

BookYou is the first online booking application with marketing tools for DJ's and agencies with ambition.



BookYou offers **7 tools** tools which can increase your turnover by **238 %**.

The formula: **20 %** more clients, who make **65 %** more bookings at a **20 %** higher rate.

## More clients

*Here's how to do it:*

1. 10 %: more clients (first degree): generating leads with the module "search engine optimization", which is connected to your own interactive booking site.
2. 10 %: more clients (second degree): Offer your services at "Network Bookings", this way you can be mediated by other agencies.

## Generating more bookings

1. 15 %: Raising the conversion percentage that follows from the number of leads. Insert all price offers as an option in to the system. Follow ups are automatically done by the system, you've got the definitive booking within your reach.
2. 10 %: More products/services. Offer other services, from "Network Bookings", on your booking site, that are related to products and services you offer.
3. 30 %: Time is money. Use the periodic e-mail service of BookYou. Determine the content and when they will be sent. You will save time by using the automatic payment reminders, after sales, checklists, etcetera. You can use this time to increase your offerings. When you mediate in 5 artists, you can easily mediate in 10 artists in the same time, by using the BookYou system.
4. 10 %: Increasing the frequency. Clients need to return, and return more often. Stay "on top of mind", without spamming them with newsletters. The timing of contact with clients is essential. BookYou offers an automated and effective solution for this.

## Raise your rate

1. 20 %: The higher the perception of trust and professionalism, the higher the price you can ask. Use the extensive website presentation tools from BookYou, in combination with the impressive items from Network Bookings. Then, the perception of a fully grown and healthy business will be increased at your clients. You complete this professional impression with a professional price!

Calculation of increasing turnover:  $100 \% \times (1 + 0.1 + 0.1) \times (1 + 0.15 + 0.1 + 0.3 + 0.1) \times 1.2 = 238 \%$