



Ultimate Marketer Contest Application Questions

All entries must be completed online at <http://2012.infusioncon.com/contests/ultimate-marketer/application>.

Please note, once you start the online application you cannot pause and complete it later. Please use this PDF as a guide. If you have any questions email ultimatemarketer@infusionsoft.com.

Please describe your business. Tell us how it started. Do you sell a product or service. What is your target market?

Entry Categories:

Please tell us which categories you are nominating your company for. Submitting an application in one category makes you eligible to win, however we encourage you to enter in multiple categories if you feel your company excels in multiple areas of marketing and sales. Submitting in more than one category will increase your chances of winning.*

☐ Attract & Capture (lead generation, SEO, PPC, content, social, blog, advertising, lead magnet, segmentation, webform)

a. How do you generate interest? (i.e. advertising, SEO, driving traffic to your site)*

b. How do you capture leads and get permission to market to prospects?*

☐ Nurture & Convert (educate, segmentation, prep for sale, sale)

a. How do you nurture and educate these prospects?*

b. What have you done to convert these educated leads into customers and clients?*

c. How do you make sure that you collect the cash from customers? Do you use Infusionsoft to follow up with those who owe you money?*

☐ Upsell & Refer (deliver/satisfy, segmentation, upsell, cross-sell, customer referrals)

a. What are you doing to keep your marketing personal to customers and avoid losing repeat business?*

b. What do you do to upsell your customers so that you have more repeat business?*

METRIC	BEFORE INFUSIONSOFT	AFTER INFUSIONSOFT
Annual Revenue*		
# of Employees*		
# of Leads/List Size		
# of Customers		
\$ Spent on Advertising* (per month)		
Hours Working on Your Business* (per week)		
# of Vacation Days* (per year)		

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