

Design Software Company Increases Sales by 150 Percent in Three Weeks with Infusionsoft

BACKGROUND

Debbie and Casey Green call themselves the “mother in-law, daughter in-law duo.” With a combined 40 years of graphic and interior design experience, the two serve as co-presidents of Minutes Matter, the leading provider for easy-to-use design software, quoting solutions, fabrication tools and organizational systems.

“Minutes Matter allows designers to communicate with their clients. More importantly, it gives those clients the tools to visualize their dreams,” says Debbie.

CHALLENGES

Even with their business growing rapidly, the Greens found inefficiencies. Their client relationship management (CRM) system wasn’t centralized, preventing their national sales team from working together efficiently, and their shopping cart didn’t communicate with their CRM, forcing them to manually enter data. This lack of system integration combined with a rudimentary email program made it difficult for the Minutes Matter team to follow up with their prospects and customers. Essentially, Debbie and Casey created Minutes Matter to save people time, but by manually managing their own data, they were doing exactly the opposite.

SOLUTION

In 2010, Minutes Matter implemented Infusionsoft, and the company has since streamlined lead management and created automated, targeted follow-up campaigns for every part of its sales funnel. Additionally, the enhanced drag-and-drop email builder gave the Greens the ability to create beautiful email campaigns, and their entire sales team now has access to the same system.

“We have improved so much since we implemented Infusionsoft, but I see so even more we can do with this system,” says Debbie. “You can always be better—faster—and Infusionsoft offers so many more tools to discover.”

RESULTS

In October of 2011, Minutes Matter created a promotional email campaign within Infusionsoft to encourage customers to buy more software. As a result, sales increased by 150 percent in just three weeks.

Debbie says she loves being able to teach people about the benefits of technology and hopes that with Infusionsoft she can help a lot more people better their business. “That’s kind of what excites me about my business,” says Debbie, “bringing the interior design industry into the technology age.”

“With Infusionsoft, we’ve seen a definite increase in income. If we hadn’t started with Infusionsoft when we did, with the economy like it was, I’m not sure where we’d be today.”

– Debbie Green
Co-President, Minutes Matter



FAST FACTS

Company: Minutes Matter

Owner: Debbie Green

Employees: 4

Revenue: \$500,000+

Years in Business: 12

Industry: Software & Technology

Location: Nashville, Tenn.

Customer Since: April 2010

Website: minutesmatter.com

Key Results:

- Increased conversions from two to four percent
- Eliminated manual data entry
- Improved download and conversion rates

Infusionsoft®