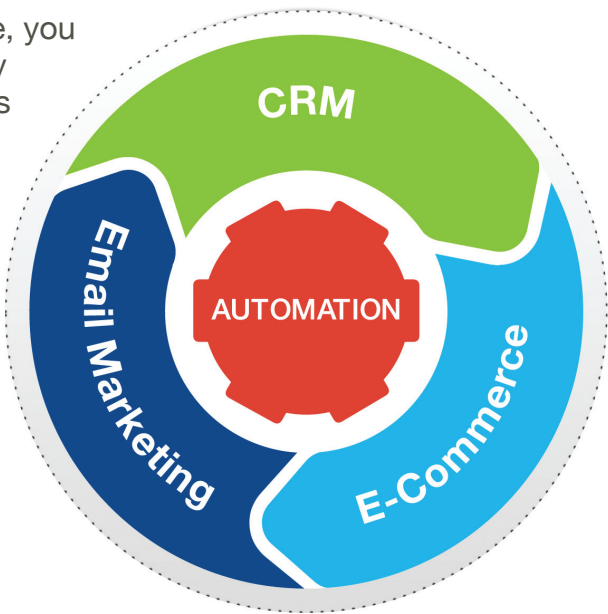


Marketing Automation Solutions from Infusionsoft

To successfully implement the Perfect Customer Lifecycle, you need to have the right tools and resources in place to fully realize the potential of this powerful foundation. And that's where Infusionsoft comes in.

Infusionsoft is the leader in all-in-one marketing automation software that helps small businesses grow through better customer engagement.

With Infusionsoft, small businesses have access to powerful, scalable solutions that bring all of their marketing and CRM services into one integrated system, enabling them to reach customers more effectively and increase profitability.



Powerful CRM

Identify hot leads, manage opportunities and track important customer details that drive automated follow-up communications and workflow.



Email Marketing

Automatically send smart, professional-looking messages that are personalized based on what you know about your leads and customers.



E-Commerce

Centralize your customer data and manage online purchases, billing, subscriptions and partner networks all in one place.



Smart Automation

Leverage automation technology to create highly personalized emails and offline communications that are triggered when customers take action by clicking a link or buying a product.

To learn more about how Infusionsoft can revolutionize your business with integrated email marketing and CRM solutions, visit infusionsoft.com.

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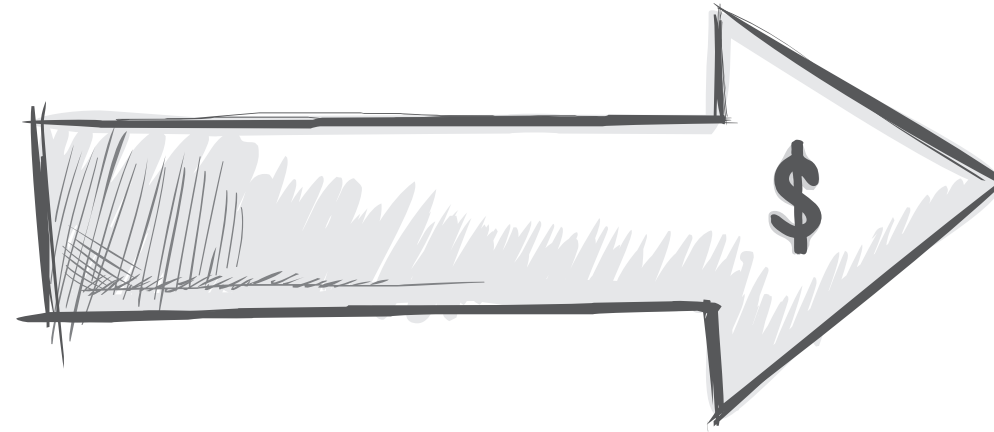
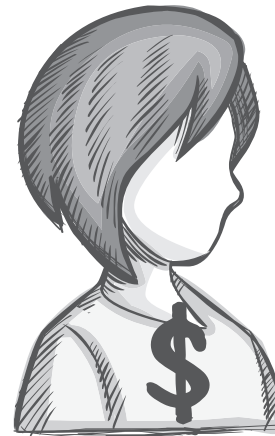
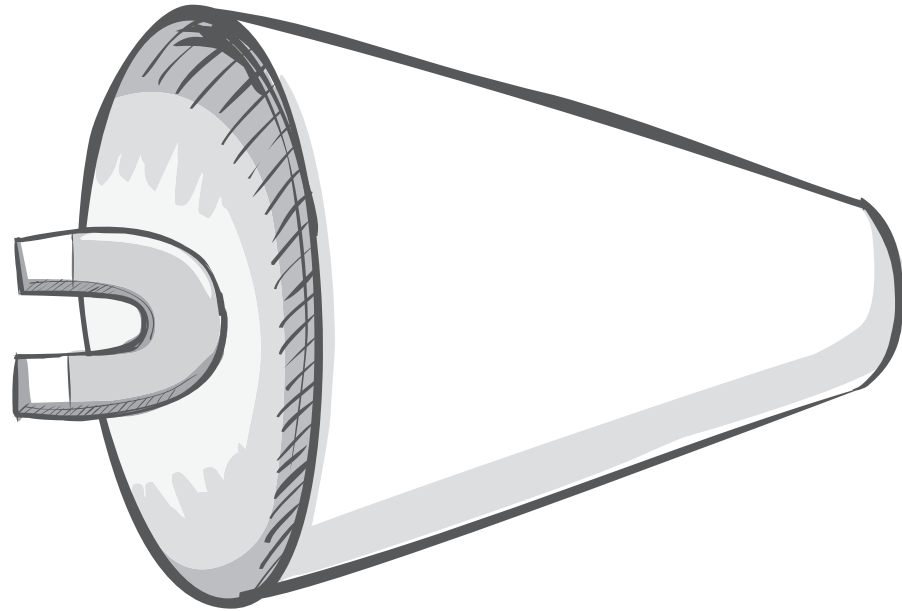


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Creating Your Perfect Customer Lifecycle



The Perfect Customer Lifecycle



Attract Traffic

Capture Leads

Nurture Prospects

Convert Sales

Deliver & Satisfy

Upsell Customers

Get Referrals

Attract leads to your site with great content like webinars, reports, case studies and blog posts.

Encourage leads to sign up to receive your content. Be sure to include opt-in language in your Web form.

Create a consistent, valuable nurture campaign with automated, personalized follow-up messages.

Turn browsers into buyers
with e-commerce tools
and an effective lead
management strategy.

Deliver on what was promised. Then go above and beyond to really wow your customers.

Develop a long-term upsell strategy to help grow recurring revenue over time.

Encourage referrals with a great customer and partner referral program.

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