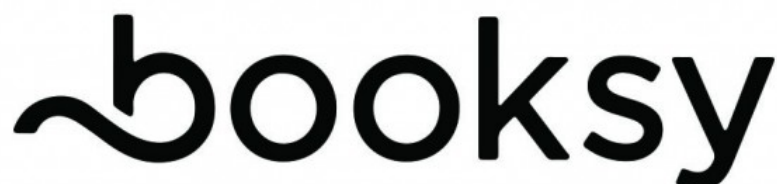


Beauty and wellness booking service Booksy launches 'Boost' across the UK

Boost - a premium marketing & lead generation feature to fill service provider's calendars and grow their businesses.

The Booksy logo features a stylized lowercase 'b' with a wavy underline, followed by the word 'booksy' in a bold, lowercase, sans-serif font.

Booking peace of mind.

East Sussex, Oct 9, 2019 (IssueWire.com) - Booksy, the largest global mobile marketplace for appointment-driven beauty and wellness services, today announced the rollout of new feature 'Boost' - a premium marketing & lead generation toolkit exclusive to Booksy Biz users. After a great reception upon release in the USA, Poland, and Brazil, as well as a successful pilot rollout across 10 key cities in the UK including Brighton, Manchester, Liverpool and Sheffield, Booksy Boost becomes available to all of Booksy subscribed service providers as of 8th October 2019.

News of the new feature rollout comes just weeks after Booksy announces milestone of 5 million app users globally^[1], as well as the news of securing over \$28.5million in investment^[2] and being one of 3 companies selected globally to partner with Facebook for direct appointment booking within the social media platform.^[3] Boost offers Booksy service providers an opportunity to fill their calendars and grow business revenue by increasing visibility within the Booksy app, enhancing their profiles, access to personalized client engagement tools, as well as an exclusive suite of marketing tools within the Booksy Biz app. These promotional tools allow business owners to push last minute offers, flash sales, happy hours and more to new audiences, whilst encouraging repeat visits from their existing client base.

The rollout will be launched at midday on 8th October 2019, immediately rolling out to a waitlist of service providers in towns and cities across the UK. A dedicated onboarding phone line is in place for both businesses in the UK and Ireland to ensure a quick and seamless setup.

"Booksy's marketplace offers Booksy service providers a marketing toolkit for filling empty spaces in their calendar and lead generation, whilst encouraging customer loyalty and an increase in the frequency of visits not yet seen by other traditional discount themed marketplaces. Boost's pricing model means our service providers will see a clear ROI for every new customer they do acquire via Boost, thus increasing our service provider satisfaction level. We understand the need for our service providers to see business growth at a time where their budgets are tight, so our business-considerate approach means the service provider only pays when they have a confirmed new client." - Tomasz Odrobinski, Booksy UK Country Manager

EDITOR NOTES

“About Booksy: At Booksy, our mission is to bring peace of mind to schedule giving time back for living life fully. We designed our easy-to-use online booking app to help appointment-driven service providers to connect with clients, be better organized, and grow their business while also making it a one-stop destination for consumers to discover a diverse choice of services while also having transparent reviews, pricing, and direct booking capabilities through the Booksy app or directly Instagram, Facebook and Google.

Booksy raised \$48.7m in VC funding to date with investors including Piton Capital, Enern, Industry Ventures, XG Ventures, OpenOcean, and Zach Coelius. Booksy also partnered with major tech brands including Facebook, Instagram, Google and more to ensure seamless booking experience directly on their platform. The company has been successfully delivering on the customer-first promise, with over 75% of merchants very likely to recommend Booksy to a friend or colleague. Booksy’s leadership team commands a mix of track-record at highly successful startups as well as experience from leading blue-chip and consulting companies.

To learn more about what the Booksy platform can do for your booking peace of mind please visit: www.booksy.com/biz

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Materials for Media

[Logos, Images and Videos](#)

[Boost Digi Brochure](#)

Booksy Links

Booksy.com - Client facing web

[Booksy Biz](#) - for businesses

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Source : Booksy UK

See on IssueWire : <https://www.issuewire.com/beauty-and-wellness-booking-service-booksy-launches-boost-across-the-uk-1646906629838315>