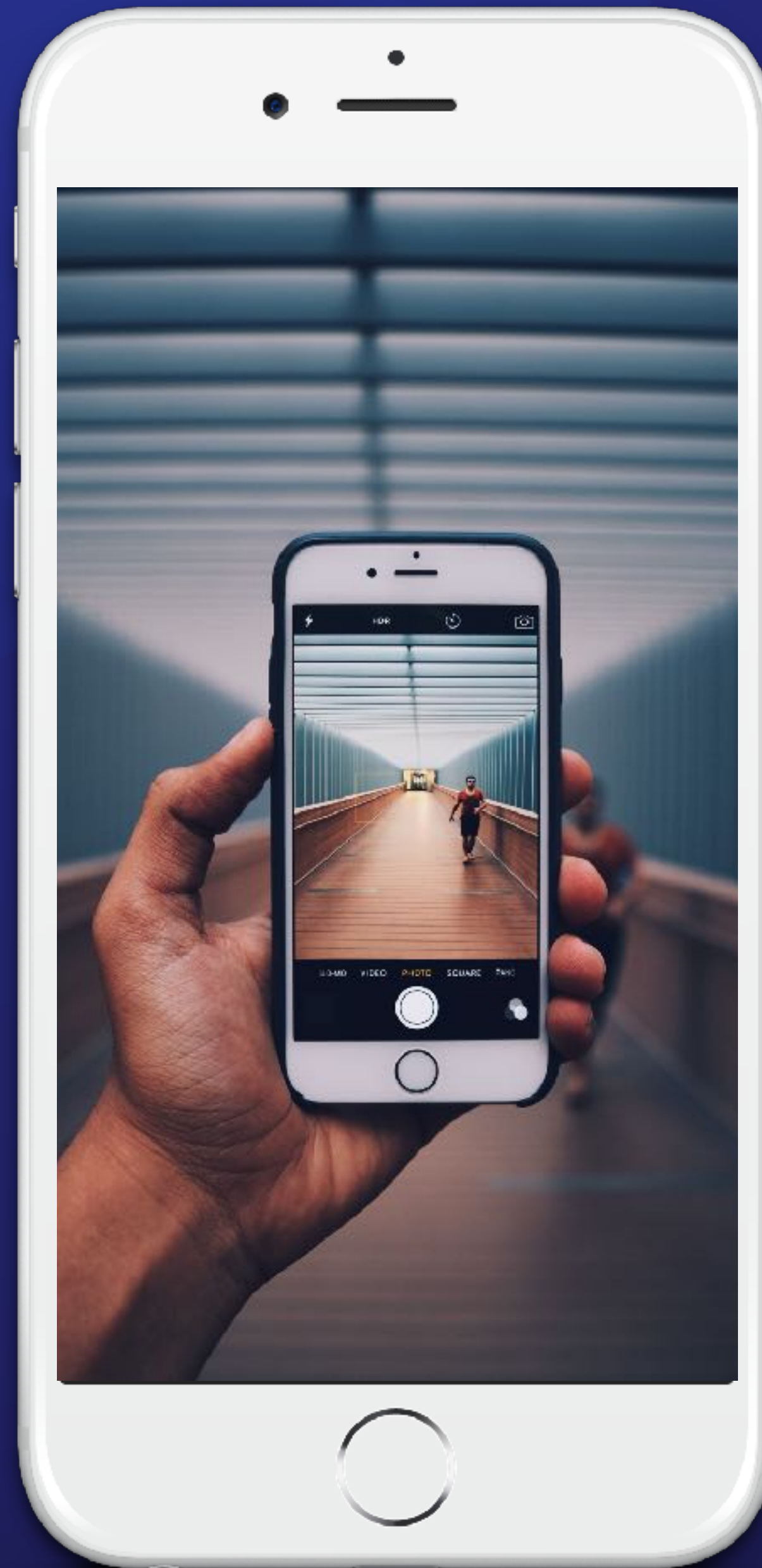the viewer to a booking.

Digital
Content
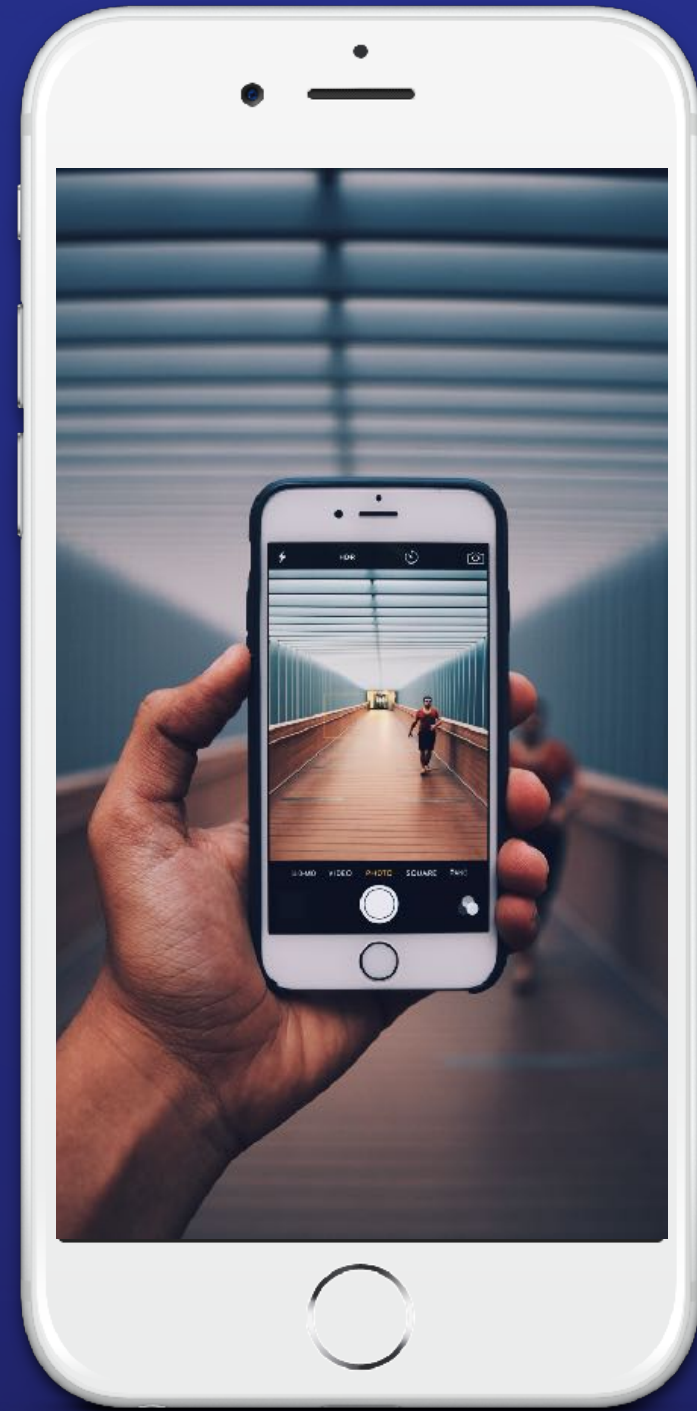# Matters
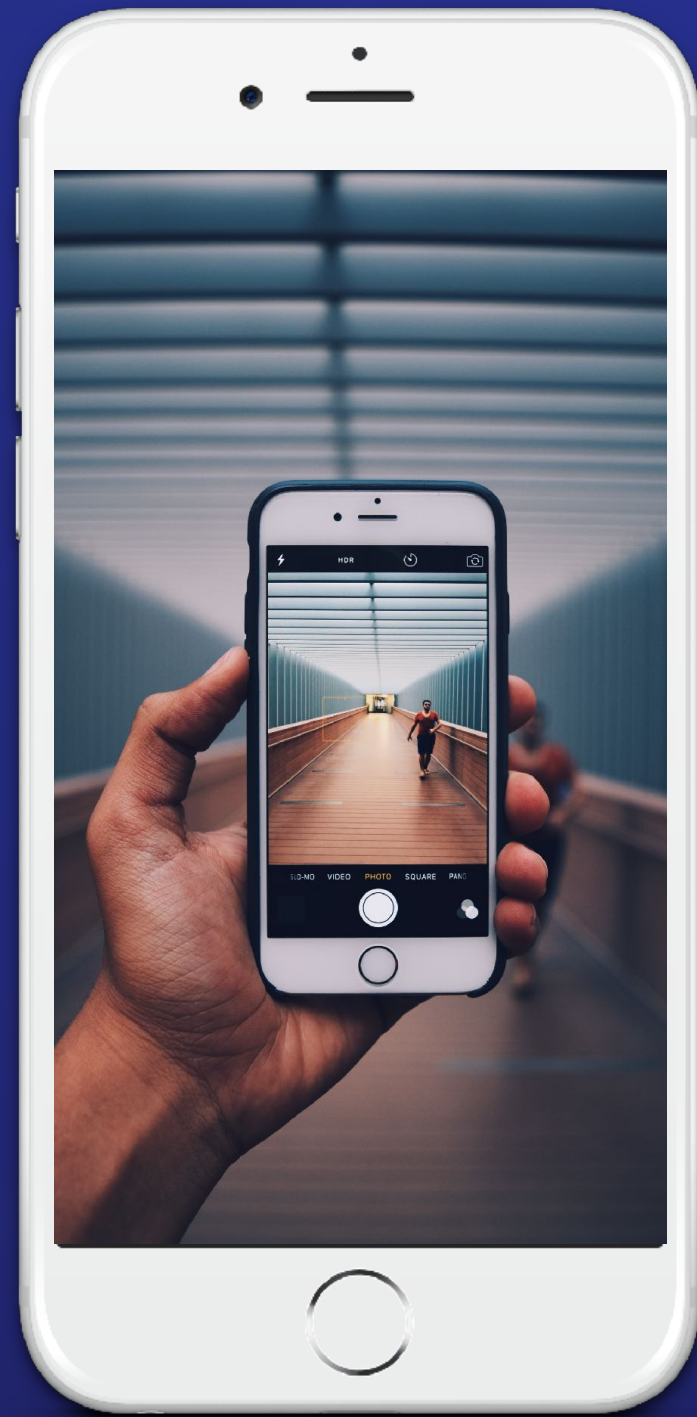## Written Words
Audio/Video
Images

76% of clients use mobile devices to book appointments because people live on their phone.
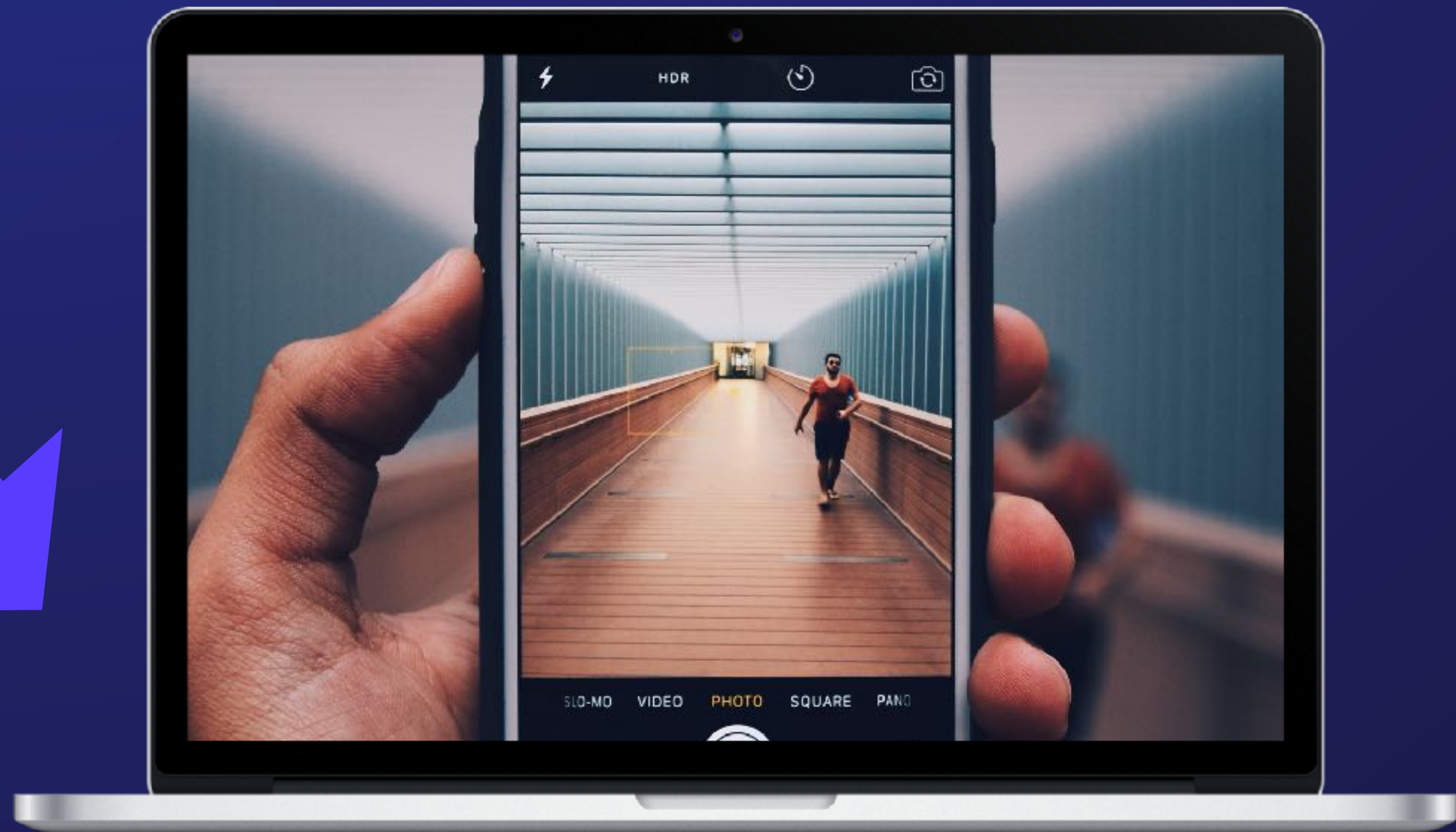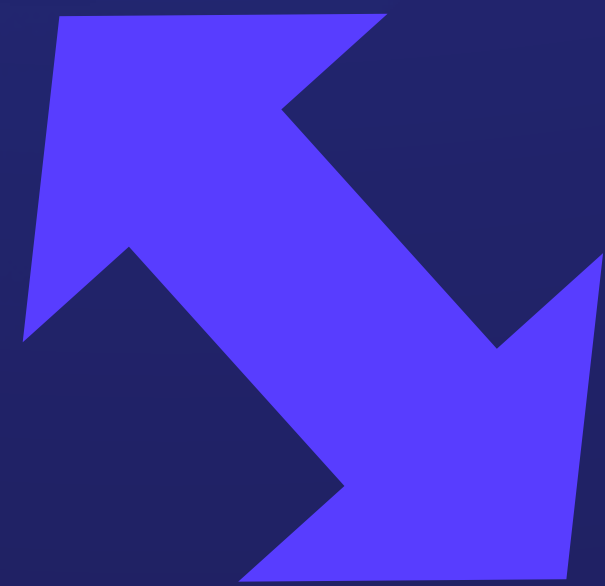
But too often there is no connection between the content and the landing page.

Alignment

Booking campaigns bring alignment from content all the way through to the sale.

Phase 2: Booking Site Landing Page

Once on the booking site landing page the visitor needs a reason to book. But they may not be ready so it's important to include other calls to action that provide more information that would prompt the individual to book an appointment such as a video or downloadable PDF like this one.

The booking site must enable the visitor to book an appointment if they are ready. The following slide shows a template for a landing page with with different CTAs including the bookable.

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Heading One

Heading two

Trans CTA 1   **Trans CTA 2**

Select timezone

America/Indianapolis ▾

February 2021   next

su	m	tu	w	th	f	sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28

Monday, February 22nd

30 min
select 1 - 2 consecutive timeslots

10:30 AM   1:30 PM

Continue

Call out message to book.

Read More
▼

Value or Step 1 | Value or Step 2 | Value or Step 3

Phase 3: Bookable Design

The design of the bookable includes three components.

- The actual aesthetic and how the calendar integrates with your landing page.
- The form which will strike a balance between getting enough information for the company but not being too sticky for the visitor.
- The messaging campaign that is triggered once a person books a time.

Mastering these three steps is one of the strongest determining factors in the effectiveness of your Demo process.

1.

Bookables
What Are They Getting?

2.

Forms
What info do you need?

3.

Messages
What info do they need?

Book a Test Drive.

1 — 2 — 3

Arrange your test drive experience.

Location ⓘ

| At centre | Other location |

Choose your date and time

August

| Wed **19** | Thu **20** | Fri **21** | Sat **22** | Sun **23** | Mon **24** | Tue **25** |

⌄

Wednesday 19 August

5:00 - 6:00

| 5:00 | 6:00 | 7:00 |
| 8:00 | 9:00 | 10:00 |

Book up to 30 days in advance
No suitable times? *Contact us*

Thursday 20 August at 5:00

YOUR MODEL
7 Series Saloon
Change

Book Appointment

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Casting Workbook   Live   The Working Actor

About   Industry Highlights   Gallery   Testimonials

3 Sessions   **Book session**

Back to coaches

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Watch later   Share

VANCOUVER FILM SCHOOL

STORYTELLER'S STUDIO PODCAST

Omari Newton

Actor

💬 English   📍 Pacific   🖥 Meets virtually

Session Rates   FAQ

20 minute career consultation

Career Consultation on Voice over and animation, Film and Television acting, Live Theatre performance, public speaking, Interviewing or playwriting.

$ 40.00 USD   **Find a time**

30 minute individual session

This can either be audition prep, or simply running a scene to improve your skills.

$ 60.00 USD   **Find a time**

60 minute individual session

This can either be audition prep, or simply running a scene to improve your skills.

$ 75.00 USD   **Find a time**

castingworkbook**labs**

Login

60 minute individual session with Omari Newton   **$75**

This can either be audition prep, or simply running a scene to improve your skills.

Date/Time   Info   Checkout

Please tell us a little bit about yourself.

*First Name

Johnny

*Last Name

Appleseed

*Email

example@example.com

*Phone Number

(+1)

Do not include dashes or spaces

*What would you like to work on?

ex) I would like to prep for a scene.

Track & Replicate

Launching the booking campaign is only half the battle.
The second half is all about tracking performance and replicating the campaigns with modest iterations to hit different keywords and campaign goals.
The first campaign is the hardest to produce. But after the first is produced you will track the action that takes place on your site continue iterating until you have maxed out performance.
With each iteration you will replicate the campaign and host it separately as each previous campaign will serve as a functioning SEO pillar on your site, continuing to drive new traffic and increase demo requests.

1.

Campaign 1
Key Search Phrases

2.

Campaign 2
Key Search Phrases

3.

When we produce campaigns for Periodic, we produce campaigns every 1-2 sprints starting with a key search phrase and developing content, landing pages, and bookables around search content.

Our most important leading indicator of success is whether we are booking meetings.

4.

Campaign 4
Key Search Phrases

5.

Campaign 5
Key Search Phrases

6.

Campaign 6
Key Search Phrases

7.

8.

9.

Bookings are the key to everything.

PERIODIC SOFTWARE PACKAGES

Marketplace Basics
$299/mo

30-day guided trial

- 6 Providers/Locations
- Unlimited users
- Unlimited calendars
- Custom design service
- Standard website & app integrations
- Dedicated Success Manager

Marketplace Plus
$499/mo

60-day guided trial

- 10 Providers/Locations
- Unlimited users
- Unlimited calendars
- Custom design service
- Custom dashboard design
- Standard website & app integrations
- Dedicated Success Manager

Marketplace Growth
$999/mo

90-day guided trial

- 20 Providers/Locations
- Unlimited users
- Unlimited calendars
- Custom design service
- Custom dashboard design
- API level website & app integrations
- Dedicated Success Manager

*Need more than 20 providers or other custom requirements? Book a call to learn about our custom enterprise plans and get a special 120-day guided trial.

Best-In-Class Booking + Expert Service

Driving Demo Bookings Is The Core Purpose Of Your Website.
It Pays To Get It Right With A Little Help.

Booking Campaigns

starting at $15,000/mo.

*$150,000 paid annually
**marketplace growth license included

Monthly Campaigns

Acquisition Channel Content | Booking Site Design | Email/SMS Campaigns | Revenue Enablement | Analytics

- WP install/migration
- SSL certificate
- Unmetered Bandwidth
- Advanced Booking (limited)
- Advanced Forms
- Email/Txt automation
- Upgraded Hosting Speeds
- Boosted Security & Malware Protection
- Manage up to $50k Ad Spend

- Site Backups & Recovery
- Software Updates
- Advanced Integrations Support
- Web Analytics & Insights
- Boosted Content & Design Updates
- Bi-Monthly Consultation
- Client Reports
- Chat & Email Tech Support

We've acquired and activated a collection of global brands and resellers

Don't waste anymore time. Build a better booking system for your business.