

Infusionsoft, the leader in marketing automation software for small business, is revolutionizing the way small businesses grow. Our passion is small businesses and as fellow entrepreneurs, we understand your needs and have developed a solution from the ground up that enables your business to grow quickly and profitably.

Infusionsoft enables small companies to:

- Convert more leads to customers
- Get repeat sales from customers
- Grow business without growing staff

### Marketing Automation

Generate a steady stream of leads by putting your marketing on auto-pilot. Our software allows you to create elegant, multi-step drip campaigns with online and offline components (email, voice mail, direct mail, fax, etc.) that can be used, among other things, to automatically convert leads into educated, motivated prospects and convert customers into repeat buyers.

### Sales Force Automation

Maximize your lead conversion rate by ensuring that leads are being followed up appropriately and consistently during the sales cycle. Infusionsoft allows you to create customizable sales pipelines, automatically distribute leads, build automated triggers to streamline sales activities, and more.

### Email Marketing

Infusionsoft allows you to leverage email marketing as a powerful tool for lead generation, nurturing, and retention efforts by providing the tools to create personalized email content and automatically deploy messages based on prospect activity. Plus, our Email Deliverability Assurance programs ensure maximum deliverability.

### Contact Management

Our customer-centric approach to contact management enables you to track marketing correspondence, appointments, and tasks in one place so you can maintain better relationships.

### Affiliate Tracking

Infusionsoft offers an Affiliate Marketing Module that can be used to create a multi-tiered affiliate structure and manage your affiliate and referral marketing needs. Our Affiliate Resource Center allows partners to view referrals and commissions, set up tracking links, and download resources to help them promote your products and services and sell more effectively.

### E-commerce

Our fully integrated e-commerce capabilities enable you to transact business on the web from storefront to collections. Using Infusionsoft you can create up-sell and cross-sell offers, invoice customers, create payment plans, and process credit cards automatically through a wide range of merchant accounts or Paypal.

### List Management and Segmentation

Infusionsoft allows you to analyze, slice, dice, and segment customers and prospects into meaningful lists for targeted marketing communications. You can even automatically add or remove people to lists based on their behaviors and marketing activities.

### Billing & Accounting

Infusionsoft allows you to keep careful tabs on your billing and accounting activities, view standard sales and accounting reports, create custom reports, automate recurring billing programs, create notifications for failed credit cards, and more. Plus, you can export your information for integration with 3<sup>rd</sup> party accounting programs like Quickbooks.

### Calendaring & Tasks

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

### Pre-Loaded Content & Templates

Kick-start your automated marketing efforts by taking advantage of the preloaded campaign sequences and email templates that are included with every copy of Infusionsoft. Our skeleton sequences range from basic prospect follow up sequences to event promo campaigns and client retention programs.

**"Infusionsoft is a gift from God."**

– Michael Gerber, Author of "The E-Myth"



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