

WHAT?	WHAT DOES IT DO?	COST
Buffer: social media marketing	<p>Automatically schedule your social media posts:</p> <ul style="list-style-type: none"> <li>• Post at times that suit your customers (e.g. 9pm on a Sunday evening), even when you've got better things to do!</li> <li>• Post to all the main social media platforms, including Facebook, Pinterest, TikTok and Instagram.</li> <li>• Schedule a month or more of social media posts in one go.</li> <li>• See key statistics and insights on how to improve engagement</li> </ul>	Around £240 per year
Canva: social media design	<p>Canva isn't really an automation, but it's still a huge time-saver, and it's important that we cover it. Canva allows you to design eye-catching social media posts without any previous design experience, and formats your designs automatically for different social media platforms.</p>	Around £100 per year
Facebook business pages: Qualifying and engaging clients	<p>When a customer lands on your Facebook business page, Facebook knows who they are. This means Facebook is exceptional for personalised marketing. And with the messenger interface, you can encourage customers to get in touch – also setting expectations with a friendly automated response as to when you'll be able to get back to them (useful if it's 1am...).</p> <p>Better still, you can build chatbots which operate within messenger, and which will answer the questions you regularly face. You can even reply with videos from your team to offer a friendly and human answer to these questions. As this is likely the first time you'll have had contact with a prospective customer, these unexpected touches can be hugely engaging and prevent walk-aways.</p>	?
Booking/Patient Management Software, such as Collums, or Clever Clinic	<p>Allow online customers to directly book and cancel slots, and make those slots available with a single click on your website or social media (e.g. Facebook, Instagram). Most good systems will also:</p> <ul style="list-style-type: none"> <li>• Send calendar invites to customers, so that their appointment shows up on their phone diaries</li> <li>• Send a personalised reminder by text message</li> <li>• Email important information (e.g. client questionnaires, cancellation policies etc.)</li> </ul>	Varies. Circa £1200 a year
Campaign Monitor or Mailchimp: asking for reviews and broader email marketing	<p>These tools automate the sending of emails on a timeline which you define. Connected to your booking system, you can automatically ask your customers to leave reviews on Google or Facebook (an important part of your ongoing marketing) a few days after they book, or indeed:</p> <ul style="list-style-type: none"> <li>• Send aftercare information</li> <li>• Invite them back, say, four weeks after a consultation</li> <li>• Upsell them further services</li> <li>• Get in touch if you haven't heard from them for a while</li> <li>• Send them interesting content periodically</li> <li>• Send a "how did we do" survey</li> <li>• Ask if they can refer a friend</li> </ul>	Around £350 per year
	All of these are ways to maintain contact with customers, and can also be customised according to their purchases or experience.	