Calendly

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" as the call-to-action in your campaigns or on your website, 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 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

- Qualify, route, and book meetings for Sales right on your website

- Embed links in email campaigns to high-value prospects

- Embed links in QR codes at live events and trade shows

- Include click-through URLs with UTM parameters in display ads

---

100%
Increase in demos scheduled through inbound leads

virtru

Case study

3x
More sales enablement collateral created and 50% faster persona projects

ClickUp

Case study

40%
Increase in sales qualified opportunities through the website

bitly

Case study

2-3x
Conversion rate from Calendly sourced leads

Katalon

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."

Case study

CHURCHILL MORTGAGE®

"People can fill out a contact form on their website to connect with us. With Calendly's API, that information comes over to our system and the customer gets immediately routed into the right pipeline. It's been a game-changer."

Case study

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."

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, route, and schedule instantly

Don't miss a sales opportunity - ensure leads meet your requirements (using Calendly, Hubspot, or Marketo forms) and directly book a meeting on the right rep's calendar (using your Salesforce routing logic).

Use your existing tools

Automate inbound lead handoffs and keep track of prospects by integrating Calendly with the tools you use — such as Salesforce, Marketo, and ActiveCampaign.

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 peak interest and prevent them from moving on to a competitor.

Marketing teams using Calendly

okta

CarGurus®

CallRail

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

Qualify and route prospects — ensure that every inbound website lead is qualified and routed to book a meeting with the right Sales rep

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

Marketing automation integrations — plug Calendly into your existing tech (Marketo, Hubspot, ActiveCampaign) to track conversion metrics

Website embed — add Calendly to your website so prospects can schedule the moment they are ready to talk to sales

Workflows — automate meeting reminders and follow-ups to improve your meeting lifecycle and elevate the prospect experience

Managed Events — work with Sales to standardize best practices of meetings and push out updates to the entire team

Collective Events — coordinate multiple teammates' calendars when you all need to meet with customers, vendors, or any external partners

Ready to learn more about how marketing teams use Calendly?

Contact your Calendly Account Executive or visit our marketing solutions page