

20 tasks that you can do today to increase bookings:



- ✓ 1. Ask your customers for reviews
and share them on your socials. Showcasing positive feedback and testimonials from satisfied customers will demonstrate you are a company who can be trusted.
- ✓ 2. Optimise your Google Business Profile listing
to improve local search results. Post updates, photos and add your key information.
- ✓ 3. Follow up on all enquires multiple times.
People are busy and often need a reminder to complete a booking. By helpfully assisting them with their enquiry they will feel you care about making their event amazing and place a booking.
- ✓ 4. Follow up on all past bookings.
They have used you before and received great service. Contacting them 9-10 months after their last booking will put you at the forefront of their mind for the next upcoming birthday celebration. Schedule this as a monthly activity.
- ✓ 5. Email marketing is incredibly powerful.
Start building an email list and send useful information and promotions to your list.
- ✓ 6. Reward repeat customers
with exclusive discounts or perks. Offering a previous customer a free item such as some Didi Cars, Hoppers or Giant Jenga is a huge motivator for them to book with you again, with a negligible cost to you.
- ✓ 7. Build relationships with local venues
who will then recommend you as their preferred supplier.
- ✓ 8. Collaborate with complimentary businesses.
Is there a Baker, Balloon supplier or Caterer who you would recommend, and they would do the same for you. Links can be included on the websites and posts shared regularly on Social Media.
- ✓ 9. Use high-quality images of your equipment
on your website and marketing materials. Make images as clear as possible by making simple edits such as removing distracting backgrounds.
- ✓ 10. Post regularly on social media,
showcasing the bookings you have completed.

20 tasks that you can do today to increase bookings:



- ✓ **11. People buy from people.**
Be visible as business owners in your social media posts.
- ✓ **12. Have engaging content.**
Create blog posts, videos, or infographics with tips for successful events, party ideas, etc.
- ✓ **13. Conduct customer surveys.**
Collect feedback from customers to identify areas for improvement. Surveys also allow you to discover what your customers love about your business which you can then showcase to potential customers.
- ✓ **14. Make booking easy.**
Implement a user-friendly online booking system for convenience.
- ✓ **15. Provide prompt and helpful responses**
to customer inquiries. Have an out of office message in e-mail and for social media enquiries that points customers to your website and gives them a timescale of when you will get back to them personally.
- ✓ **16. Update equipment inventory**
based on what your customers want. Research what they want before purchasing and then showcase the new, exciting equipment you have added to fulfil their desires and to attract more customers.
- ✓ **17. Attend local business networking events**
to promote your services. This is particularly useful if you already hire to corporate clients or are looking to.
- ✓ **18. Connect with local event planning companies.**
- ✓ **19. Run your own events.**
Sell tickets to create a profitable event, and then target these customers to use your services for their own private events.
- ✓ **20. Leave flyers at every event you attend.**
Ask the person who booked to put them in the party bags, or on the gift table. Pin a few to every notice board.