

Infusionsoft Nearly Doubles Revenue for Creative Consulting Agency

BACKGROUND

Blue Cow Creative Design & Production is a social media consulting, creative design and video production company that helps their customers exceed business goals through branding and marketing strategies. Why name a company “Blue Cow”? Whynacht wanted to create a name that would inspire fun—something memorable. And Blue Cow’s been striving to help their customers achieve memorability—and a little fun—ever since.

CHALLENGES

When Whynacht launched his business, he was working with multiple small business CRM systems, invoicing software and mail services. However, none of these tools communicated with each other making it impossible to streamline processes.

“There’s so much competition in the marketing space; you must be able to segment and market as precisely as possible,” says Whynacht. For this reason, he started searching for better small business solutions.

SOLUTION

In 2011, Whynacht decided it was time for a change. While initially skeptical about Infusionsoft, he conducted research online and discovered an abundance of positive customer testimonials. No longer apprehensive, Whynacht got started with Infusionsoft in November of the same year.

“For me, growing an effective and efficient business is about keeping in touch with your customers, whether they’re potential, current or previous,” says Whynacht. “It’s not so much that Infusionsoft brought us extra sales, but it freed up my time so I could focus on reconnecting with existing customers and reaching out to new ones to land more projects.”

RESULTS

Blue Cow Creative began using Infusionsoft in November 2011 and has since doubled their revenue in 10 months’ time. They have also experienced a 40 percent increase in their email open rates.

Whynacht is so pleased with his Infusionsoft experience that he plans to become an Infusionsoft Certified Consultant (ICC) in the next 18 months. Additionally, he plans to incorporate a full-service social media division to manage their online brand as they continue to grow.

To learn more about Whynacht’s successful experience with Infusionsoft, check out his book, “Social Potential.”

“Infusionsoft was so monumental in helping me grow my business that I want to tell everyone I know about this exceptional service.”

– Shaun Whynacht
Creative Innovator and Social Media Manager,
Blue Cow Creative Design & Production Ltd.

FAST FACTS

Company: Blue Cow Creative

Owner: Shaun Whynacht

Employees: 2

Revenue: \$170,000

Years in Business: 3

Industry: Marketing Agency

Location: Coldbrook, Nova Scotia, Canada

Customer Since: September 2011

Website: bluecowcreative.ca

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