



GET PATIENTS & CLIENTS ON YOCALE

www.yocale.com | 1-855-9-YOCALE (962253) | info@yocale.com

Tips & Tricks to Get Your Patients and Clients on Yocale

Your time is important. So you should be running your business instead of navigating the world of marketing. We put together these useful tips on how to get patients and customers online and booking with you right from the start.

Getting your current patients and clients online can be confusing and leave you with more questions than answers: What should I do first? How do I get them to book online? How do I encourage them to start using it?

1. Website:

Add the Yocale Book Us Online button to your website. The button allows your website visitors to link to your profile on Yocale directly from your personal homepage or any website where the button is placed.

2. Voicemail:

Record a new voicemail message that directs people to your online Profile page. For example, a message might sound something like this “Thank you for calling My Business Name. If you would like to make an appointment please call back or book us online at businessname.com. Simply click the link at the top of the page that says Book Us Online.” If you don’t have a website, ask them to book online at Yocale.com and search for you by name.

3. Yocale Easel Board and Stickers:

Place your Yocale sticker on the door and the Yocale easel board on a table—where they can’t miss it! Use the Yocale Book Us Online PowerPoint slide or the Yocale Commercial on your TV screens.

4. Social Sharing Promotion:

Run a Social Sharing promotion. Place the Social Sharing Posters in exam rooms and anywhere that’s visible and ask patients or clients to share your Yocale Profile page with their friends to win a free service, gift card, or whatever makes sense for your business.

5. Business Cards:

Add a message and link on your business card and next to it place wording indicating that you take appointments online. Something simple like, “Book us online!” will do the trick. If you don’t have a website, say something like “Book us on Yocale.com.”

6. Invite Patients or Clients:

You probably already have a database with email addresses. So, email the link to your online Profile page to all of your patients and clients. We provide a tool that allows you to invite all your clients to book online. This tool can be found on the main menu bar under Provider Tools. All you need to do is enter email addresses and your patients or clients will receive an email inviting them to register. Already have a database? Yocale has an easy-to-use import tool. Just follow the instructions on the Import Clients screen found on the Tools menu.

7. Social Media:

If you have a Facebook Page, Twitter account, Google+, Instagram, Pinterest or any other social media account, include a message and link to your online Profile page in the account profile.

8. Email:

Include a message and link to your online Profile page in every email you send.

9. Advertising:

If you send direct mail or advertise in local newspapers, let your current and future clients know they can make appointments with you online. Include a message and a link to your Profile and / or use a QR code.

10. Talk to Them:

Tell your patients or clients about online scheduling while they are in your waiting area. Whenever you get a chance, always remind them to book online. Place a tablet or computer in your waiting room for patient or client setup. Or, use the Yocale Email Signup Sheet.

11. Receipts:

When you mark an appointment as completed, patients and clients receive a receipt via email automatically—reinforcing they schedule their next appointment online.

12. Start them off on Yocale:

An easy way to kick this off is to add a new client record to Yocale. When someone calls you to make a booking, go to your calendar, double click on the time slot and select Add Client from the client drop down. Then, ask them for their email address and enter it along with their name. This will automatically send a confirmation email for the appointment as well as invite them to register for Yocale. You'll need their email address otherwise they won't be able to book you online.

13. QR Codes:

Allow tech savvy clients to scan a QR code to automatically be directed to your Profile page. When you print your QR code and affix it to your Yocale easel board or your window or in any advertisement, you make it even easier for people to find your Profile.

14. Favorites:

When a patient or client books with you using Yocale, you are added as a favourite on their list of providers. So next time, all they need to do is go to Yocale, go to their favorites, and they can book you again in just a few easy steps.