

# Calendly for Marketing

## Quickly convert high-value leads into revenue-generating meetings

Demand generation teams are laser-focused on delivering quality leads to Sales quickly, efficiently, and budget-consciously. Instead of “contact us” or “learn more” as the call-to-action in your marketing campaigns, why not “book a meeting now?” Skip steps that cause friction and convert high-quality, interested prospects faster – so you can save time for improving campaign conversion rates, accelerating pipeline, and driving revenue.

## The current state of marketing

Sixty-one percent of marketers say demand generation is their biggest challenge, according to Hubspot’s 2021 [State of Marketing](#) report. What’s more, over half of them spend at least 50 percent of their budget on it – a huge chunk of resources when you consider the responsibilities marketing teams have.

Filling your pipeline with quality leads can be difficult, but the rest should be easy. Use Calendly to create a better experience for high-value prospects and turn marketing leads into booked meetings, faster.

## How marketing teams use Calendly



Embed links in email campaigns to high-value prospects



Embed links in QR codes at live events and trade shows



Use click-through URLs with UTM parameters in display ads



Collaborate with agencies, partners, and vendors

# 100%

Increase demos scheduled through inbound leads



[Case study](#)

# 100%

Increase in demos scheduled by SDRs



[Case study](#)

# 40%

Increase in sales-qualified opportunities through website



[Case study](#)

# 50%

Reduction in sales cycle



[Case study](#)

## What our customers say



**GEOGRAPHIC FARMING**

“[With Calendly] we know which messages drive people to set consultations, and we can adjust our marketing accordingly.”

[Link to blog post](#)



“A good tool is one that’s so simple, sales reps can basically forget about it and let the meetings roll in. That’s essentially what happened when we implemented Calendly.”

[Link to blog post](#)

## TEXT REQUEST

“Before adding Calendly Routing Forms, 60% of people who started to book a meeting on our website did not complete the booking. Now ... we’re winning more business with less work.”

[Link to blog post](#)

# Benefits Calendly provides for marketing

## Increase conversion rates

Skip steps that cause friction by offering prospects the ability to book meetings with Sales directly from your website, email campaign, landing page, or anywhere else you can embed one line of code.

## Qualify leads in real time

Use Routing Forms to help you screen and prioritize meetings based on industry, company size, or other business requirements.

## Use your existing tools

Automate inbound lead handoffs and never lose track of prospects by integrating Calendly with the tools you use – such as Salesforce, Marketo, ActiveCampaign, and more.

## Measure marketing ROI

Easily track your team's impact on revenue and prove the value of your campaigns.

## Reduce drop-off rates

Ensure prospects are scheduled to talk to sales during their moment of peak interest.

## Gain a competitive advantage

Prevent prospects from moving on to a competitor by getting them scheduled with the best salesperson right away.

# Marketing teams using Calendly

okta

CarGurus®

CallRail

bitly

mattamyHOMES

Cengage

lyft

AVOCADO

## Favorite marketing features



**Embed in your campaigns** – encourage activity by using Calendly as the call-to-action in your marketing campaigns



**Website embed** – add Calendly to your website to automate inbound lead scheduling



**Lead Routing Forms** – ensure that every inbound lead is qualified, routed to, and booked with the most appropriate sales rep



**Workflows** – automate reminders, confirmation requests, and follow-ups to reduce no-shows and accelerate the sales cycle



**Salesforce and CRM integrations** – never miss a lead handoff and update your CRM automatically when meetings are booked or canceled



**Managed Events** – standardize communications across your marketing and sales teams



**Marketing automation integrations** – easily plug Calendly into your existing marketing automation tech (Pardot, Marketo, ActiveCampaign) to track conversion metrics



**Collective Events** – coordinate multiple calendars when you need to meet with design agencies, vendors, or any external partners

Ready to learn more about how marketing teams use Calendly?

Contact your Account Executive or [sales@calendly.com](mailto:sales@calendly.com).