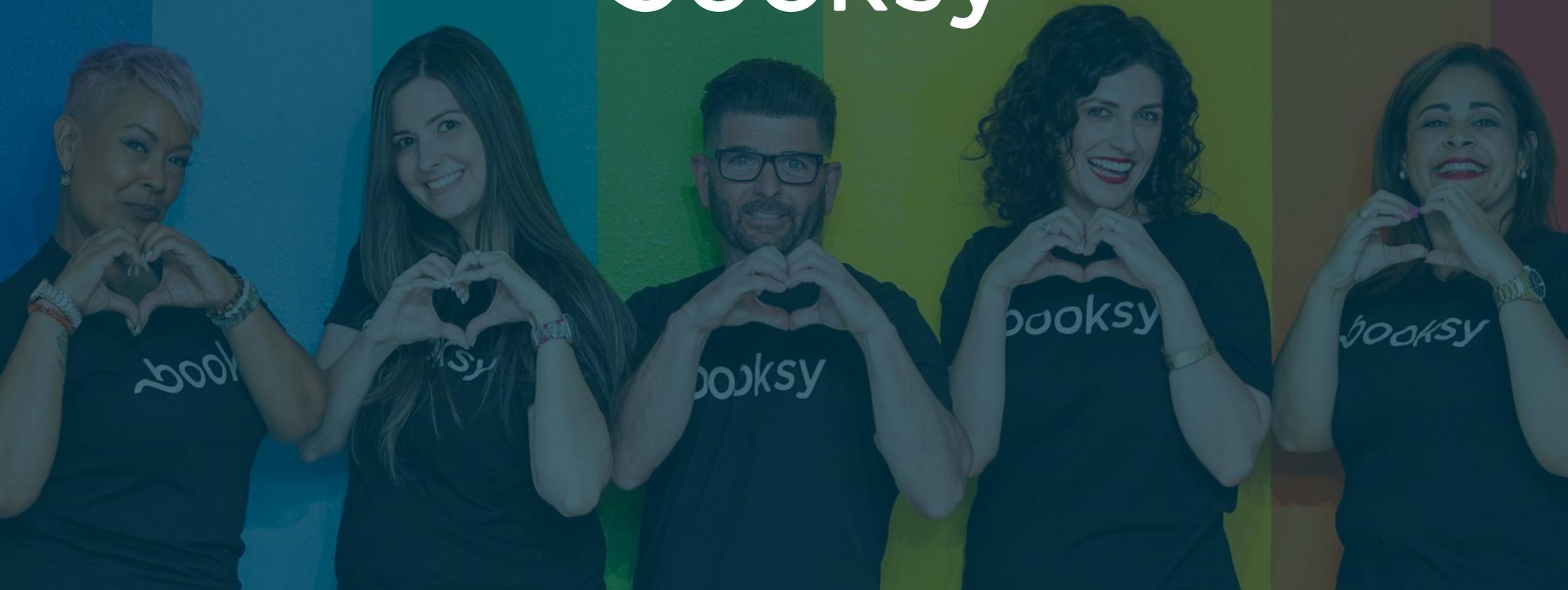


Booksy finds a home in Bynder
for delivering brand-consistent
content experiences

booksy



ABOUT BOOKSY:



Booksy is on a mission to become the world's most trusted solution for appointment-based businesses – particularly in the health and beauty sector.

Delivering convenient tools for client management and marketing via its cloud-based platform, Booksy enables customers to schedule their appointments in just 10 seconds.

Founded: 2015

Headquartered: Poland

500⁺
employees

19 mil⁺
active users

200k⁺
daily bookings

Background

Booksy offers automated appointment scheduling, calendar management, payments, and a suite of built-in marketing tools to help beauty professionals manage all aspects of their business. Over 23 million customers worldwide count on Booksy to help them find and book appointments anytime, anywhere.

Since starting out in Poland as a small reservation app back in 2015, Booksy has steadily expanded its global reach – the US is now the biggest market with a client base that’s effectively doubled year-on-year.

“We currently have 19 million users and over 500 employees across six countries. We’re growing on a daily basis, which is awesome to be a part of.”

*All quotes featured in this story are attributed to Booksy’s Global Marketing Coordinator, Rebecca Baxter.





Previous challenges

Growing rapidly was not without challenges. It's vital for Booksy to offer a consistent customer experience to businesses and users, whether they're in the US or Spain – while also enabling regional marketers and sales professionals to be adaptable to local needs.

Previously using Google Drive to organize, manage, and distribute digital assets resulted in team and regional siloes that took a toll on brand governance. There was a lack of oversight on what was up-to-date, how content should be used, and who was using it.

“ We wanted a solution that made it easy for everyone to understand and use the latest marketing and sales materials relevant to them. So whatever they’re using, they always know it’s the latest version, aligned with our brand guidelines, and ready for public use.”



Creating a clear agenda for the Booksy brand with Bynder

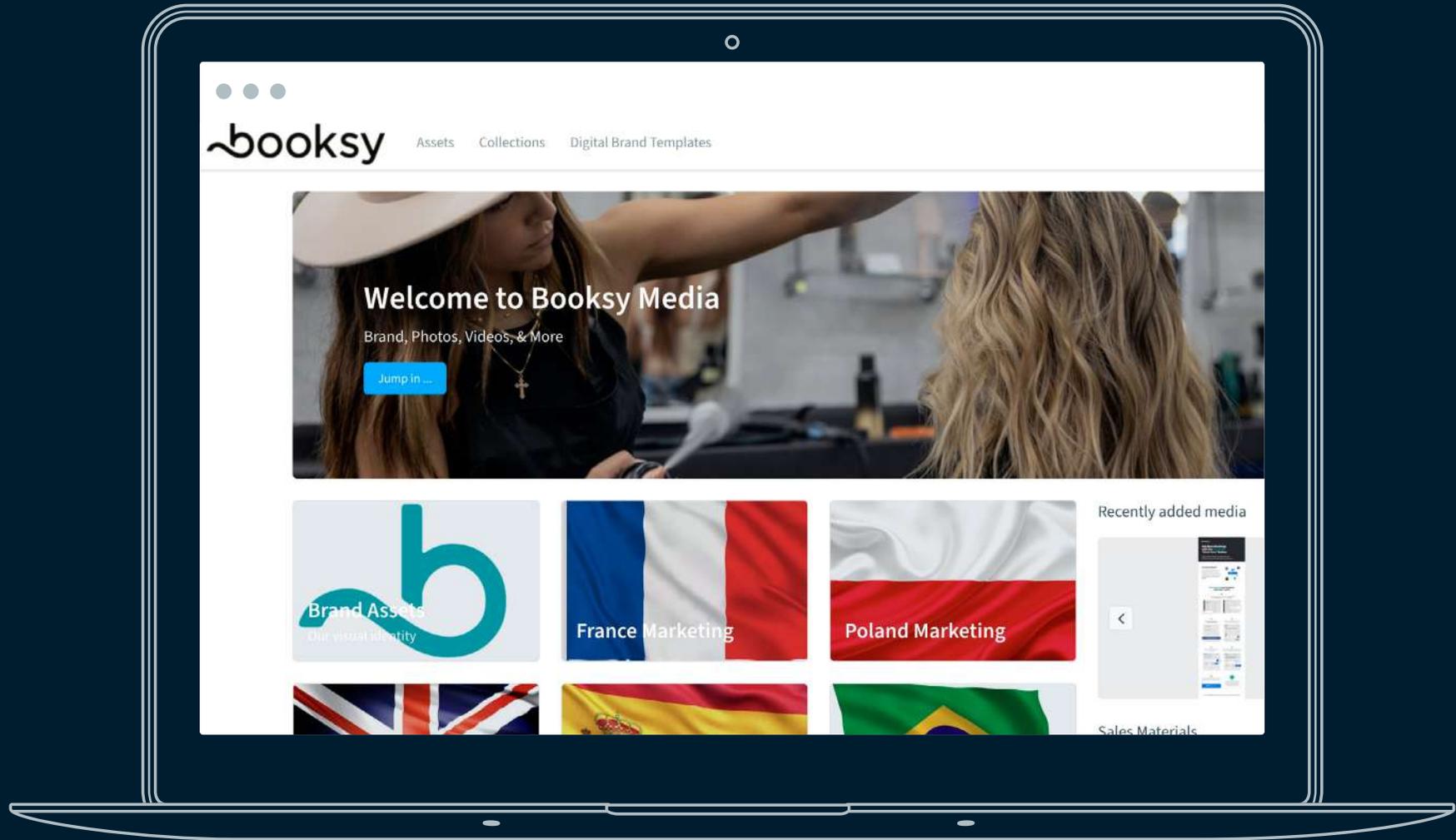
Booksy leveraged Bynder's [digital asset management platform](#) to be more than just a repository for their content library – it's a self-serving, collaborative space that is tailored according to the needs of specific roles and markets.

“Our Bynder portal homepage differs depending on if you're in sales or marketing. Sales employees can easily view and access the materials most relevant to them, so they have the tools they need to focus on bringing in customers.”

In addition to sales enablement, marketers are able to serve up the right content at the right time with the latest and greatest brand materials – not only internally, but externally to customers to ensure consistent experiences across all channels.

“We use Collections a lot for grouping assets together. If we launch a new feature or campaign, we can have a video, sizzle reel, or product brochure all in one collection and shared via one direct link.”

The screenshot displays the Booksy interface for a collection titled "Collections / Family & Friends". The top navigation bar includes the Booksy logo, "Assets", "Collections", and "Digital Brand Templates". Below this is a filter bar with options for "Asset Type", "Category", "Product / Solution", "Target Audience", "Location", "Tags", and "Advanced". The collection is created by "Product Marketing" and contains 25 files. The description is "Assets related to the Family & Friends feature". The collection details show it was created 383 days ago and viewed 24 times. It is shared with 3 people, with options to "Not published online", "Publish online", and a direct link to the collection. The shared assets include two MP4 videos and two GIFs, all related to the "Family & Friends" feature.



Booksy's Bynder DAM portal

Serving up content for every step of the customer journey

Whether it's how-to guides for a new nail salon getting started in Booksy, or marketing templates for a long-time client looking to attract more bookings with the platform, Booksy has a centralized, single source of truth in Bynder that is organized according to different customer interactions.

“If one of our marketers is looking to support a new client with resources and marketing materials for a specific step of the customer journey, they can easily find a Collection in Bynder dedicated to that part of the funnel.”

This allows marketing and sales to be a lot more nuanced in how they engage with customers and distribute funnel-specific content that's aligned with their exact needs, helping Booksy create personalized [content experiences](#).



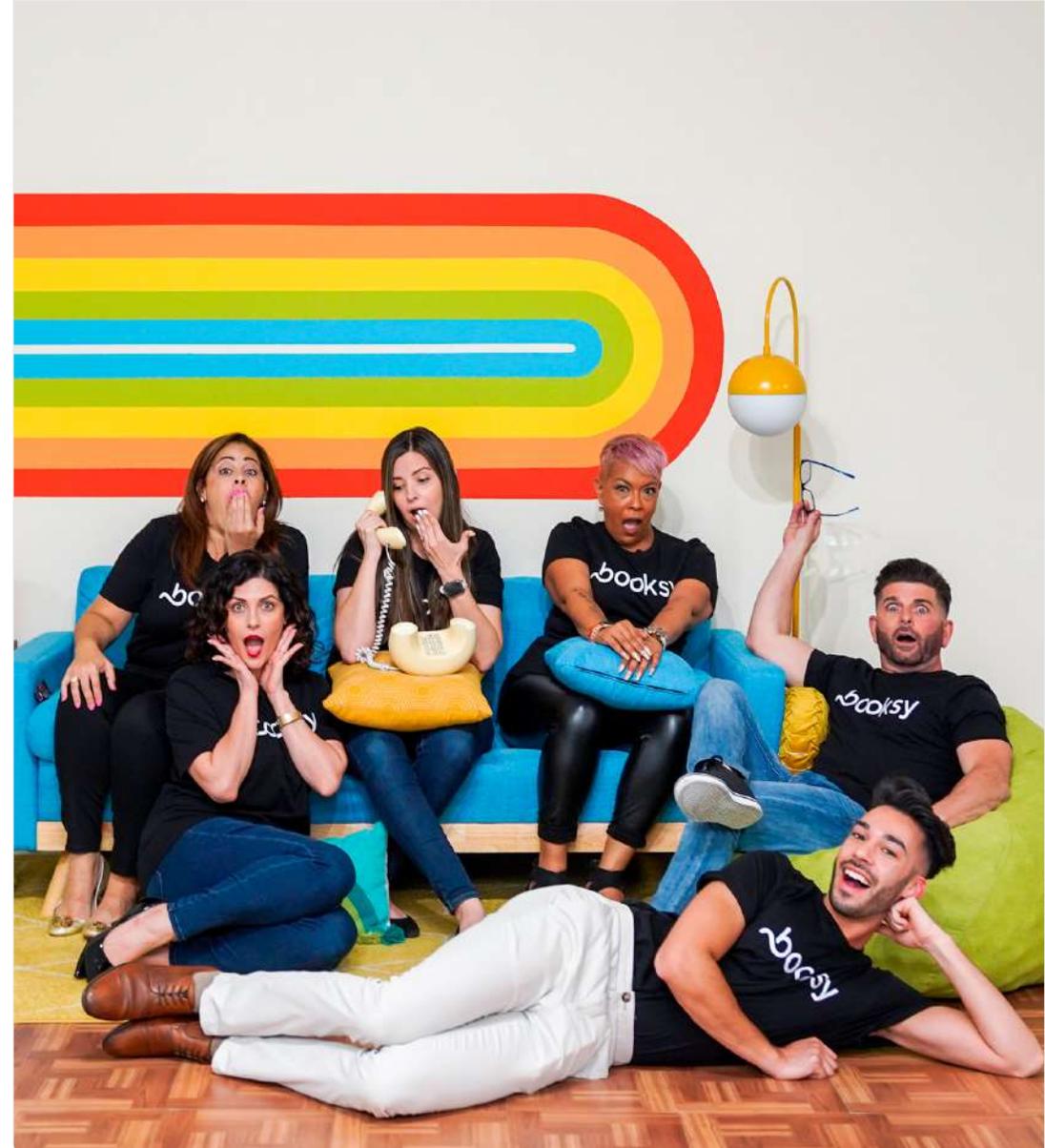
“Bynder has created more visibility and accountability across markets. Regional marketing teams can easily find and use country-specific materials that are aligned with our brand guidelines, so everything that goes out has been brand-approved.”

What's next for Booksy?

Booksy is certainly taking advantage of Bynder's "do more with less" approach as they scale and grow as a company. The brand's content organization strategy evolves as the business evolves. Booksy is always tweaking its brand-specific taxonomy to ensure employees can find what they need, when they need it.

"We're always trying to figure out how we can best communicate and collaborate as a team to make sure that content gets distributed on a regular basis."

Expanding its usage of Bynder's **brand templating functionality** is next on the agenda, helping to automate the production of branded assets for better brand consistency and content experiences across all markets.



“Bynder’s guiding principle has been fostering communication and collaboration for us. We’re thinking and collaborating on a global level, while also enabling marketers to be self-sufficient locally and do what’s best for their own markets.”



About Bynder

Bynder's digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive. We are the brand ally that unifies and transforms the creation and sharing of assets.

For more information, visit www.bynder.com