

7 Reasons Why Your Business Needs an Easy CRM with Email Marketing Power

Aveline Clarke, InfusionOz

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Dear Business Owner,

What do you think is the biggest problem that Customer Relationship Management (CRM) system buyers find after they implement a new system?

It's not the back end setup...

It's not the functions...

It's getting everyone to use it!

1. So, the **first** reason why your business needs an easy CRM that is integrated with email is... you and your staff are **more likely to use it**. Furthermore, with easily recognised tools for each job, Infusionsoft almost makes it a pleasure!

2. The **second** reason... **Boost profits with targeted offers**

In smaller businesses, owners often overlook marketing other services/products to people that have already purchased. This up-sell or cross-sell can be an easy way to add to your profits for little extra costs. One way to do this is to send an email to a segmented list with a special offer that matches their interests.

Is your system set up to do that without any fuss? These days, it's important not to bother prospects with offers that are obviously wrong for their interests, not personalised, or not sent in the right order. The key to better responses is targeting offers to a segmented list.

3. The **third** reason... **Double-handling costs time, and time = money**

I have seen some micro businesses misallocating tasks, sometimes forgetting tasks, crossing over tasks, and generally having poor systems and tools. In your team, who are doing similar tasks?

Which tasks could be streamlined? A lot of manual tasks, like sending marketing letters en masse by fax, can now be done using a simple sequence within the CRM (but not any CRM).

4. The **fourth** reason... **Easy conversion of prospects to customers**

You've no doubt heard that it takes an average of 5 to 7 touches with a customer

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before they trust enough to buy. But less than 20% of businesses are making over 5 contacts, and that's a lot of lead generation wasted. Fix your follow-up failure with the simplest and cheapest method – email marketing. Just implementing Infusionsoft is proven to double your sales – but that is by no means the limit.

5. The fifth reason... **Most CRM software is just too big and too expensive**

Many of 'the best' Customer Relationship Management (CRM systems) available, i.e. Enterprise CRM, were designed for large companies with various departments. They are too cumbersome and expensive for the one-person to three-person business. You need an IT department just to keep up with the issues, backups, and so on. And ROI is never mentioned...

6. The sixth reason... **all your data can be accessed in the one place**

No more getting confused with what you sent out to whom via your normal email, no more trying to find the bits of paper or reports from sales staff with their activities to re-enter, etc. Infusionsoft holds all the information (accessed over the Internet), where all users can access it and see what has been sent.

7. The seventh reason... **is only super-humans can follow-up 5,000 customers consistently**

You need to inform, educate, and instill trust in your potential customers before they will buy... but being just one person (or two people), how can you do that when you have, say, 5,000 leads?

How many times does someone sign up on your site, expecting to receive a newsletter like you've promised, but not receive it? If you send out a marketing offer to your list but you haven't sent that newsletter/freebie they requested, it's not going to attract the desired response, because you failed to build a relationship.

In summary, Infusionsoft leverages your time and effort by **automating marketing** within a smart CRM. It's also simple to set up and use!



This report was prepared by Aveline Clarke. Aveline has worked in HR in large and small businesses for over 20 years, more recently as a Consultant. Seeing the need for automation and good online marketing tools, Aveline created InfusionOz (Australian agents for Infusionsoft), a modern solution that helps small businesses to grow.

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