

# Musical Training Program Finds Harmony with Infusionsoft and Doubles Net Profit

## BACKGROUND

In 2000, 16-year-old Jermaine Griggs founded Hear and Play, a Web-based business that teaches students to sing and play musical instruments by ear without sheet music — the same way he taught himself. According to Griggs, this method of teaching was underrepresented in the market. Hear and Play now makes this service available to people across the world.

## CHALLENGES

Griggs received positive feedback from his customers almost immediately. However, after almost nine years of steady growth, Hear and Play reached a plateau, which Griggs attributed to non-communicative systems and manual marketing processes. Griggs knew he needed a solution to help him take Hear and Play to the next level while making the business easier to manage so he could spend more time with his family.

## SOLUTION

In 2009, Griggs implemented Infusionsoft. Now, he can segment his customer base to ensure they receive the most relevant content and marketing materials as well as create campaigns to help his business grow. He can also automate these processes so he doesn't have to spend valuable time completing repetitive tasks.

Griggs uses Infusionsoft's [small business solutions](#) to deploy several personalized "set it and forget it" follow-up campaigns designed to nurture prospects and upsell his products as well as engage and [retain customers](#). Griggs rounds out his campaigns with multichannel marketing — direct mailing, voice broadcasting and text messaging.

"I won't tell you that it's magic," says Griggs. "I put in the work; I put in the hours to load the auto-responders and develop these interesting ways to attract customers. But what's exciting is that this isn't how I used to do it. When I used to send out emails, it was one and done. Now, with Infusionsoft, every email I create is an asset that helps me manage and grow my business for the long run."

*"Since implementing Infusionsoft in 2009, we've doubled our net profit and our annual sales."*

— Jermaine Griggs  
Founder, Hear and Play



## FAST FACTS

**Company:** Hear and Play

**Owner:** Jermaine Griggs

**Employees:** 4

**Revenue:** \$2,500,000

**Years in Business:** 12

**Industry:** Music Education

**Location:** Santa Ana, Calif.

**Customer Since:** November 2009

**Website:** [hearandplay.com](http://hearandplay.com)

### Key Results:

- Increased repeat sales by 80 percent
- Grew lifetime customer value from \$90 to \$375
- Reduced time spent working by 60 percent

Infusionsoft®