⏱️ 20 MIN SETUP

New Booking to Calendar Plus SMS Confirmation (Calendly, Twilio, Zapier)

Part of our Small Business Automation guide: what to automate first and the 10 easiest wins.

The problem

Manually copying bookings into a calendar and confirming them takes time, and mistakes lead to double-bookings. Automating it confirms every client instantly.

What you need

- Calendly or Cal.com
- Google Calendar
- Zapier or Make
- Twilio for SMS

Setup with Zapier and Twilio

1. Connect Calendly or Cal.com to Google Calendar in its settings, so bookings sync automatically. [Screenshot]
2. Create a Zap with the trigger **Calendly, Invitee Created**.
3. Add **Twilio, Send SMS** to the phone number from the booking form.
4. Test it by booking yourself, then turn it on.

Setup with Make and Twilio

1. Use **Calendly, Watch Events** (or a Cal.com webhook).
2. Add **Twilio, Create a Message**.
3. Turn it on.

Twilio SMS confirmation template

> Hi [Name], you're booked with [Business] on [date] at [time]. Need to change it? Use [link].

Consent and local rules

Booking confirmations are transactional messages. Collect the phone number with a clear note that you'll text about the booking. This isn't legal advice.

FAQ

Doesn't Calendly already send confirmation emails?

Yes, Calendly and Cal.com send emails by default. This guide adds a text message, which suits clients who check their phone more than their inbox. You can keep both running.

How do I get the client's phone number?

Add a required phone number question to your booking form. Say next to it that you'll text about the booking, so clients know what to expect. Then map that field to the Twilio step in your Zap.

Can I add reminders before the appointment too?

Yes. Confirmations go out when someone books, and reminders go out shortly before the appointment. See Appointment reminders to cut no-shows to set those up.

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