

Upselling with Add-ons in Self-booking

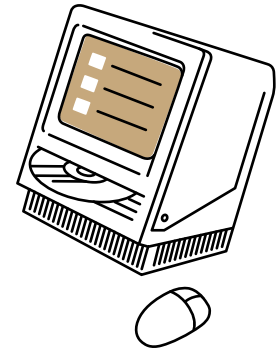
Offering add-on services are a key way that top-performing self-care businesses drive 63% more revenue. It's a great way to signal which services pair nicely on your menu and guide clients to a more satisfying experience. 25% of clients who purchase add-ons are more likely to return within 90 days.

Of the top-performing businesses that use Boulevard, 46% of service add-ons are purchased while clients book their appointments online. Optimize your self-booking service menu for better add-on sales with some tips and tricks picked up by the teams that support Boulevard businesses every day.



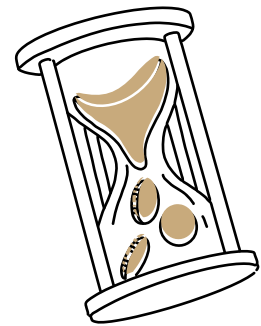
Start with just a few simple options that have clear descriptions

Many businesses on Boulevard have intricate service menus that include creative service names and variations for different products used in the service. That's great when a service provider is available to guide the client towards the best option for them. When self-booking, however, clients are on their own, and you don't want them to feel overwhelmed by a long list of choices with names that aren't crystal clear. When naming add-on services, make sure they are simple and straightforward to non-experts. Keep the list short, maybe starting with 3-5 options at first. Include service descriptions for each that cover who the add-on is best suited for, what it entails, and the key benefits.



Offer “more time” as a service add-on

If your services are time-based, offering a little extra time (e.g., 15 min for an additional \$25) is a great way to capture revenue from clients who might be hesitant to book longer sessions but could see the value of a short, affordable extension. It's also a simple way to upsell in self-booking without overcomplicating your menu. Win-win!



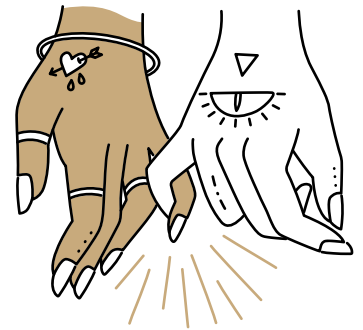
Not sure how to price? Present high, low, and mid-range options

Pricing is both an art and a science, and it can be hard to know how much clients are willing to pay for add-ons. Within your short, simple list of options, include a range of price points to learn more from client behavior. If clients consistently choose the lowest-priced option, that will tell you to add more options closer to that price point. If clients consistently choose the highest-priced option, that means you might have the opportunity to offer even higher-priced options. If clients consistently choose a variety of options or always choose the mid-range option, that means that you've hit a sweet spot with your pricing!



Members-only add-ons exude exclusivity and drive membership sales

Businesses that offer memberships see more reliable monthly revenue and higher client retention rates. To entice more clients to join your membership program, offer add-ons that are only available to members or have special pricing for members. You won't be able to restrict who can book those services automatically, but seeing that they exist is sure to spark interest in loyal clients about the perks of membership!



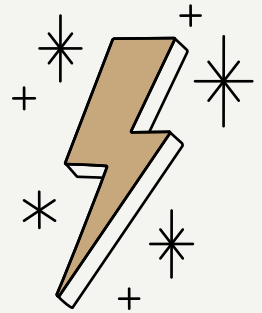
Seasonal add-ons can bump up your revenue

Starbucks says 10% of their annual sales come from the limited-time seasonal offering of the pumpkin spice flavor. Seasonal offerings introduce variety into your regular clients' routine and make that visit a little something special! Consider rotating your add-on offering with the seasons to entice clients to indulge in something a little extra glam or cozy for the holidays or something playful and bright for the summer. By only offering the add-on for a limited time, your clients will feel more urgency to hop on the opportunity when they see it!



Pro tip:

Don't be afraid of AI! Try out ChatGPT to help you edit your detailed product descriptions down to something simple and clear for your client self-booking. Just make sure you do a final read-through.



Get started

Learn more about how to set up add-on services in our [Support Center](#).

