

# Your Complete Growth Toolkit with Phorest



## Attract. Capture. Convert. Delight.

With Phorest, you have access to a powerful Growth Toolkit built to attract new clients, boost retention, and drive revenue—all in one place.

By combining **Ads Manager**, **Lead Management**, and **Referrals**, you can grow your business through multiple channels that work seamlessly together.

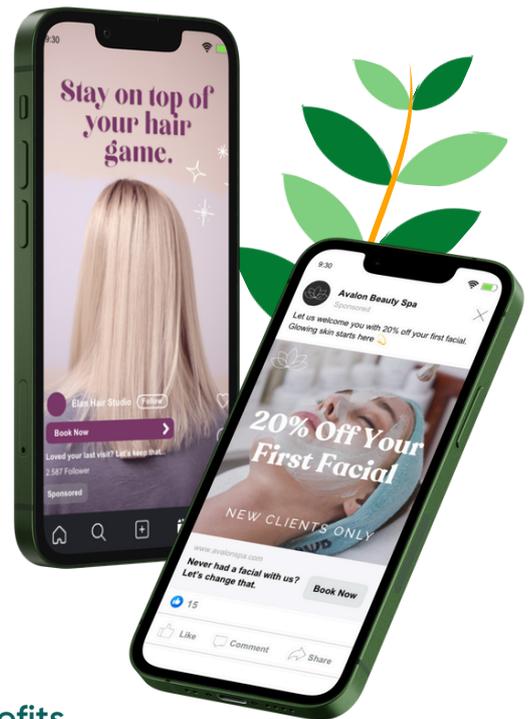
# 1.

## Your Growth Booster: Phorest Ads Manager

### Scalable & Predictable Growth

Phorest Ads Manager helps you fill your calendar with new, existing, and overdue clients through smart, targeted Facebook and Instagram ads.

Paired with Lead Management, it makes converting interest into bookings effortless.



### Ideal For:

- ✓ **Quickly growing** your client base
- ✓ Staying top-of-mind with **existing clients**
- ✓ Filling **last-minute gaps** or **promoting offers**
- ✓ Building a **database of potential clients**
- ✓ Boosting your **online visibility**

### Key Benefits

- **Target the Right People:** Reach new leads, existing clients, and those overdue for a visit
- **Fast, Flexible Results:** Control your bookings by adjusting your campaign budget anytime
- **Clear Performance Insights:** Track what's working with real-time ROI and results
- **Lead Management Built In:** Capture interest, automate follow-ups, and convert more clients



## 2. Your Growth Engine: Phorest Referrals

### Organic, Trust-Based Growth

Encourage your loyal clients to spread the word by referring your business to friends and family—rewarding them with gift cards for each successful referral.

### Key Benefits

- **Trust-Based:** Referred clients arrive with built-in trust, making them more likely to become loyal clients
- **Passive Growth:** Set it up once, let it run in the background
- **Cost-Effective:** No marketing spend—reward gift cards are only given when referrals lead to real bookings
- **Drive Repeat Business:** Gift cards encourage clients to return, leading to more repeat visits and stronger loyalty

### Ideal For:

- ✓ Businesses with a **loyal client base**
- ✓ Gaining **high-trust, high-conversion** bookings
- ✓ Strengthening your **brand reputation** and social proof



## Combine Them For Maximum Results

Ads bring in traffic and attract new faces, referrals build trust, and Lead Management turns interest into bookings.

Together, they drive real, repeatable growth.



### Ads Manager

High Reach, Fast Results



### Referrals

Free, High-Trust Leads



### Lead Management

Seamless Conversion

# Upgrade Your Client Acquisition Journey

It isn't just about getting seen. It's about building a **repeatable system** that **grows your business** consistently and confidently.

## 1.

### Awareness

Use **Ads Manager** to reach potential new clients on social media.



## 2.

### Interest

Use **Lead Management** to capture leads through interest forms by promoting free consultations or special offers.

## 3.

### Conversion

Turn interest into bookings with automated follow-up messages via SMS or email to close the loop and fill your calendar.

## 4.

### Growth

Keep growing by using the **Referrals** feature to turn happy clients into loyal advocates who bring in new business.

## Try These Client-Boosting Campaign Ideas That Work

### 'Book Now' Campaign:

Use targeted social media ads to re-engage overdue clients with urgency and a limited-time offer.

Feature: **Ads Manager**

### 'Lead Magnet' Campaign:

Offer a special deal or free consultation for people filling out your interest form.

Features: **Ads Manager + Lead Management**

### 'Boost Referrals' Campaign:

Promote your referral program by running an ads campaign targeting existing clients.

Features: **Ads Manager + Referrals**

Phorest is More Than Software.  
We're Your Growth Partner.



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**Ready to get started?** Chat with your Client Success Manager to unlock access.

# Choosing the Right Tool for the Right Growth

A **side-by-side look** at Ads Manager and Lead Management vs. Referrals:  
Understand how each one plays a unique role in your business' ongoing success.

	Ads Manager + Lead Management	Phorest Referrals
Costs	Choose your individual ad budget, spend as much or as little as you like	No marketing spend, but you give out reward gift cards when a referral books
Reach	Large and targeted, reach hundreds or thousands through Facebook and Instagram	Smaller reach, limited to clients' personal networks
Volume	High potential, you control how many leads/bookings you want to get	Lower volume but high-quality, depends on how often clients refer others
Results/Outcome	Fast results, get new bookings and grow your database quickly	Unpredictable and slower results
Control	Full control, decide who to target, when to run campaigns, and how much to spend	No control, relies on your clients to spread the word
Target Groups	New local clients, existing clients, and those who haven't booked in a while	Friends/family of current clients
Nurturing	Automatically follow up with leads via SMS/email to turn interest into bookings	No built-in follow-up, you wait for referred clients to take action
Best For	Quick client growth, promotions, filling last-minute appointments, growing your lead database	Building trust, rewarding loyal clients, bringing in high-quality new clients

**But:** These features aren't about choosing one over the other.

**Ads** bring in traffic and attract new faces, **referrals** build trust, and **Lead Management** turns interest into bookings. Together, they drive real, repeatable growth.