

# Infusionsoft Data Sheet

Infusionsoft is automated follow-up marketing software built *specifically* for entrepreneurs and small businesses who want to grow quickly and profitably.

## Key Benefits

- Convert more leads
- Get repeat sales
- Grow your business without growing your staff
- Automated Follow-up Technology (AFT\*)
- Web powered with anytime, anywhere access
- Easy-to-use interface
- Configurable for any small business
- No software, hardware, or IT costs

## The Word is Out...

"Best Small Business Marketing Software"  
– Software Magazine

"Finally somebody has put all the pieces together into a system that actually works... Now my answer to any and all questions about software for list and marketing management is Infusionsoft."  
– Dan Kennedy

"Infusionsoft is a gift from God."  
– Michael Gerber, Author of "The E-Myth"

## Marketing Automation



Create a steady stream of business by putting all of your marketing on auto-pilot! Craft and coordinate multi-step, follow-up marketing sequences that include email, direct mail, fax, voice broadcast and tasks. Let this powerful marketing system follow up with your customers and prospects automatically!

## Sales Force Automation



Maximize your direct sales by tracking all of your leads through a fully customizable sales pipeline. Set up sales teams, automatically distribute leads and build auto mated triggers into your sales process to ensure that your leads are being followed up with appropriately and consistently.

## Email Marketing



Utilize email as an effective tool to market your business. Manage newsletters, auto-responders and more with our robust email tools. Take advantage of our Email Deliver ability Assurance programs to ensure that your Emails bypass spam filters and get delivered straight to the inbox!

## Contact Management



Our customer-centric approach to contact management will enable you to track all of your Emails, faxes, appointments, tasks and phone correspondence in one place so you can close more sales by maintaining better relationships with your prospects and customers.

## Affiliate Tracking



Create a multi-tiered affiliate structure to manage all of your affiliate needs. The Affiliate Resource Center allows your partners to view their referrals and commissions, set up tracking links and download resources to help them promote your products and sell more effectively.

## E-commerce



Our fully integrated shopping cart allows you to track and process online sales as well as consolidate all of your orders into one system. Effectively utilize up-sells, cross-sells, specials, pay plans and custom html to maximize your online sales. Process credit cards automatically through your existing merchant account or via Paypal. Coordinate all of your online and offline sales with your marketing campaigns, follow up and more!

## List Management



Manage your database effectively with powerful searches that allow you to slice, dice, analyze and segment your customers and prospects into meaningful lists. The end result is ultra-targeted marketing, effective communication and more profit!

## Billing & Accounting



View standard sales and accounting reports or set up custom reports to keep tabs on the most important financial information. Auto mate your recurring billing programs and set up notifications for failed credit cards or other important indicators. Export all of your orders into comma delimited format for integration with 3rd party accounting programs.

## Calendaring & Tasks



Stay organized and on top of your daily agenda with full online calendaring and task capabilities. Access your information at home or on the road with any web enabled desktop, laptop, PDA or cell phone.

For assistance in implementing this automated email marketing tool, contact Ron Cook. Ron is a certified consultant and small business marketing expert.

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