



**Book  
myClinic**

**Marketing guide  
for clinics**

**[BookmyClinic.co.uk](https://BookmyClinic.co.uk)**

# Marketing guide for clinics

## Introduction

Now you've signed up for BookmyClinic, you need to let your patients know. They'll be delighted to discover you offer online booking. They'll be thrilled that they can find and book treatments round the clock then quickly and easily pay for them. So how are you going to tell them about this great new service?

We've put together a helpful marketing toolkit to allow you to do just that.

## How will online booking help me?

Research shows that most patients prefer to book online at a time to suit them. BookmyClinic enables online booking 24/7. Appointments appear directly in the correct diary and payments are made in advance. That means less missed calls, less admin and more time with your patients, doing what you love.

Reduce no shows and gain commitment to treatment by taking a deposit or full payment on booking. Encourage repeat business by pushing offers to your patients and those of other clinics whose services complement yours.

## How do I tell my patients?

We recommend you get the message out to your patients by sending emails, text messages and using social media. Plain text or HTML emails can be sent to your patients using e-clinic. We've written some suggested copy for you to use, and we've created a branded email template which you can import into your own Mailchimp account.

We've also designed several social media graphics which you can post on your clinic's Facebook and Instagram pages.

You can link to BookmyClinic from your website. You can add a new signature to the bottom of routine emails mentioning that online booking is now available.





## Where do I find the marketing toolkit?

To find the resources we've created, visit [bookmyclinic.co.uk/resources](https://bookmyclinic.co.uk/resources). You'll find email templates, social media graphics and suggested text text messages. We'll give you 500 free text messages to get started.

If you'd like assistance with any of these things, please get in touch and we'll give you hands-on help.

Email [hello@bookmyclinic.co.uk](mailto:hello@bookmyclinic.co.uk) for help



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Full support  
from our UK  
team.

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