



WHY INFUSIONSOFT IS DIFFERENT

Small Business Software

We built Infusionsoft from the ground up specifically for your small business. Our roots and our passion lie in helping companies with 2 – 25 employees grow quickly and profitably.

We understand that your small business wants to take advantage of both offline and online marketing, keep overhead low, and not have to hire a vast army of sales reps. Your needs, and those of countless other small businesses who have been shouting for help, are exactly what drove us to create Infusionsoft.

Comprehensive

As small businesses grow, they acquire more solutions to help manage the growth. Before you know it, you are using multiple solutions and vendors to help run your business; spread sheets, contact management software, campaign tracking solutions, shopping carts, lead tracking systems, email marketing and auto-responder solutions, custom databases, and billing systems.

The problem is that these cobbled-together systems create massive inefficiencies, data integrity problems, unnecessary costs, increased complexity, chaos, and headaches! Infusionsoft combines everything a small business needs into a powerful, easy-to-use solution.

Web Powered

The Internet has opened an entirely new world to small businesses in terms of opportunity, reach, and revenue. Not only is our software web-based, allowing you secure anytime/anywhere access without the need for expensive hardware and technical experts, it also takes full advantage of the power of the Internet.

Infusionsoft helps small businesses turn their brochure-style website into a lead generating machine through fully integrated web forms.

Our email marketing tools can be used, among other things, to automatically convert leads into educated and motivated prospects.

Our storefront and shopping cart capabilities in the software enable you to transact business on the Internet and collect the cash. All of this is possible today through the Internet and Infusionsoft.

Marketing-Focused

We understand that growth-oriented small businesses invest in marketing and sales — both online and offline. You advertise to generate leads, invest in converting leads to paying customers... and get customers to return again and again. You need more than just accounting software and spreadsheets... You need more than small business 'management' software. You want to do much more than just 'manage'... you want to **GROW!**

Infusionsoft includes extensive online/offline marketing tools that enable you to market like you've never dreamed of. You can track ads and marketing expenses, generate and automatically capture leads, measure results, execute elegant multi-step drip sequences or campaigns with both online and offline components (email, voice mail, live phone calls, tasks, direct mail, etc.), manage promotions, send batch emails and track open-rates, click-through rates and other behaviors, automatically segment your prospect and customer lists, perform event marketing, easily execute elaborate follow-up sequences and campaigns, and much more.

Automation

When you peel back the covers from contact management, CRM, billing, and other software solutions, you discover at their heart they are static data repositories requiring extensive manual intervention and grunt work to make anything happen on a regular basis.

Infusionsoft is a new breed of software that automates your sales, marketing, customer management, communications, follow-up, internal workflow, billing, collections, and everything in between. Once you put your business on autopilot with Infusionsoft, you are in a position to grow faster and invest the extra time into your business, family, or community.

The Best "Automated Follow-up Marketing" Software On The Market

Although many software programs have been created to manage sales and marketing, Infusionsoft is the only automated follow-up solution that manages all your sales and marketing needs. Infusionsoft has taken **ALL** the features included in CRM solutions and combined them with powerful Internet

capabilities to make it the most effective, efficient, reliable and accessible sales and marketing system ever created.

In other words, Infusionsoft is the key to taking your small business and turning it into a BIG business. As the world moves into new age of marketing and sales, Infusionsoft is the answer to keeping your business growing quickly and profitably.

To discover the benefits of Infusionsoft take a minute to view our **FREE**, on-demand demo. During the demo, you will experience the power and possibilities automated follow-up provides small businesses. So, before anything comes up to distract you, log on to www.infusionsoft.com/demo. It only takes a few minutes of your time, but could add so much to your bottom line!

Don't wait! If you're serious about growing your business, and skyrocketing your income, you need to see what Infusionsoft can do for you and your business!

www.infusionsoft.com/demo

What Our Customers Are Saying

"Before we got the software we had to do everything manually. Already, I can have new leads put their information into our website, the lead is created in the [application] and automatically assigned out to the sales rep and all of the automated marketing happens right away.

It will finally be possible to track our leads (how they are being followed up on and dealt with). We now know how many deals are in each stage, and if they've taken longer to get to each stage."

— Katie McGrath, Hoffman Realty Group

"The Holy Grail of Direct-Response Management. . ."

"It was the frustration of juggling multiple applications, dropping balls routinely, that brought us to Infusionsoft. What they have created is the Holy Grail of direct response marketing management. The application is simply amazing. And the folks behind the app. — their support and customer service — is second to none. If you're a serious marketer, this is the solution you've been searching for."

— Eric Ruth, Fitness Marketing Systems, Inc.

"It Was Like Christmas and the 4th of July When We Found Infusionsoft. . ."

"In the last 8 years we have gone through 6 databases at 3 times the cost of Infusionsoft. Not one of them compares to what we can do now. It was like Christmas and the 4th of July when we found out about Infusionsoft! I was actually skeptical in the beginning. I really had given up on finding someone that understood what we needed. But within only a few weeks I knew we had a database that not only does what we expected BUT MORE!! We currently only work out of 1 database, which has cut our admin time in half. We now have more time to work on more campaigns and make more money."

— Barb Deline, US Tax Marketing

"... Also, having incoming emails automatically linked to the matching contact is ABSOLUTELY WONDERFUL. I have been yearning for this and it is extremely, extremely helpful. Way to go, and thank you for it!!!"

— Dan Yost, Safe Registry

"I have purchased your product and must admit it is unquestionably the best I have seen. And trust me I have demo'd a ton of products in this category that claim to be the best. Either they are too expensive or require costly custom programming. Your program is extremely robust yet easy to use and has solid support. Your staff has provided an exceptional experience. Thanks."

— Eric Ten Eyck, Dry Clean Club

Log on today and watch our FREE on-demand demo:

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