

From Click to Client

Lead capture, follow-up and retention systems for local and service businesses — WhatsApp, email, CRM and AI, 14 industries.

HOTELS & TOURISM

RESTAURANTS, BARS & CAFÉS

HEALTH & CLINICS

BEAUTY

GENERAL SMB

LAW FIRMS

REAL ESTATE

LOCAL RETAIL, GYMS & BOUTIQUES

AUTOMOTIVE

EDUCATION

EVENTS & WEDDINGS

FINANCIAL SERVICES

HOME SERVICES

WINE & AGRICULTURE

About this series

Five playbooks, one operating system. Each book covers one system in full and then applies it to all 14 industries NetWebMedia serves, so you read the method once and then only the section written for your business.

1. **Get Cited by AI** — The Answer Engine Optimization playbook
2. **Own the Map** — Google Business Profile, local SEO and reviews
3. **The 30-Day Content Engine** — Reels, TikTok, blog, email and WhatsApp, run with AI
4. **Paid Ads That Pay** — Google and Meta ads for local businesses
5. **From Click to Client** — Lead capture, follow-up and retention systems — **this book**

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Every statistic in this book carries a numbered reference to a named, dated source in the Sources section.

Benchmarks are medians or averages from other businesses as published by those sources — not predictions of your results.

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Statistics are reported as published by the sources listed in the Sources section, with their dates. Where a source is a vendor, a PR firm or a modeled estimate, the text says so. Benchmarks are medians or averages measured on other businesses; they describe a range, not a forecast for your business. NetWebMedia does not guarantee rankings, citations, leads, costs or revenue. Results vary.

Company, product and platform names are the property of their respective owners and are used for identification only. Worked examples are hypothetical unless a source is cited.

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Start Here

This book is for the owner or manager of a local or service business that already gets inquiries and loses too many of them. You have a profile on Google, maybe some ads, maybe a steady trickle of posts. The phone rings, WhatsApp pings, a form arrives at 9pm. What you probably do not have is one place where all of that lands, a rule about how fast it gets answered, and a follow-up that runs whether or not you remember it.

That gap is the most expensive thing in a small business, and it is also the cheapest to fix. Traffic costs money every month. A response system costs a weekend to build and then runs.

By the end of this playbook you will have five things: one inbox that receives every inquiry from every channel; a written response rule with a name attached to it; a three-step follow-up sequence that fires on behavior instead of on your memory; a reminder set that reduces no-shows using the methods that actually have evidence behind them; and a retention and referral loop that turns finished jobs into the next ones. You will also have the scripts, the prompts and the weekly numbers sheet to run all of it.

How to use it. Read Part 1 in order — it is the method, and the industry sections assume you know it. Then read only your own industry in Part 2; each of the fourteen sections has the same shape, so you can also read a neighboring industry for ideas without getting lost. Then build from Part 3, which holds the checklists, message scripts, consent language and prompts. Nothing here needs a developer. Most of it needs a Saturday.

What this playbook does not do. It does not get you more traffic — that is the job of local search, content and ads, and those are separate books in this series. It does not review or rank software; the system described here works in almost any CRM, shared inbox or booking tool, and switching tools is not the fix if the rule is missing. It does not promise you a number. Every benchmark quoted here is a median or a pooled result from a named study, cited so you can open it yourself, and medians describe other people's businesses, not a forecast of yours. And it is not legal advice: the compliance sections point you at the rules that apply to your niche so you can confirm them with your own counsel before you press send.

INDUSTRY PLAYBOOK 1 OF 14

1. Hotels & Tourism

► Where the money leaks

At the booking engine. Baymard's aggregation of 50 studies puts documented average abandonment at 70.22%, and 42% of shoppers abandoned simply because they were browsing.¹⁵ Travel is also where speed pays hardest: a 0.1-second mobile improvement lifted travel conversion 10.1%.¹³ On email you have unusual attention to work with — Hospitality and Travel averages 45.21% opens but only 2.43% clicks.¹⁰

► The five moves

1. Recover abandonment within one hour by email and a WhatsApp utility template that resumes the exact search — same dates, same room, no discount.
2. At 24 hours, send property proof: recent reviews, real room photos, the cancellation terms in plain words.
3. At 72 hours, a human offer with a direct reply path — late checkout or an upgrade, from a named person.
4. Run a pre-arrival WhatsApp concierge message and a post-stay rebooking window with a named returning-guest rate.
5. Put mobile speed of the booking engine on one person's monthly checklist, measured on a phone, not a laptop.

The number that matters: 45.21% of your emails get opened and 2.43% get clicked.¹⁰ The click is the booking. Write for the click.

► Watch out

WhatsApp utility templates are free inside the 24-hour customer service window the guest opens; marketing templates are always charged under the per-message pricing in force since July 2025.⁶ Design your abandonment flow so the guest messages first. Do not promote alcohol-inclusive packages through WhatsApp commerce — the Commerce Policy prohibits it.²⁴

► First 30 days

- ☐ Abandonment trigger live at 1 hour, 24 hours and 72 hours
- ☐ Click-to-WhatsApp button on the booking page and the confirmation email
- ☐ Post-stay rebooking message with a named direct rate
- ☐ Booking engine speed measured on a real phone, on mobile data

Del clic al cliente

Captación, seguimiento y retención para negocios locales y de servicios — WhatsApp, email, CRM e IA, 14 industrias.

HOTELES Y TURISMO

RESTAURANTES, BARES Y CAFETERÍAS

SALUD Y CLÍNICAS

BELLEZA

PYME GENERAL

ESTUDIOS JURÍDICOS

BIENES RAÍCES

RETAIL, GIMNASIOS Y BOUTIQUES

AUTOMOTRIZ

EDUCACIÓN

EVENTOS Y MATRIMONIOS

SERVICIOS FINANCIEROS

SERVICIOS PARA EL HOGAR

VINO Y AGRICULTURA

PLAYBOOK POR INDUSTRIA 1 DE 14

1. Hoteles y Turismo

► Dónde se fuga el dinero

En el motor de reservas. Baymard, sobre 50 estudios, pone el abandono documentado en 70,22%, y el 42% abandonó solo porque estaba mirando.¹⁶ Viajes es donde la velocidad más paga: 0,1 segundo de mejora móvil subió su conversión 10,1%.¹⁴ En email, Hotelería y Turismo promedia 45,21% de apertura y 2,43% de clics.¹¹

► Las cinco jugadas

1. Recupera el abandono en una hora, por email y por plantilla de utilidad de WhatsApp que retoma la búsqueda exacta: mismas fechas, misma habitación, sin descuento.
2. A las 24 horas manda prueba: reseñas recientes, fotos reales de la habitación, condiciones de cancelación en palabras simples.
3. A las 72 horas, una oferta humana con respuesta directa — late checkout o upgrade — de alguien con nombre.
4. Corre conserjería por WhatsApp antes de la llegada y una ventana de re-reserva post estadía con tarifa nombrada.
5. Booking y TripAdvisor traen al huésped, pero el margen está en la reserva directa, que en LatAm se cierra en el chat: ten a mano un enlace de pago de Transbank, Mercado Pago o Flow, y mide cada mes la velocidad del motor en un teléfono.

El número que importa: el 45,21% de tus emails se abre y el 2,43% recibe clic.¹¹ El clic es la reserva.

► Ojo con esto

Las plantillas de utilidad son gratis dentro de la ventana que abre el huésped; las de marketing siempre se cobran desde julio de 2025.⁷ Diseña el flujo para que el huésped escriba primero. No promuevas paquetes con alcohol por comercio de WhatsApp: está prohibido,²⁶ y en Chile esa publicidad se rige por la Ley 19.925.

► Primeros 30 días

- ☐ Disparador de abandono a 1, 24 y 72 horas
- ☐ Botón de clic a WhatsApp en la página de reserva y el email de confirmación
- ☐ Re-reserva post estadía con tarifa directa nombrada
- ☐ Velocidad del motor de reservas medida en un teléfono, con datos móviles

YOUR NEXT STEP

Want us to run this for you?

Everything in this playbook is work you can do yourself. If you would rather have it done, NetWebMedia runs it as a monthly service — in English and Spanish, for businesses in the United States and Latin America.

1

Run the free instant checker

At netwebmedia.com: see in one minute whether AI engines currently find your business.

2

Get the \$49 AI Visibility Scan

A written report within 48 hours: real queries across ChatGPT, Claude, Perplexity and Google AI, an AEO score and a 10-point fix list. The \$49 is credited in full toward the AEO Starter plan.

3

Pick a plan

AEO plus SEO and content strategy from \$249 a month. Elsewhere, AEO/GEO retainers start at \$1,000–2,500 a month according to The Digital Elevator's 2026 pricing guide.

AEO Starter

\$249/mo

AEO + SEO + content strategy

CMO Growth

\$999/mo

+ paid ads + social media

CMO Premium

\$2,490/mo

Full-stack marketing department

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