Infusionsoft
Automated Follow-up Marketing

38 WAYS TO DOUBLE YOUR SALES

Tools Every Small Business Owner Should Use To Significantly Increase Their Revenue

If you've been using a hodge-podge of software, home-grown databases, spreadsheets, manila folders, calendars, sticky notes, and other sales and marketing systems, then it's time to re-evaluate. You can keep doing it the hard way, or you can work smarter by using Infusionsoft, the all-in-one automation software designed specifically for serious, marketing-minded entrepreneurs.

You see, we're on a mission to double your sales in 38 simple, but effective ways. We want to liberate and empower small businesses and their employees so they can enjoy doing business, delight their customers and better serve their families and communities. We're committed to helping the small business owner grow their business quickly, easily and profitably.

Incorporate these 38 ways of automating and improving your marketing, sales, and customer management and see how simple doubling your sales can be.

Contact Management

An extremely robust and easy-to-use contact management system lies at the heart of Infusionsoft. If you are serious about maintaining solid relationships with your prospects and customers, then you should be serious about storing their information in a secure, reliable database system. With Infusionsoft, you can effortlessly access, analyze, and slice & dice your customer information. The end result is better marketing and better customer communication. And, ultimately, more profit!

1. **Quick Searching:** Pulling up contact information is a cinch with Infusionsoft. You can easily search by first name, last name, email, address, zip code…just about anything.

2. **Informative Contact Records:** When you retrieve a contact record, you will be able to see phone/email/address information, contact groups, order and payment information, campaign information, and much more. Having this information readily accessible means you can make better decisions, more quickly.

3. **Stored Communication History for Each Contact:** You always have a complete history of emails, calls, and other activities. (You'll look like you have a great memory when you surprise your prospects and clients with small details that you "remember." Each time you create an "Activity Log" you can easily notify any other users via e-mail.

4. **Unlimited "Contact Groups":** Contact groups are used to organize the contacts in your database. You can create as many groups as you want, and you can add contacts to as many groups as you want. And, still keep them all organized.

5. **Powerful Searches Based on Contact Groups:** The primary benefit of organizing your contacts into groups is the powerful search tool based on contact information. For example, you could easily find all of the prospects who requested free report X, have been to event Y, but who have not yet purchased product Z.

6. **Marketing Campaign Tracking for Each Contact:** You'll know exactly which campaigns the contact is in, the specific pieces that have been sent, and every piece that is scheduled to be sent in the future. You can also track responses to each marketing campaign to see which campaign — and which steps — are producing the most results.

7. **Attached Documents:** With Infusionsoft, you will always have important documents forever connected to the contact. No more searching your hard drive or your network.

8. **Letter, Label & Fax Printing:** You are always one button away from sending a fax, printing a letter, or printing a label.

Calendaring & Tasks

Infusionsoft includes full calendaring and task capabilities.

9. **Online Calendar &Tasks:** This means you can check and update your calendars and tasks from home, on the road–anywhere you have an Internet connection.

10. **Appointments & Tasks Linked to Contact:** When you pull up a contact record, you can easily see any pending tasks or appointments. It also means you can easily access contact information from the calendar or task list.

11. Multi-User Environment: This means users can share, assist, and collaborate tasks and projects to serve your prospects and customers better. You can easily create and assign appointments and tasks for other members of your team.

12. Task and Appointment Notification: A simple click of the button notifies others of tasks and appointments each time you create or edit one.

E-Mail Management

Infusionsoft enables you to use e-mail as an effective tool to manage your business. Our E-Mail Deliverability Assurance program ensures that your emails blast right through spam filters, bypassing the junk mail folders…and head straight to the recipient's Inbox.

13. Emails Sent and Received Directly From Infusionsoft: You and your co-workers don't have to have another email program to manage all of your incoming and outgoing emails.

14. Attach Incoming Emails to Your Contact Records Automatically: Now you'll not only see a record of outgoing emails for your contacts, but a complete history that includes incoming emails you or others in your organization have received from them.

15. Text and Email Templates: Instead of writing the same emails over and over, reusable email templates allow you to send more effective emails quickly. Use these templates to send personalized messages without any extra effort.

16. Instant Email Blasts to Thousands of Contacts: Sending emails to an entire group of contacts is as easy as sending an email to one person. Just type the email and send it to the appropriate group.

17. Email Blast Deliverability – Open Rates and Click-Through Rates: You'll know which emails are most successful. Quickly test headlines, offers, send times, etc.

Advanced Searches & Favorite Links

Create any number of reports, perform any number of searches, and save all of your results to use now or later.

18. Powerful Reporting Engine: This enables you to create a variety of reports using a number of filters such as Contact Groups, products purchased, address information, and more.

19. Searches and Reports Saved: Any report you create can be easily saved so you can quickly re-run the same report later to retrieve up-to-the-second results.

20. Easily-Accessible "Favorite Links": Any saved search, saved report, or external website can be linked to your "Favorite Links" so you can create a quick "dashboard" that makes managing your business efficient.

Marketing Automation (Following Up Like The Pros)

Create a steady stream of prospects and customers that are anxious to do business with you. Never let another prospect or customer fall through the cracks. Save yourself time so you can focus on growing your business. Manage these tasks and more with automated marketing.

21. Orchestrated, Multi-Step Sequences: This enables you to automatically follow up with your prospects and customers while you are sleeping, on vacation, or on jury duty. Turn more prospects into customers, and more good customers into great customers. The software won't just create a "list" of people that you need to follow up with–it actually sends the emails, faxes, voice broadcasts and fulfillment lists without you doing a thing!

22. Contact Addition or Removal From Marketing Campaigns: Easily create "Web Forms" that gather prospect information from your website and start them on a campaign automatically. Plus, you can add people to the same campaigns manually (either individual contacts or an entire group of contacts).

23. Powerful Marketing Reports: Instantly produced reports will show you which marketing campaigns and marketing pieces generate the most response. You'll know exactly which parts of your campaigns need to be improved.

Order Processing, E-Commerce, Shopping Cart

As your marketing kicks in, you'll need a system to process the orders that will be flowing in. While many use one system for online orders and another for phone/fax orders, Infusionsoft will do them both.

24. Credit Card Payment Capabilities: Collect the money right into your bank account. You can use Authorize.net merchant accounts (and others) that you already have set up, or you can create new merchant accounts.

25. Fully Integrated Shopping Cart: All of your online orders are tracked directly to the contact record. No need for an additional shopping cart program.

26. Process "Offline" Phone/Fax Orders: Use the same system as your online sales and forget spreading the information between 2 or 3 software programs.

Affiliate Tracking

As you engage others to sell your products or services, Infusionsoft will track which sales they send to you and how much you owe them in commissions.

27. Affiliate Commission Tracking: Whenever affiliates send traffic through their affiliate link, Infusionsoft will credit the sales to the referring affiliate and keep an accurate ledger of what is still owed to each affiliate.

28. Extremely Flexible Commission Structures: This tool enables you to set dollar amount or percentage amount commissions at the affiliate level and at the product level. You can even set custom commission levels for when a specific affiliate sells a specific product.

29. Affiliate Resource Center: The Resource Center provides your affiliates with resources they can use to promote your products, as well as link tracking tools and traffic statistics.

Billing And Accounting

Infusionsoft will help you with the most rewarding part of marketing: getting paid

30. Installment Payments Tracking: Be more creative with your offers without the administrative nightmare of keeping track of which payments have been paid.

31. Flexible Continuity Programs: Automatically bill your customer on a periodic basis and put the money straight into your bank account.

32. Automatic Credit Card Retry: Let Infusionsoft automatically retry each credit card that fails. Specify the number of times you want each card retried and spend your time on the more important parts of the business.

33. Sales, Payment, and Receivables Report: Easily pull powerful, informative reports. This information can be viewed in Infusionsoft, or downloaded into other accounting software programs.

Sales Force Automation

If you have a sales force that follows up with interested prospects, Infusionsoft will make sure that those leads don't fall through the cracks, and that each sales person focuses their sales work on the right prospects.

34. Automatic Lead Distribution: This allows new leads to be distributed in a round-robin to the appropriate sales representatives. That way you don't have to spend your time assigning leads and you can focus on helping the reps sell more.

35. Sales Funnel Systemization: Each prospect can be taken through your custom sales process step by step. No more wondering where your prospects are in the sales process–every lead is carefully tracked from one stage to the next…from new lead to closed deal.

36. Automated "Triggers": This allows leads to be moved instantly from one stage of the sales process to another. For example, when your sales rep moves a lead from the "New Lead" stage to the "Not Ready Now" stage, the software can automatically add that lead to a campaign such as a long-term 'stay in touch' campaign.

37. Stagnant Lead Identification: You can easily identify which leads are not moving through the pipeline so that you can pull the lead from the non-producing rep and assign them to another.

38. "Next Action Date," % Chance, and Estimated Revenue Per Lead Tracking: Sales reps can use these tools to help prioritize their follow-up calls (and focus on the hottest leads).

FREE LIVE Online Demo Will Show You How!

Ok, you're probably wondering how YOU can personally benefit from our 38 ways. You probably want to SEE what our software does to double your sales. Right?

Well, it's easy. Because for a limited time, you can attend a **FREE** Internet demo of Infusionsoft, hosted by one of our experts. (No, this is not some slick sales guy who doesn't now his tonsils from his tennis shoes…ALL our people know the software inside and out and are more interested in helping you understand exactly how cool it is than they are in selling stuff.)

This demo is **FREE** for a limited time, so here's what to do while your thinking about it, and before anything comes up to distract you. Go right now and register for a live demo at: **www.infusionsoft.com/demo**.

The demo really is **FREE**, and comes with no obligation and no strings attached. It won't cost you a single, solitary cent to attend…and it could be worth thousands of dollars to you. But I didn't mean to distract you. Head to: **www.infusionsoft.com/demo**, right now, and start doubling your sales!

Customer Comments

"Before we got the software we had to do everything manually. Already, I can have new leads put their information into our website, the lead is created and automatically assigned out to the sales rep and all of the automated marketing happens right away. It will finally be possible to track our leads (how they are being followed up on and dealt with). We now know how many deals are in each stage, and if they've taken longer to get to each stage."

— Katie McGrath, Hoffman Realty Group

"It was the frustration of juggling multiple applications, dropping balls routinely, that brought us to Infusionsoft. What they have created is the Holy Grail of direct response marketing management. The application is simply amazing. And the folks behind the app.— their support and customer service — is second to none. If you're a serious marketer, this is the solution you've been searching for."

— Eric Ruth, Fitness Marketing Systems, Inc.

"…Also, having incoming emails automatically linked to the matching contact is ABSOLUTELY WONDERFUL. I have been yearning for this and it is extremely, extremely helpful. Way to go, and thank you for it!!!"

— Dan Yost, Safe Registry

"I have purchased your product and must admit tit is unquestionably the best I have seen. And trust me I have demo'd a ton of products in this category that claim to be the best. Either they are too expensive or require costly custom programming. Your program is extremely robust yet easy to use and has solid support. Your staff has provided an exceptional experience. Thanks."

— Eric Ten Eyck, Dry Clean Club