Growing Bookings with LimoFlow: From Click to Completed Trip

Most limo marketing tools stop at the lead. LimoFlow connects marketing to booking and dispatch, so you can see which ads, keywords, and channels produce paid, completed trips. This guide walks through the funnel and the tools at each stage.

1. Why bookings slip away

The same problems show up across transportation businesses:

- Website visitors leave without booking or leaving contact details
- Inquiries sit in email for hours while competitors respond immediately
- Leads who don't book right away are never followed up
- Money goes into ads and SEO with no way to see which efforts produce bookings
- Separate marketing tools don't connect to the booking system

2. The six-stage funnel

01

Attract visitors

Drive traffic through SEO, ads, and referrals with trackable campaign links.

02

Capture leads

Booking widgets and quote request forms built for conversion, in 23+ languages, mobile-first.

03

Respond instantly

Automatic email and SMS acknowledgment, plus an AI chatbot for customer inquiries.

04

Nurture to booking

Automated follow-ups for unpaid quotes, abandoned cart recovery, and a CRM pipeline for leads not ready to book.

05

Track attribution

Booking-level attribution ties each reservation to its source: Google Ads, organic search, referral, or direct.

06

Measure ROI

Revenue by channel, campaign, and keyword, so you know your true cost per booking rather than cost per click.

3. Raising the value of each booking

Getting the booking is half the job. These tools increase revenue per trip and bring customers back:

- **Upselling** in the booking flow to raise average order value
- **Dynamic and smart overflow pricing** that adjust to demand, time of day, and advance window
- **Tour, wine, city, and wedding packages** sold as products rather than quoted by hand
- **Customer rewards and loyalty program** for repeat riders (Growth and up)
- **Promo codes** and custom email templates for campaigns
- **Corporate and hotel/concierge portals** that turn one booker into recurring B2B volume

4. Tracking included on every plan

	Starter	Essential / Growth	PRO
CRM	Basic	Advanced, lead scoring	Advanced, lead scoring
ROI tracking	Simple	Detailed	Advanced maximization
Ad conversion tracking	Included	Advanced optimization	Premium optimization
Booking-level attribution	Included	Included	Included
Google Tag Manager	Included	Included	Included

5. Done-for-you marketing services

LimoFlow is a Google Partner, and the same team that builds the software runs campaigns for limo operators. Pricing below is for LimoFlow software clients.

Ad spend under $1,000/mo	$1,000 – $2,499/mo	$2,500+/mo
13%	**10%**	**8%**

Google Ads management covers campaign setup, keyword research, ad copy testing, landing page recommendations, bid and budget management, and regular reports, with a dedicated account manager. Setup is $149, waived on PRO and Enterprise.

- **Websites:** pre-made limo templates ($199 setup, free on PRO and Enterprise) or custom design from $999, financed from $150/mo, with on-page SEO and AI-search readiness
- **Search & local:** SEO, Bing Ads, Google Maps and Yelp optimization
- **Social:** Facebook and Instagram ads, retargeting
- **Content:** SEO content writing, press releases, lead generation

> “LimoFlow tripled my business over the last two years and gave me the tools to keep my repeat customers coming back.”
>
> Steven Brstae · Owner, Affordable Towncar Company

Book a free marketing consultation

Find out which channels will produce bookings in your market.

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