

Event Supply Retailer Increases Referrals by 80% with Infusionsoft

BACKGROUND

While planning her wedding, Julie Goldman struggled to find quality custom aisle runners. So, in 2003, she decided to start her own business and create non-slip, high quality aisle runners that customers could custom tailor to their event needs.

"They are home-furnishing quality fabric with a full non-slip backing. We sell them in over 30 colors and prints, and we also custom hand-paint the runners to make them look like anything you want. If you can imagine it, we can make your runner look like it," says Goldman.

CHALLENGES

When Goldman first started her business, she did it all herself; she took orders, painted every runner, and maintained the website all on her own. While she knew her business was going to be a success, she had no idea her success would come so rapidly. "Within three months of launching my website, we were doing celebrity and televised weddings. Right away, I had to hire a full staff and move into a huge studio — business boomed very quickly," says Goldman.

In addition to needing more staff, Goldman also needed to figure out how to effectively manage her business with small business tools. Before Infusionsoft, Goldman kept her list of customers on index cards. "Truthfully, it was just a way to keep track of who called; what swatches I sent them; and their quotes. When we had thousands of clients, however, this became a completely ineffective system. Worse still, we weren't able to develop and maintain relationships with prospects or customers," says Goldman.

SOLUTION

After five years of working off of index cards, Goldman found Infusionsoft. She was then able to import her contacts and information into a small business client relationship management (CRM) system; create follow-up sequences to help retain customers; and embed forms on her website to acquire more leads.

"We needed to document the conversations we were having with our clients. With Infusionsoft, we note every interaction we have with our clients, and this allows my entire staff to stay current," says Goldman.

RESULTS

With Infusionsoft, The Original Runner Company has increased lead conversions by 60 percent; expanded their follow-up database by 500 percent; and boosted referrals by 80 percent.

"Infusionsoft allows me to stay focused on my clients, and that means the messages I send to them are personal—I remember that they celebrate their anniversary this month or that their child turned five. This shows my clients that I care."

— Julie Goldman
Founder, The Original Runner Company

FAST FACTS

Company: The Original Runner Company

Owner: Julie Goldman

Employees: 12

Revenue: \$875,000

Years in Business: 9

Industry: Retail

Location: Monclair, N.J.

Customer Since: August 2008

Website: originalrunners.com

Key Results:

- Reached more than 1,000 yoga teachers, studio owners and trainers in 40 countries
- Increased graduating classes by nearly 43 percent
- Enrolled more than 13,000 new students in 2012
- Eliminated costly staff redundancies

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