HYDREIGHT Marketing Webinar

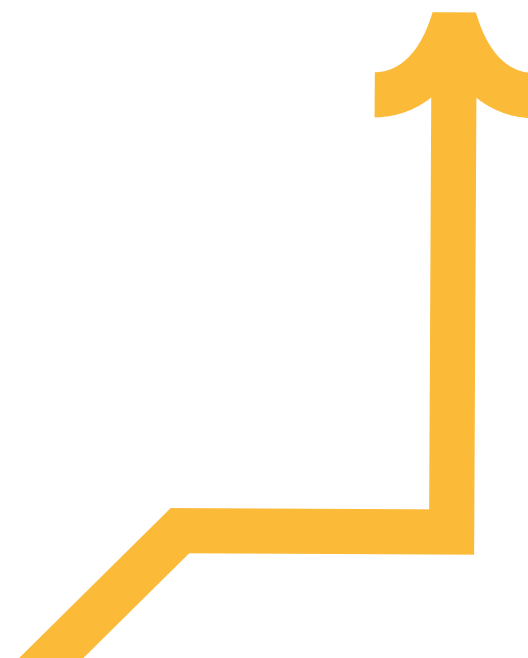# Boost Your Marketing Efforts with Direct Booking & QR Code

Your way of making your services reach your customer's hands

PRESENTED BY :

Hydreight's Marketing Team [Westa]

Agenda

Recap

01

WHAT IS A QR CODE?

QR [Quick Response] codes are a useful technology that simplify your customer journey.

The link or QR code launches your business booking page in a new browser.

02

HOW DOES IT HELP YOU?

BUSINESS ADMINS
- Businesses can have their own booking link and QR Code which can be shared with clients
- Clients can book a service with ALL your service providers

SERVICE PROVIDER
- Have their own booking link and QR Code
- Clients can book directly with them

03

HOW TO ACCESS YOUR QR CODE / BOOKING URL?

BUSINESS ADMIN
- Download, copy or share it from the Admin account in the app or the Backoffice Manager

SERVICE PROVIDER
- Download, copy or share it from the SP account

Recap

04

USE CASE

Download the QR Code
- use in outside the app on your print media
- sends you over to the direct booking page and NOT to download the app

Share link
- Access via the web
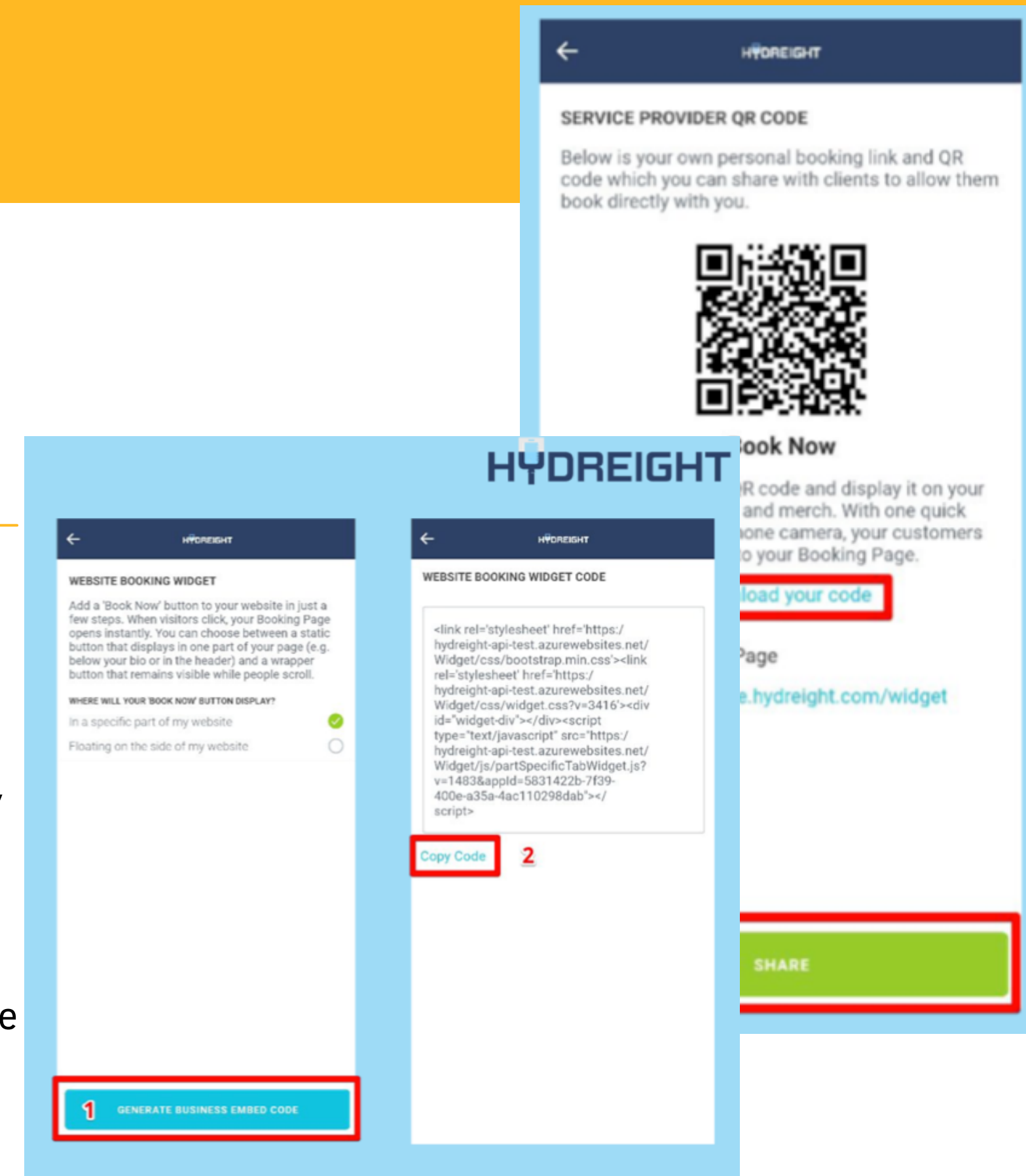- Share with Contacts

05

WEBISTE BOOKING WIDGET

BUSINESS ADMINS
- To add a "Book Now" button on your website
- When Visitors click, your Booking Page opens instantly
- Choose between static or dynamic position

FIND IT HERE:
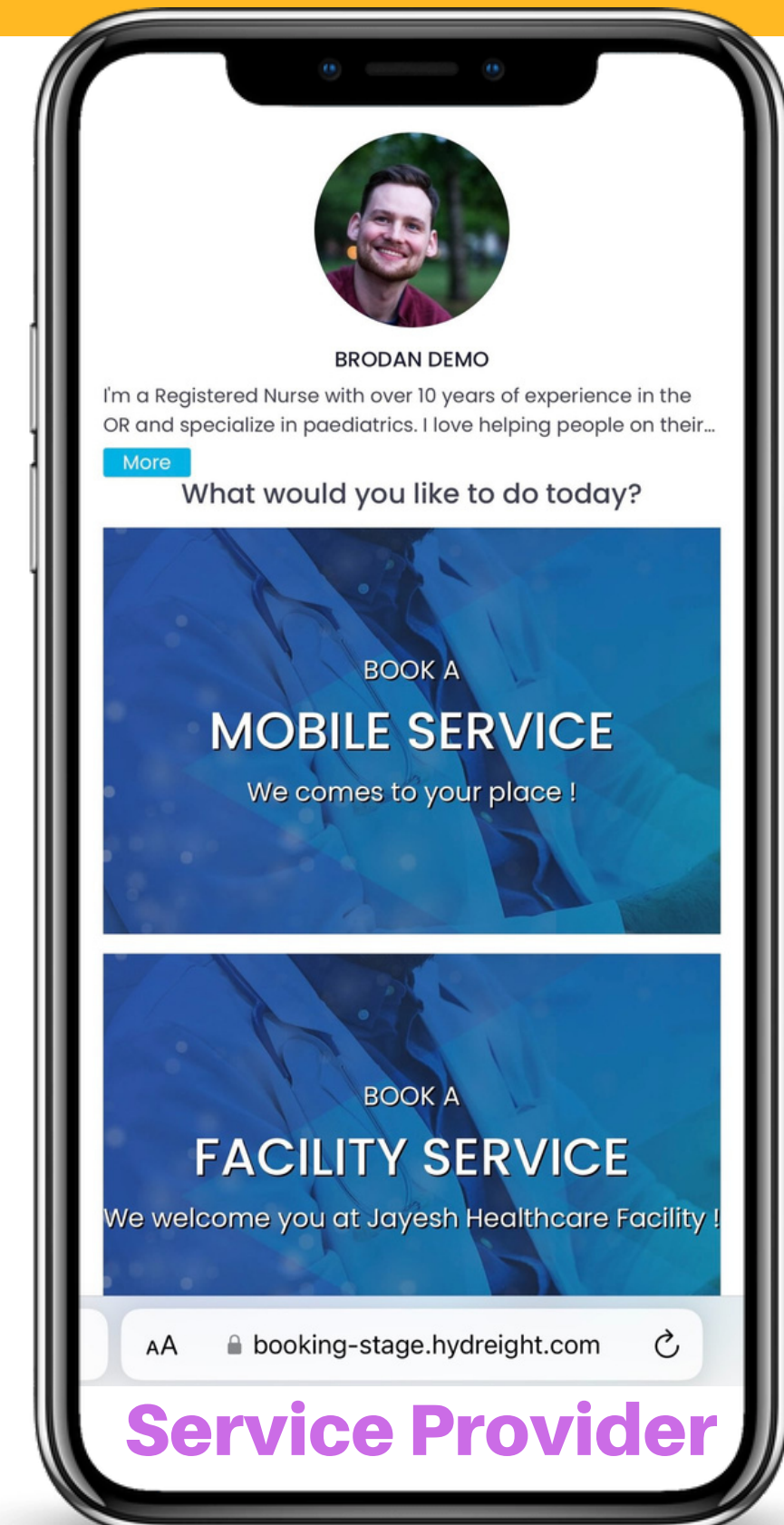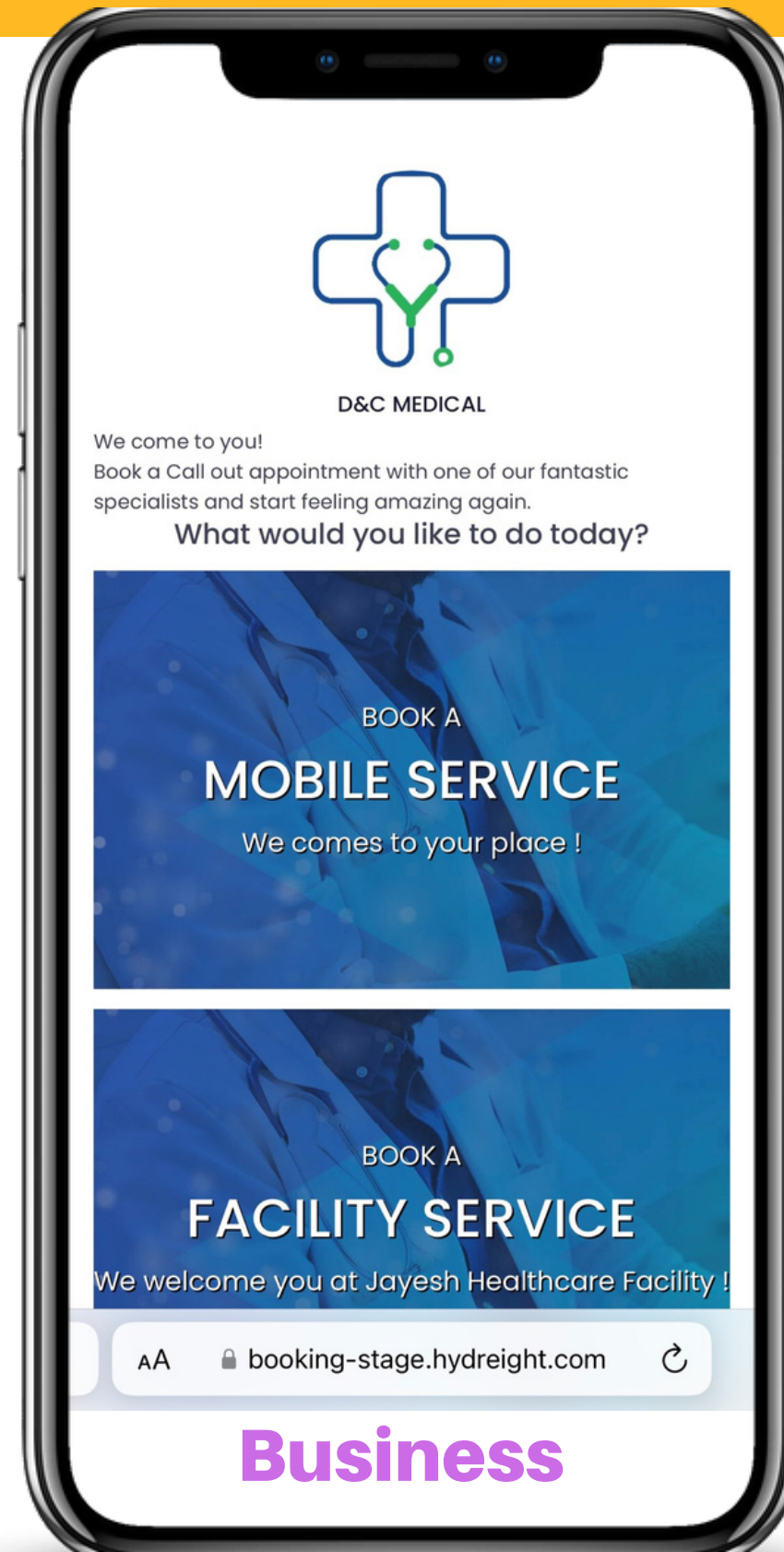- APP > Integrations > Webiste Booking Widge

Recap

06

YOUR BOOKING PAGE SETUP

Business Account
- Profile Picture > Logo or personal
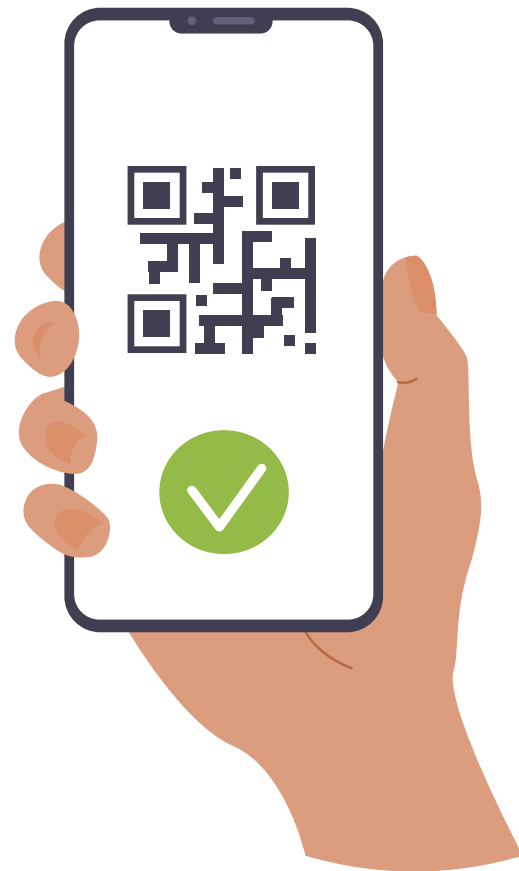- Tagline
- Description

Service Provider
- Image > Personal
- Biography

Business

Service Provider

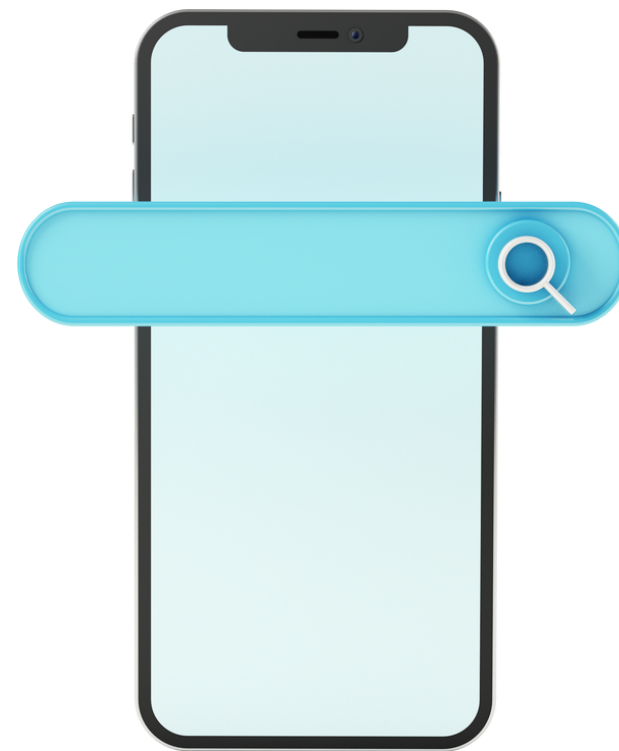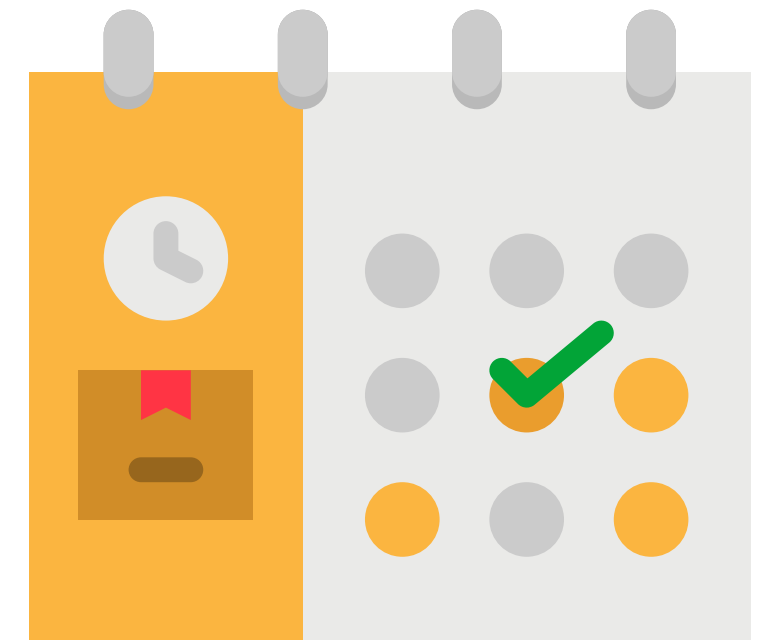# How it actually works - QR Code

STEP 1

SCAN THE QR CODE

STEP 2

OPEN PAGE IN BROWSER

STEP 3

BOOK THE APPOINTMENT

How it actually works - Booking Page Link

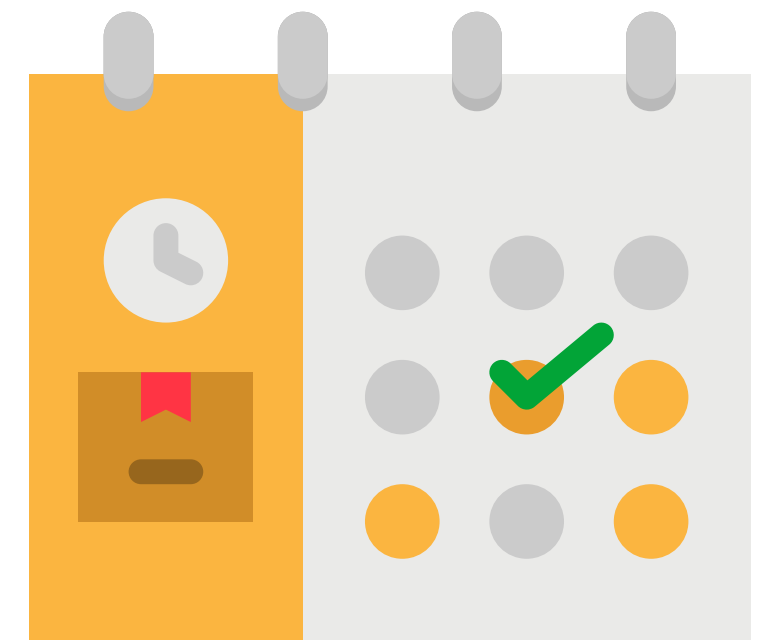## STEP 1

CLICK THE BUTTON

CLICK HERE

STEP 2

OPEN IN BROWSER

STEP 3

BOOK THE APPOINTMENT

Advantages

DIRECT BOOKING

Clients can now book directly with your business or service provider & don't need to download the app

ENVIRONMENTALLY -FRIENDLY

QR Codes can make more efficient use of printed materials and reduce waste

COST-EFFECTIVE

QR Codes are for free, their use is only limited by your marketing strategy

VERSATILE

QR codes can be integrated with a wide range of marketing materials [print, outdoor display, direct mail]

DEVICE INDEPENDENT

QR codes and links can be viewed on all popular smartphones & do not require any special platform

Your Business Goals

Your unique way to bridge offline and online media

>>> Bring the customer exactly to where you want them to be

- QR code as paper-based hyperlink that connects the physical world with the online world
- QR Codes allow advertisements, brochures, busness cards and posters – even clothing – to direct users to your booking page

Your Goals :

- ✓ Increase brand awareness.
- ✓ Increase service visibility.
- ✓ Customer acquisition.
- ✓ Increase revenue.

Exploring different channels

You have the freedom
to choose your platform
OFFLINE & ONLINE

OFFLINE MARKETING

Any print media that you wantto integrate in your marketing effort

- Business Card
- Flyers
- Brochures

- Custom Signs
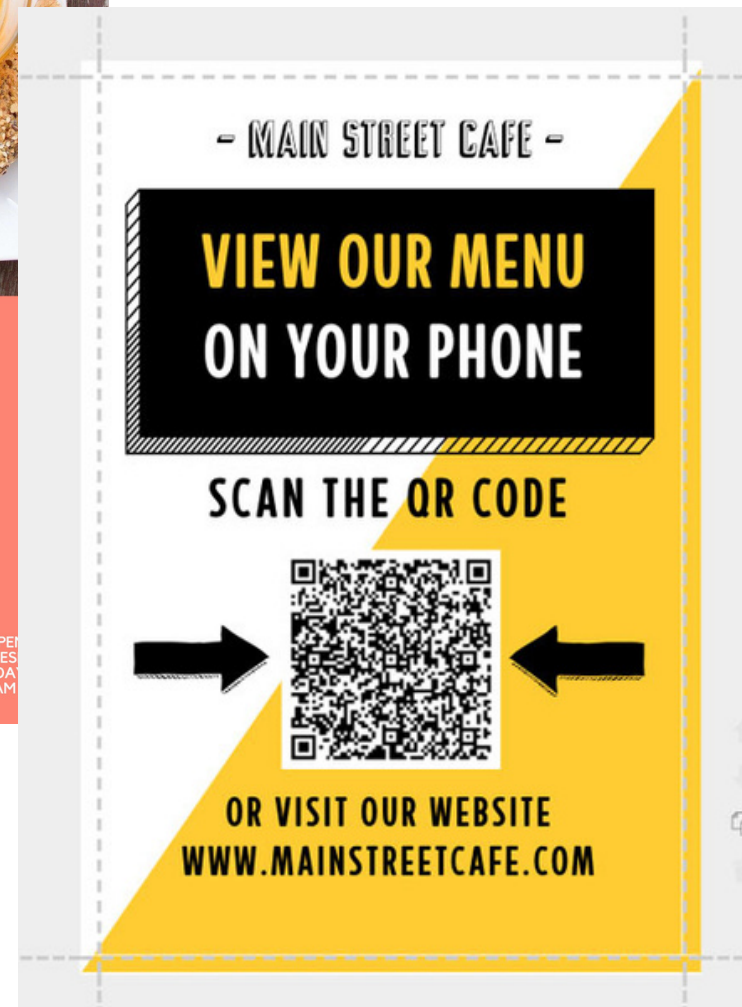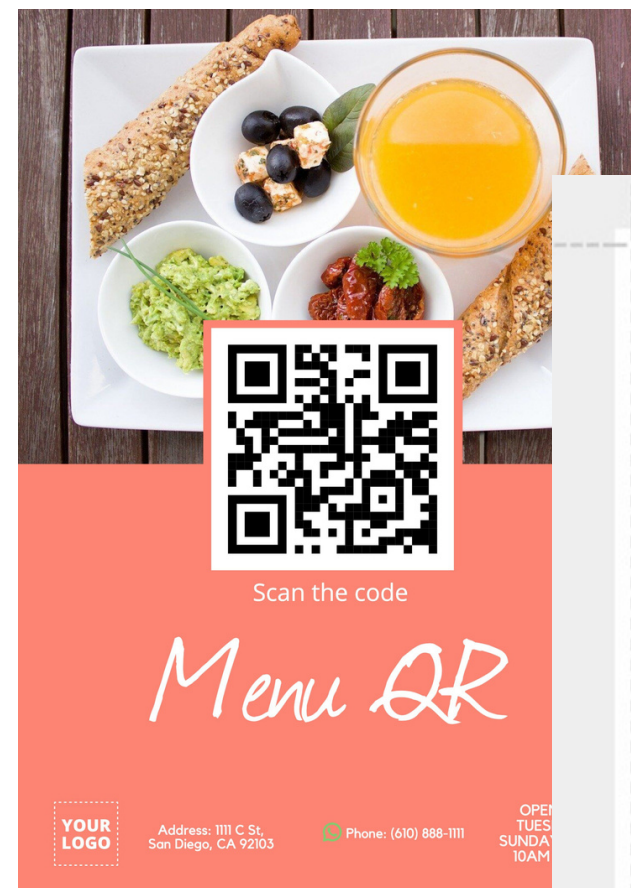- Flyer Stands
- Banners

ONLINE MARKETING

- Website
- Email Marketing
- Social Media

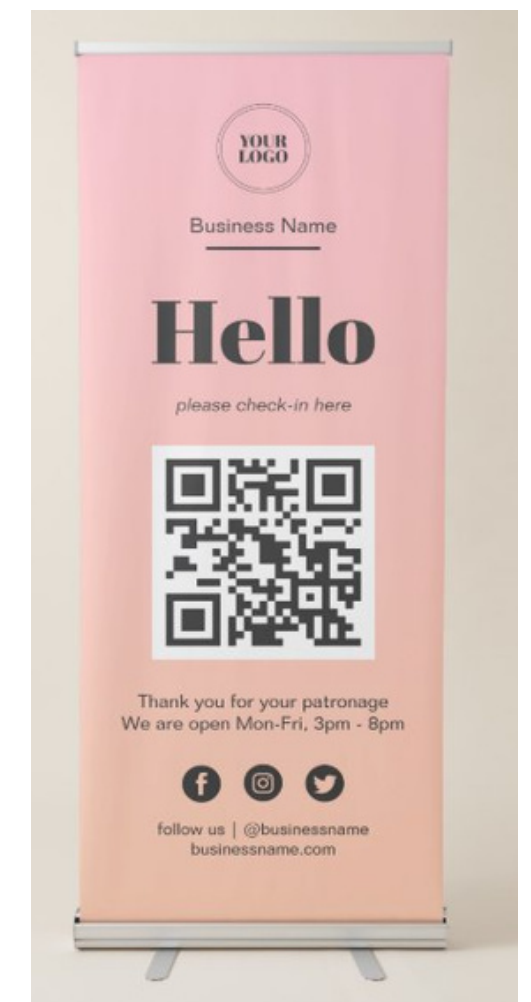- Digital Business Card
- Blogs
- Affiliate Marketing

OFFLINE

BUSINESS CARD

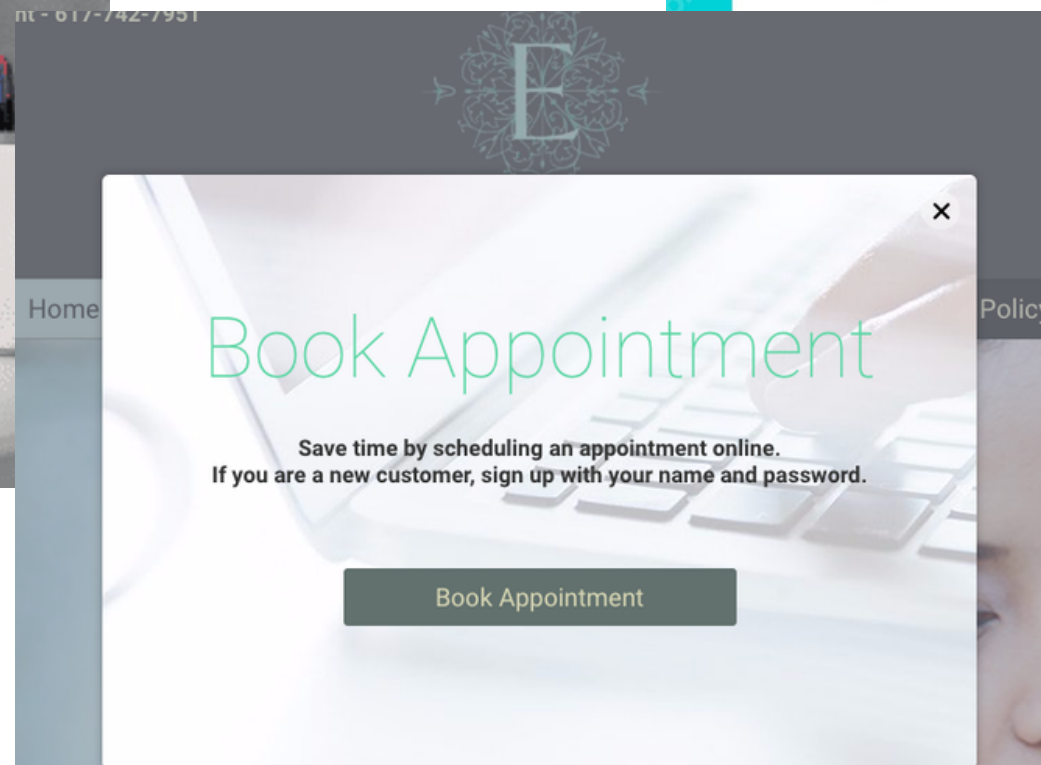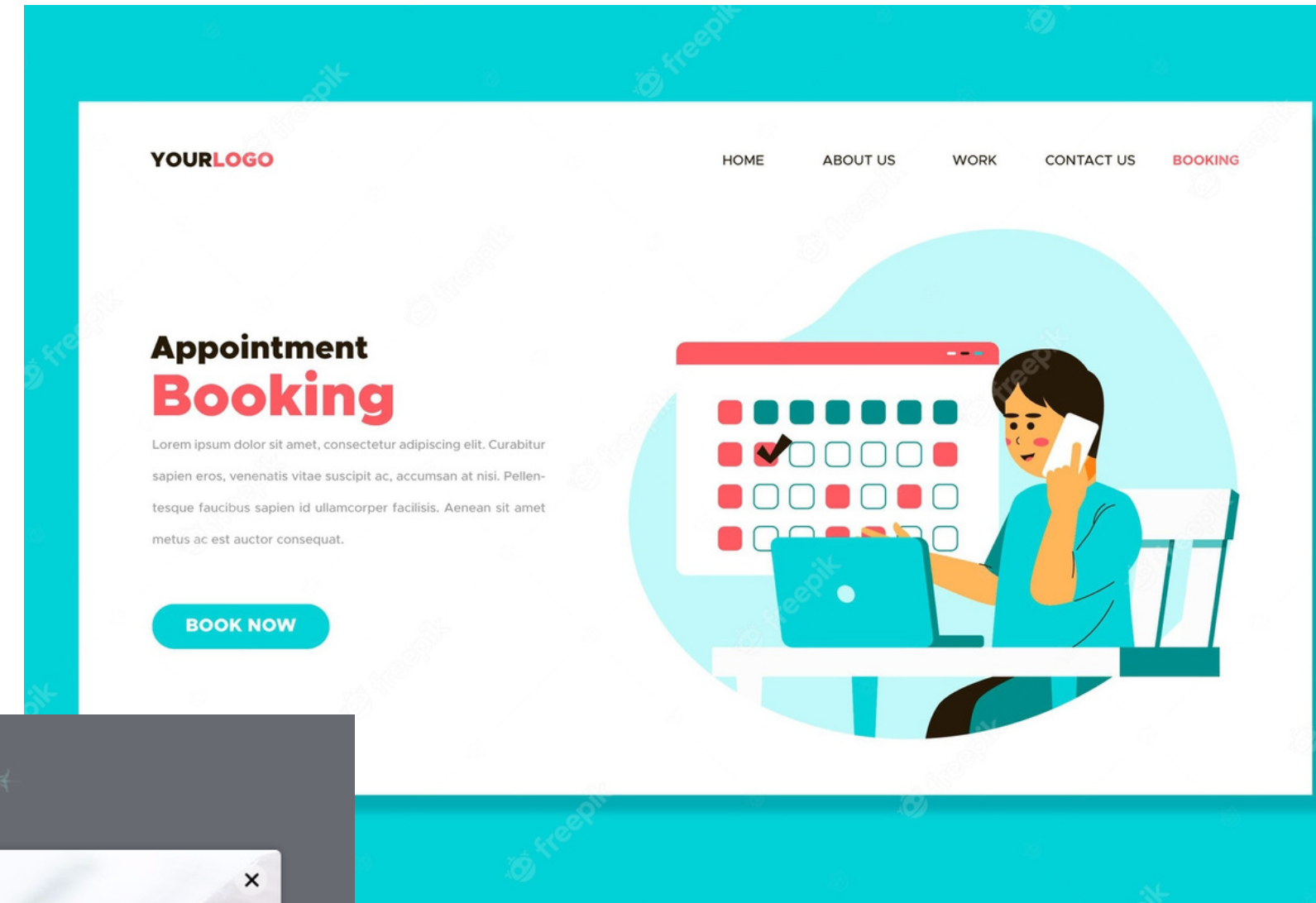## FLYERS & BROSHURES

SIGNS &BANNERS

OFFLINE

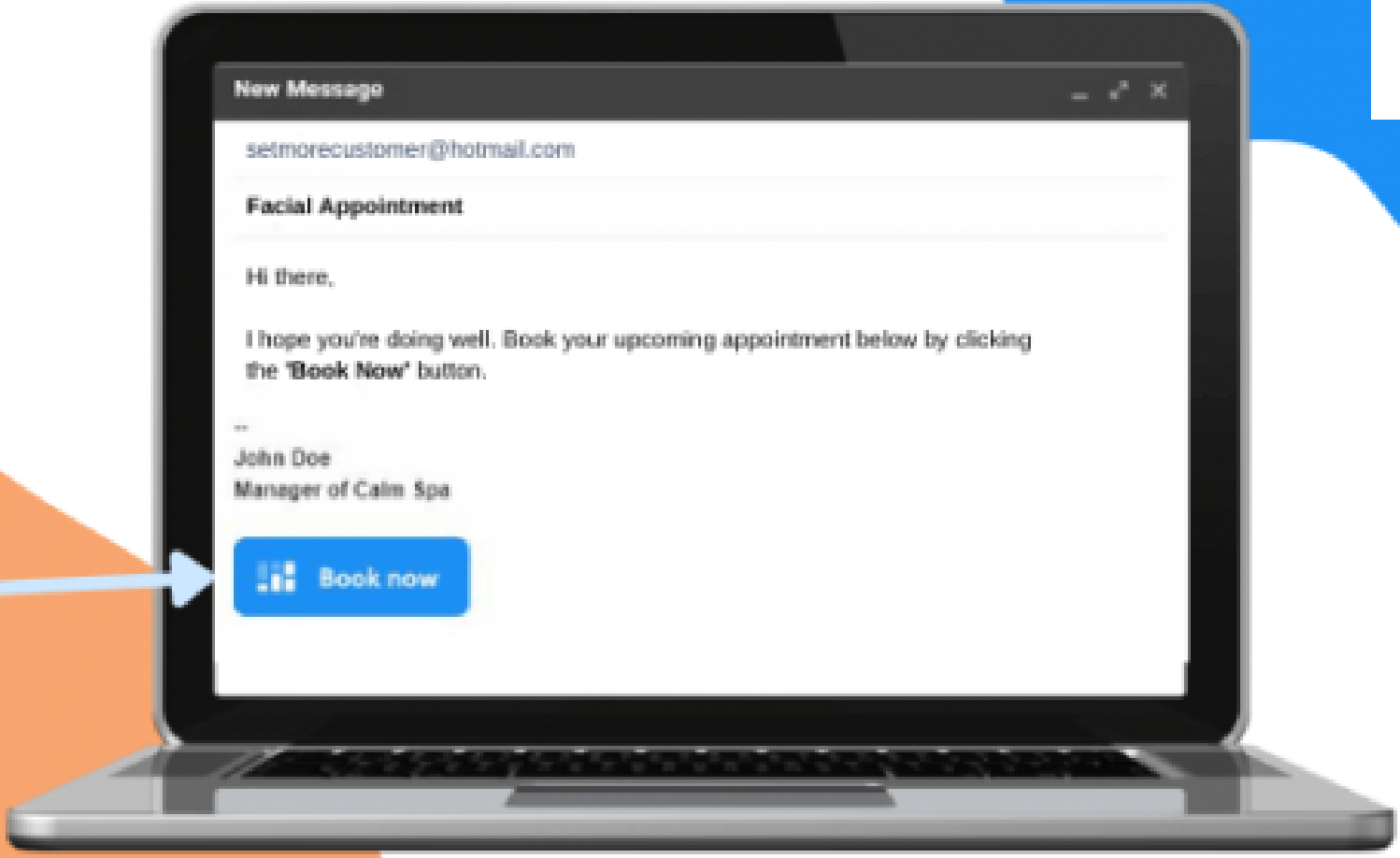🟨 STICKERS   🟨 VEHICLE   🟨 OTHERS

ONLiNE

WEBSITE

Beauty Salon

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Get Started

Book now

YOURLOGO

HOME   ABOUT US   WORK   CONTACT US   BOOKING

Appointment
Booking

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur sapien eros, venenatis vitae suscipit ac, accumsan at nisi. Pellentesque faucibus sapien id ullamcorper facilisis. Aenean sit amet metus ac est auctor consequat.

BOOK NOW

Book Appointment

Save time by scheduling an appointment online.
If you are a new customer, sign up with your name and password.

Book Appointment

Home   Policy

EMAIL

Signature:
(appended at the end of all outgoing messages)

Learn more

○ No signature

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Kind Regards

Mike Ross
Action Sports

▶ BOOK NOW
A C T I O N   S P O R T S

☐ Insert this signature before quoted text in replies and remove the "--" line that precedes it.

New Message   _ ⤢ ✕

setmorecustomer@hotmail.com

Facial Appointment

Hi there,

I hope you're doing well. Book your upcoming appointment below by clicking the '**Book Now**' button.

--
John Doe
Manager of Calm Spa

📊 Book now

📅 Make an Appointment

SOCIAL MEDIA
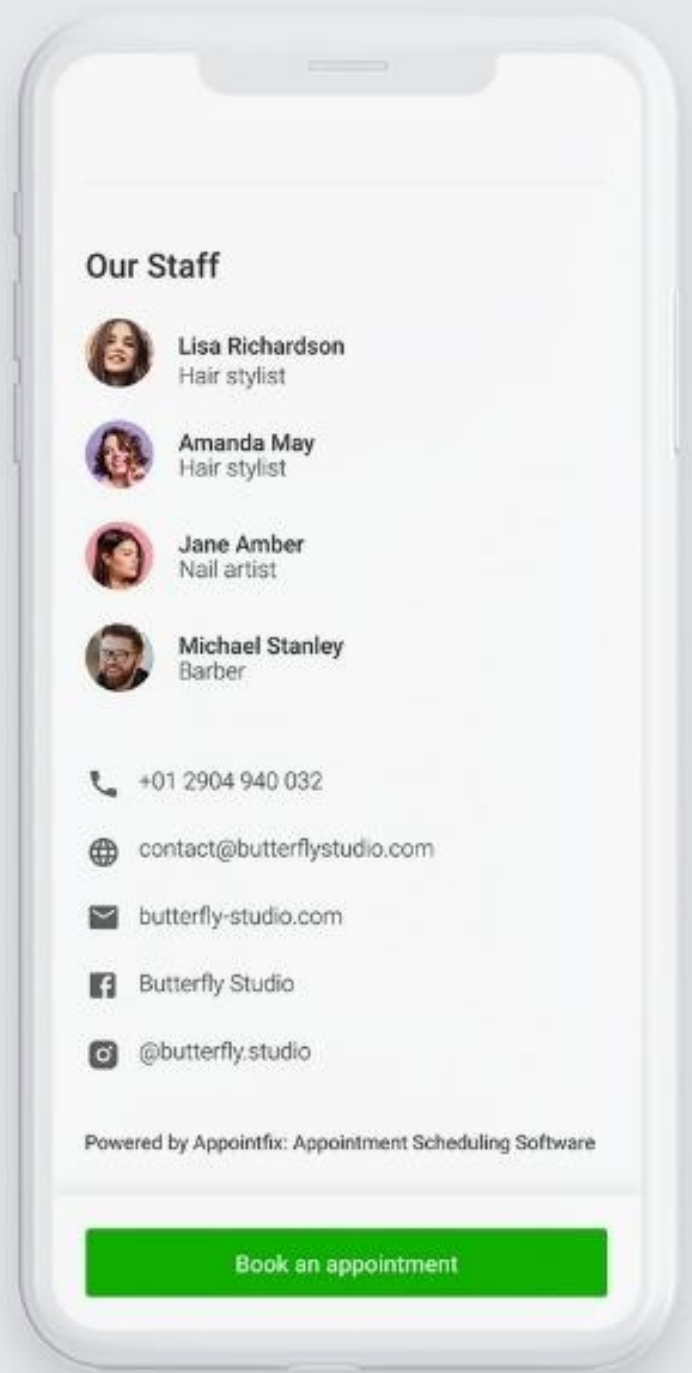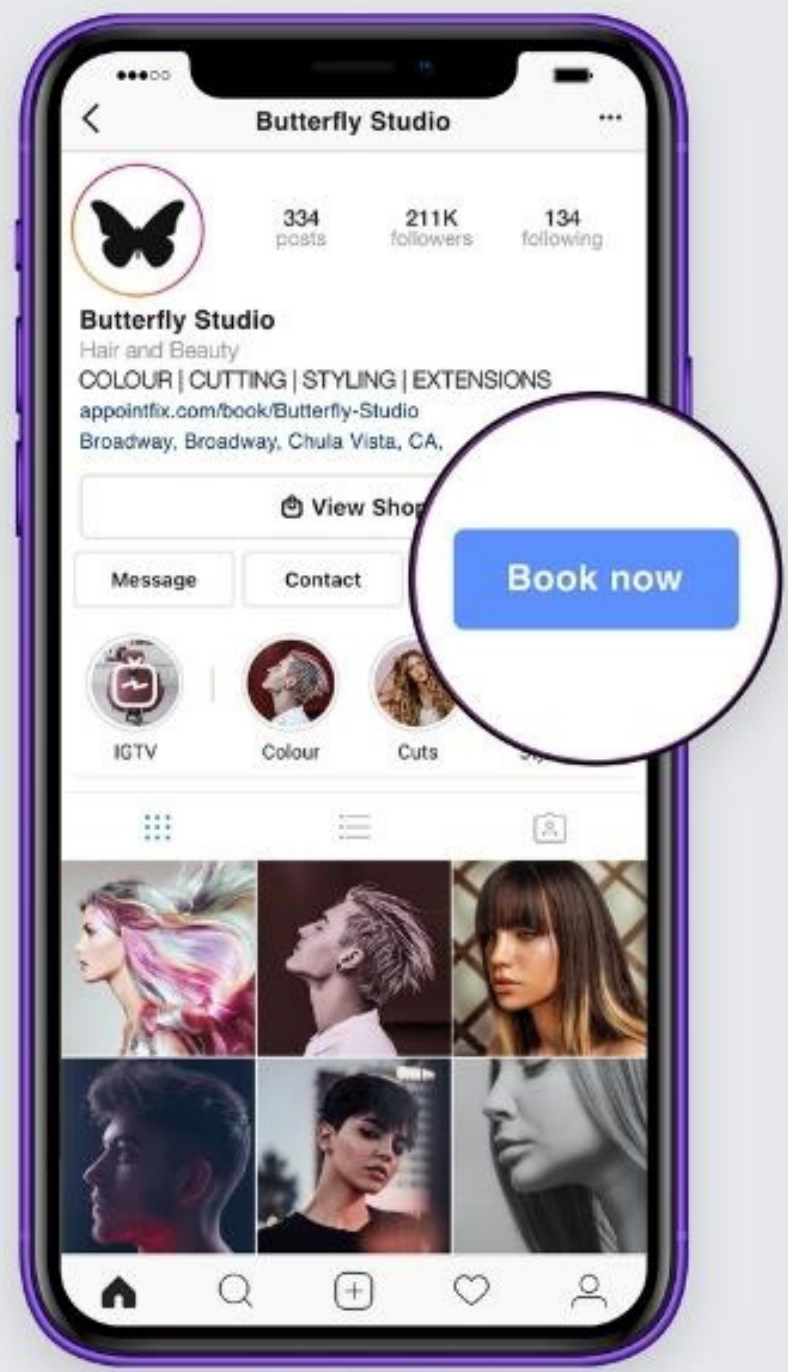
Rules to follow

RULE 1

EXPLANATION OF VALUE
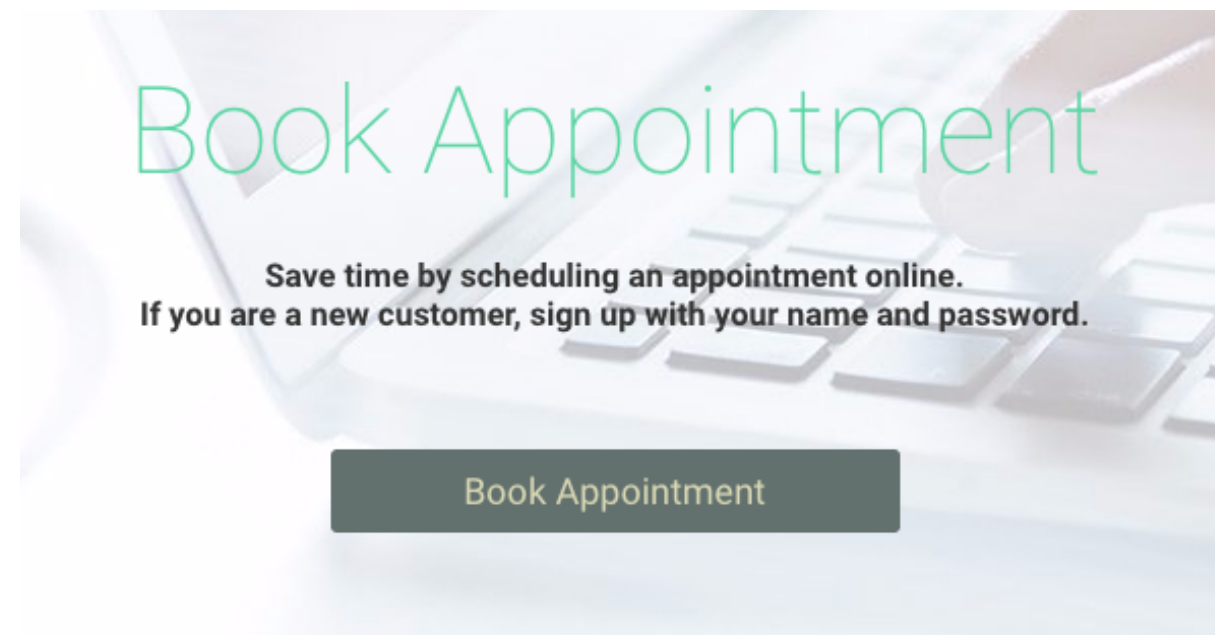
RULE 2

FREE SPACE

RULE 3

CALL TO ACTION

Rules to follow
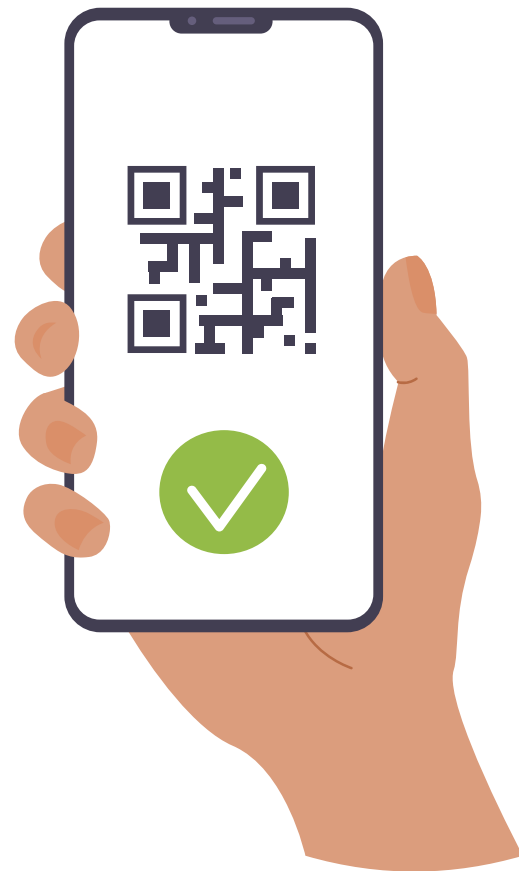
Size of the QR Code = Distance between the QR Code and the scanner/10

Always test and scan the QR Code before sending out the final print media campaign.

RULE 4

VISABILITY

RULE 5

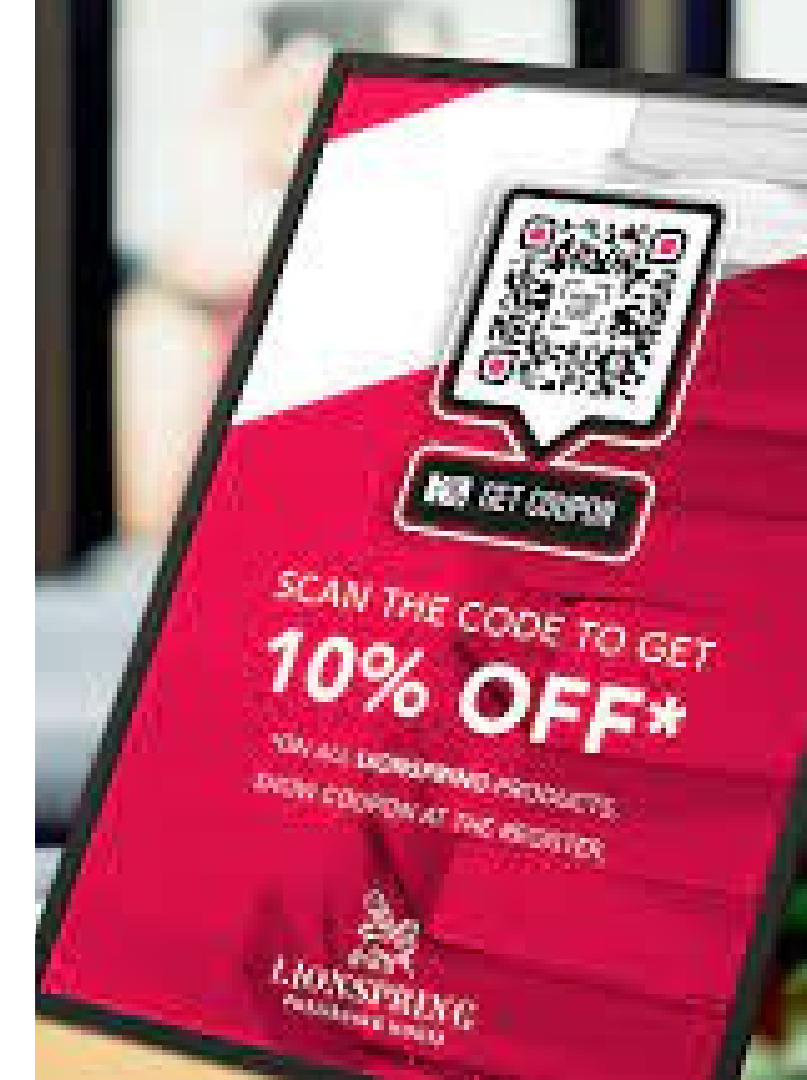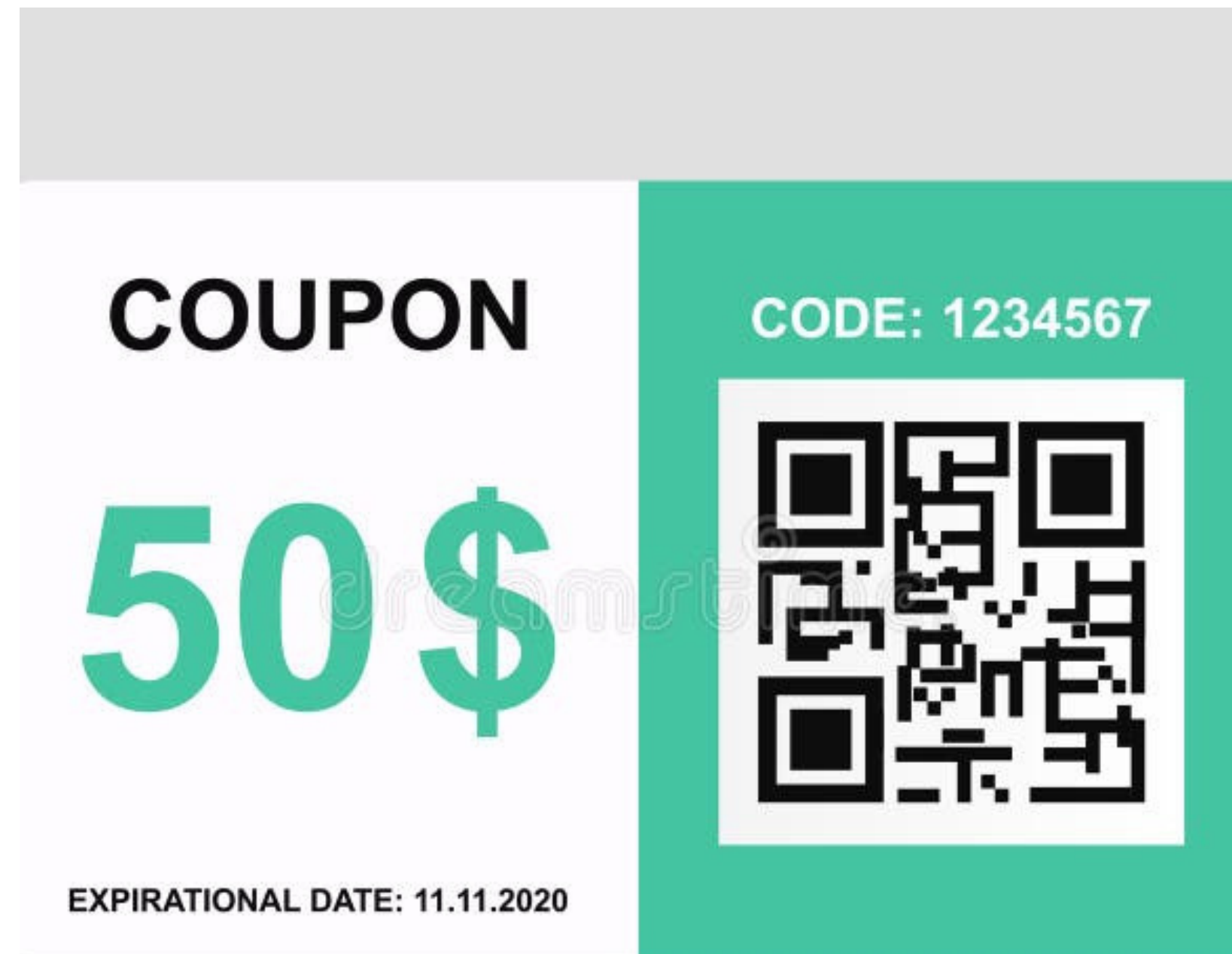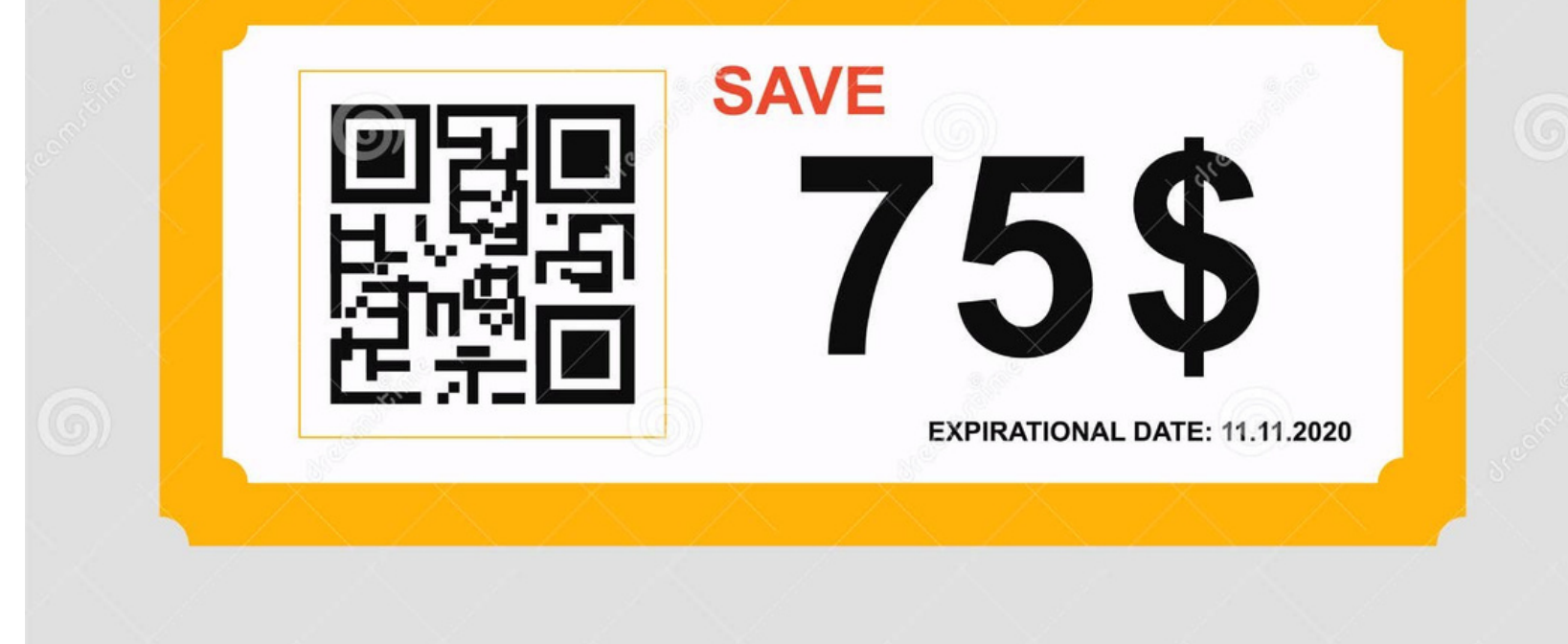SIZE MATTERS

IDEAL 2cm x 2cm

When smaller, make sure the scanner is no more than 2' away

Direct Booking Feature & Promotions

Simply promote your QR Code or your Direct Booking Link with a code they can use for their booking

HYDREIGHT Marketing Webinar

Q&A

Thank you for your attention! Let's get started!

PRESENTED BY :

Hydreight's Marketing Team [Westa]