

Why You Need to Offer Online Booking Through INSTAGRAM





Smartphone up. Photo snapped. Filter Added. Likes rolling in. **Appointments booked?**

With a global community of [800 million global users](#), Instagram is where your customers are. The social media platform, which allows users to share snapshots and live stories, is the perfect place to share the fabulous things you're doing.

But Instagram is much more than a vehicle for sharing visual proof of the good work you do. Instagram is a way to make your specific service stand out. It's a way to show what words cannot adequately express. Instagram gives you the opportunity to make a prospective customer think "I have to have this now."

Because of the emotion it generates in its users, Instagram has quickly become the main social media channel for service provider to showcase exceptional work and build their brand. For many

Fortune 500 companies, especially service-based businesses, Instagram has quickly become the social media platform that matters most.

Despite the fact that companies recognize the importance of the platform and have built a substantial Instagram presence, not many have monetized their presence. Yes, Instagram, which is now part of Facebook, has an excellent ad network, but businesses have to pay to play. Plus, it isn't possible to sell products directly through the platform.

As a chain or franchise, you can monetize your Instagram presence by offering appointment booking directly through the platform. Why do it? We're here to share.

The Current State of Instagram

800M+

Monthly active users

500M+

Daily active users

8M+

Business profiles

1M+

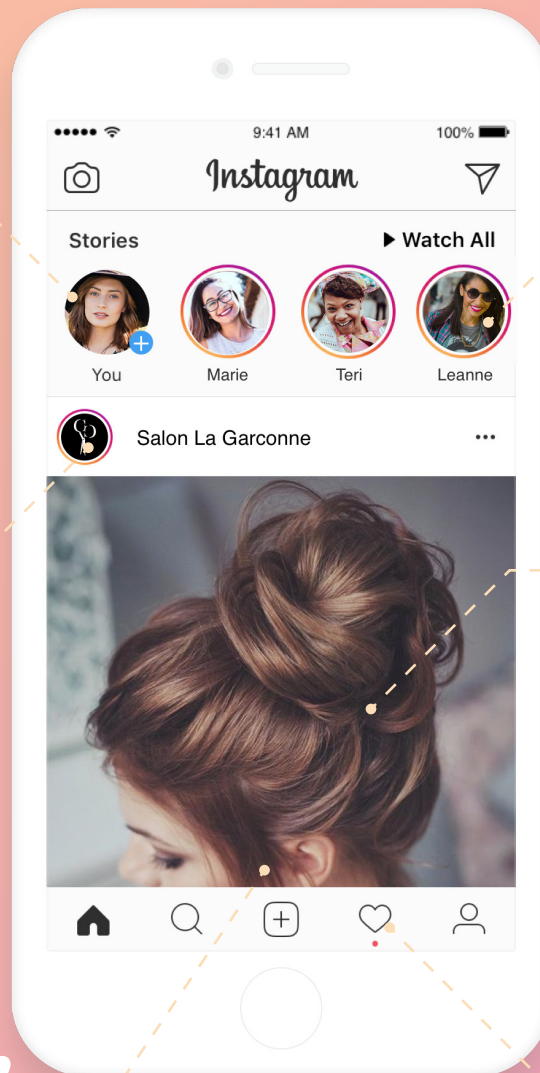
Monthly advertisers

**New York,
New York**

Most Instagrammed city

#Love

Most used hashtag



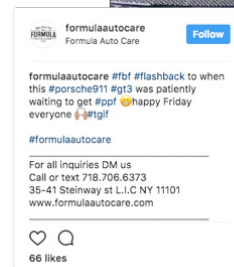
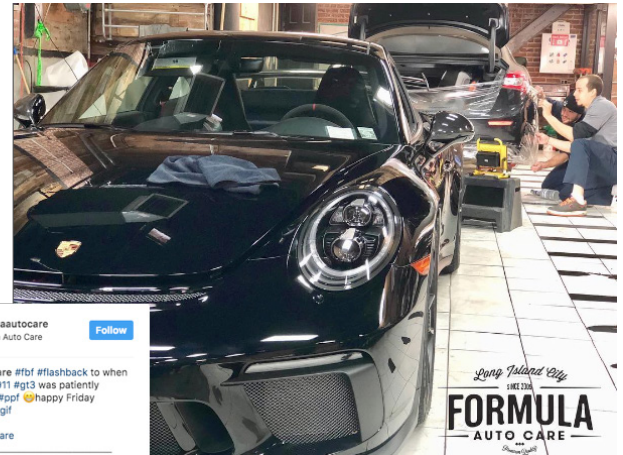
4 Reasons Why You Need to Offer Appointment Booking on Instagram

1. INSTAGRAM IS EVERYWHERE—AND EVERYONE'S USING IT

Why offer appointment booking via Instagram? Your prospects and existing customers are already using it. After all, Instagram has more than 800M monthly users, and is a go-to channel for designers, artists, businesses, and others who want to showcase their work.

But it's not just your customers who are on Instagram— it's also your competition. According to AdWeek, Instagram now has more than **1M monthly advertisers** and **8M business profiles**. Businesses are building out profiles and advertising on the platform.

Local franchises and chains have gotten particularly savvy. They use Instagram to build community, rallying their customer base around compelling Instagram content.



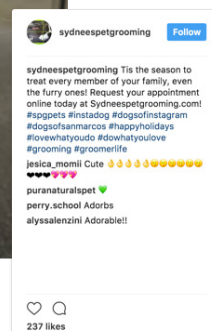
2. YOUR VISUALS ARE YOUR BEST SALES TOOL

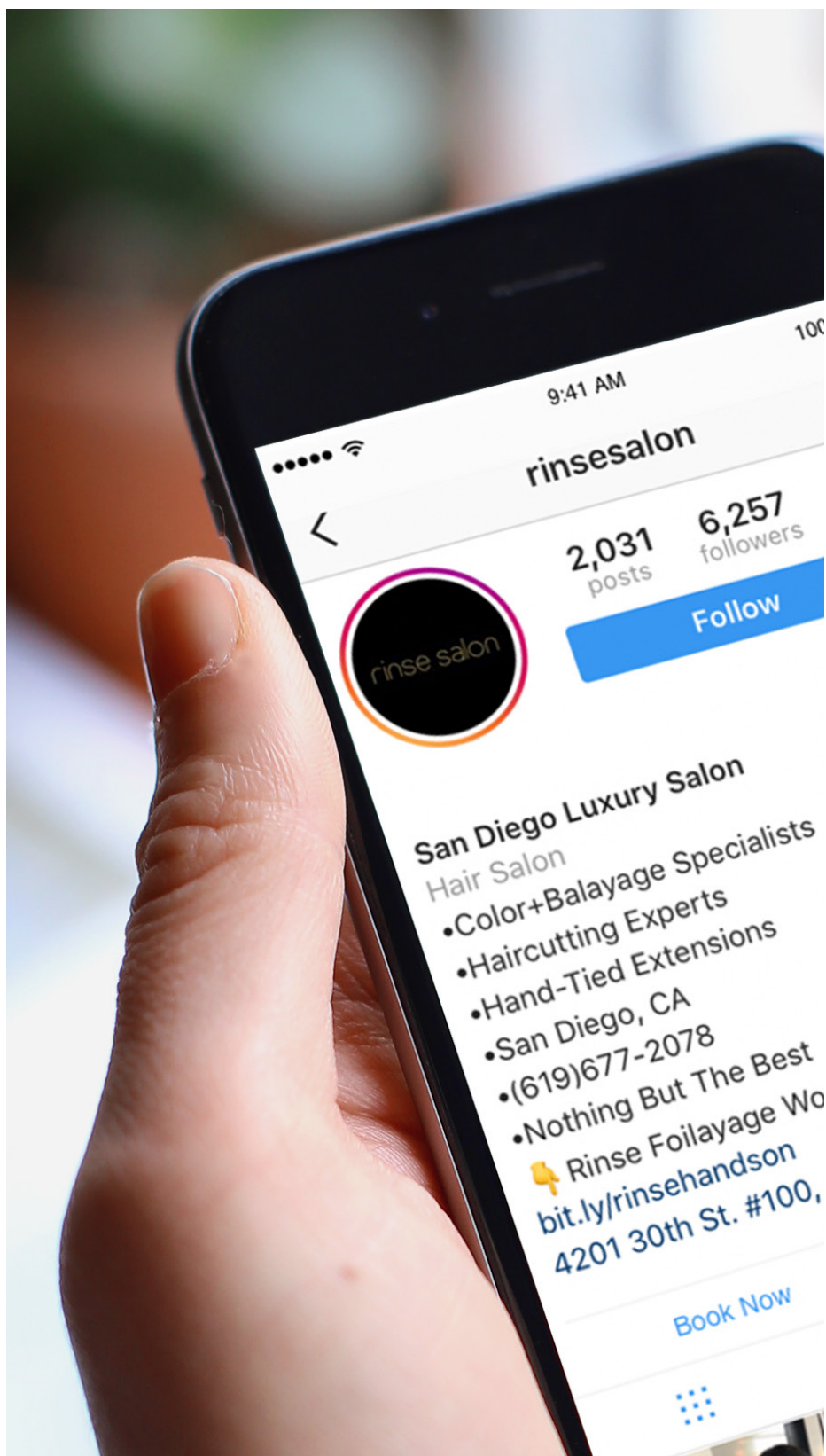
Whether you offer hair styling, dog walking or massages, there's something about your services that are pleasing to the eye. Your images are authentic, compelling, and persuasive.

For example, Sydnee's Pet Grooming shares images of the cute pooches that come into the store. This shows off their customers, and in turn, helps them promote their services.

When someone sees what you're able to do, they're inspired to hire you. They want to book an appointment as soon as they can.

You want to catch people when they're the most convinced that you're the right one for the job. The right place to capture them via appointment? Instagram. If you don't capture them at this moment, they're not likely to book. If you make them jump through hoops to get to your site, they're unlikely to make an appointment.





3. YOU CAN MONETIZE YOUR PRESENCE ON INSTAGRAM

Despite the proliferation of businesses on Instagram, the platform still doesn't offer many direct conversion opportunities. It's tricky to add links into your Instagram, and you have to send prospects from Instagram to your website in order to turn likes into sales.

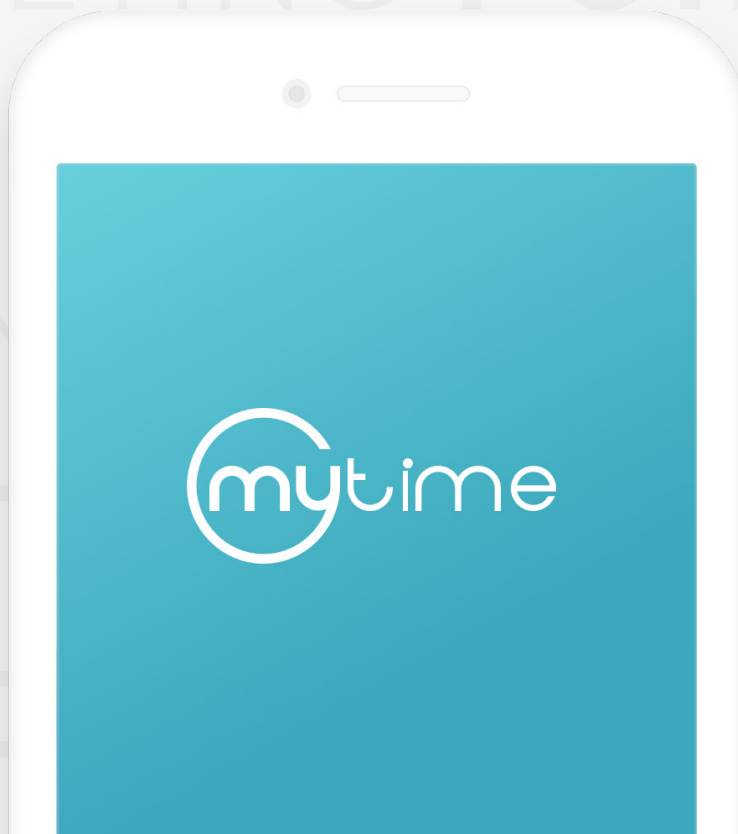
Thankfully, offering appointment booking directly through Instagram can instantly monetize your social media presence. For example, if a hair stylist posts photos of her work, and locals see and like the styles, they can instantly navigate to "Book Now" and secure their own hair appointment.

4. YOU'LL GAIN AN EDGE ON THE COMPETITION

If you look up your competition on Instagram, you're unlikely to be able to book an appointment through the platform.

While many businesses allow online scheduling on their websites and some via Facebook, very few are offering booking to customers on Instagram.

Offering appointment booking through Instagram is cutting edge. Rather than struggling to keep up with the competition, you have the opportunity to offer something unique and gain an edge.



How to Offer Booking Through Instagram

Instagram is a key channel for showcasing your work and building your reputation. You can now give your followers the opportunity to book the services they love right as they appear on your Instagram account.

But how can you do it? Let MyTime help you capitalize on the brand you've worked so hard to build. MyTime is an all-in-one scheduling, marketing, and point of sale solution that helps service-based businesses attract, engage, retain, and check out their clients better.

[Click here](#) to learn more about MyTime Instagram, a state-of-the-art online appointment calendar, client relationship manager and instant messenger.

Get Booking Now

Want to offer appointment booking via Instagram? Look to MyTime. With MyTime, you can offer booking via Instagram, as well as through other platforms. MyTime offers key integrations with Facebook, Google, and Instagram, all in the name of helping you run a better, more profitable business.