

Marketing Agency Increases Annual Revenue by More than \$1M with Infusionsoft

BACKGROUND

Ptex Group is a unique marketing company strongly flourishing in its four distinct areas of expertise: Branding and Marketing; Printing and Design; Office and Call Center; and Web and Development. Ptex Group brings a comprehensive and customized approach to clients looking for anything from a complete rebranding effort to a rejuvenation of their brochure.

CHALLENGES

Ptex Group had an advantage as a business because they maintained four profitable and swiftly growing divisions. However, this growth posed multiple issues. First, the executives realized that as the company grew, the overall customer experience suffered. Second, the boundaries between each division blurred with the influx of so many new leads. And third, there was no concrete process in place for handling leads nor a centralized data source. Ptex Group realized they needed a system that could provide a personal touch, generate new leads and drive profits, all in an organized fashion.

"We spent far too much time trying to figure out a solution to simplify our processes," says Co-Founder Meny Hoffman. "We knew we had to strengthen our business and function more productively and cost-effectively."

SOLUTION

Implementation of Infusionsoft allowed Ptex Group to better control their sales and marketing. The marketing automation and client relationship management (CRM) that Ptex deployed through Infusionsoft enabled the company to provide their clients with a distinctive personal touch. The software also helped distribute leads to the company's different divisions.

Using Infusionsoft enabled Ptex Group to pin down concrete follow-up systems and view opportunity records, which also served to strengthen the sales operations. Furthermore, Infusionsoft revolutionized the Ptex Group's organizational systems by clearly documenting the marketing and sales life cycles, thus making next steps apparent. Infusionsoft also simplified data storage allowing staff to effectively use the data for sales purposes.

RESULTS

"Our business was growing nicely even before Infusionsoft," says Hoffman. "But as we expanded, it became obvious that we needed something unique to propel our sales and marketing to a new level. The software and counsel Infusionsoft provided proved to be that special solution we were seeking. They helped us pave the way to organization and opportunity."

"In my mind, data is king; but before Infusionsoft, we didn't have a specific way to consolidate and track it. Now, we have data at our fingertips and can use it to make important decisions—hiring, firing, pricing and messaging."

— Meny Hoffman
Co-Founder, Ptex Group

FAST FACTS

Company: Ptex Group

Owner: Meny Hoffman

Employees: 27

Revenue: \$3,500,000

Years in Business: 11

Industry: Marketing Agency

Location: Brooklyn, NY

Customer Since: October 2006

Website: mysmartstaff.com

Key Results:

- Boosted annual revenue by more than \$1 million
- Increased customers by 15 percent
- Acquired more than 25,000 new leads
- Reduced advertising spending by roughly 24 percent

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