



INFUSIONSOFT SHARES NEW STRATEGY AT ICON17

ANALYST

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THE BOTTOM LINE

At ICON17, Infusionsoft announced Propel, a new product aimed at attracting new customers looking for a plug-and-play marketing solution, and presented its partner strategy. In addition, Infusionsoft announced landing page capabilities, and Facebook advertising services. Nucleus talked to current customers that have experienced positive returns from their Infusionsoft investments at the conference. One customer reported revenue growth above 280 percent, and all of the customers with whom Nucleus spoke would purchase Infusionsoft again.

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At ICON17, Infusionsoft announced a heightened focus on product development and increasing usability, as oppose to investing primarily in marketing and advertising as it has in the past. This was evident through Infusionsoft's numerous product announcements, and its shift toward a more "partner-first" strategy. According to executives, this strategy will be key to Infusionsoft's growth over the next few years.

PRODUCT ANNOUNCEMENTS

The most significant product announcements at ICON17 included:

- **Propel.** Propel is a mobile campaign marketplace that enables business owners with no marketing expertise to run personalized campaigns. Infusionsoft CEO, Clate Mask, sees Propel as key to his overall mission to equip entrepreneurs and small businesses with the technology they need to grow and succeed. A recent

re-focus on increasing the overall usability of Infusionsoft's product offerings shows a commitment to lowering the barrier of entry for entrepreneurs and small business owners. Propel will also lead to an increased reliance on Infusionsoft's network of over 500 partners, who will develop the majority of the campaigns in Propel.

- **Landing pages.** Infusionsoft announced a landing page builder that allows customers to customize landing pages from a collection of templates, or build a landing page from scratch. Customers access this functionality by dragging a landing page widget into their campaign builder, which takes them to a dashboard of landing pages from which to choose. Infusionsoft also announced a WordPress integration, which enables customers that run their website on WordPress to sync web form data to Infusionsoft.
- **Facebook advertising services.** Customers can now take advantage of an advertising service that will run custom Facebook ads for them and send leads to Infusionsoft. After three days of working with a Facebook consultant, ads will be launched.

This year, Infusionsoft says customers can also expect to see functionality enhancements such as improved reporting capabilities, international invoicing, new order forms, and user permissioning.

BENEFIT TO CUSTOMERS

Nucleus talked to Infusionsoft customers to understand the value they have gotten out of Infusionsoft, and to hear their thoughts on ICON17 product announcements.

AGRICULTURE COMPANY

An agriculture company implemented Infusionsoft to help grow its business and transition to selling direct-to-consumer. Since implementing Infusionsoft a little over one year ago, the company has grown its customer base by 1,300 percent, and this quarter, has experienced over 140 percent revenue growth. The company attributes its success to the Infusionsoft Accelerator program, which is a three-day training workshop that pairs a customer with an Infusionsoft certified partner to help them get campaigns up and running. After Accelerator, the agriculture company implemented a Black Friday sale campaign that increased orders by 1,000 percent. The Vice President of the company said, *"The most significant benefits came after Accelerator. After three days, you're ready to hit the ground running. We still meet with our certified partner every month – he really believes in what we do, which makes all the difference. Letting a partner help you is important."*

TECHNOLOGY COMPANY

One technology company uses Infusionsoft for lead generation, lead nurturing, onboarding, and customer retention. The company improved customer retention by personalizing marketing content through audience segmentation, and automating customer follow-up. According to the founders, *"we're not the best digital marketers, but with Infusionsoft, we're able to figure it out."* Since implementing Infusionsoft, the company says it has increased leads, grown its customer base by over 330 percent, and experienced over 280 percent revenue growth.

PROFESSIONAL SERVICES COMPANY

Nucleus talked to one professional services company that has been using Infusionsoft since its founding. The company is now one of the top five largest companies in its space, and attributes its success in part to the effectiveness of its Infusionsoft marketing strategy. The company is now a certified partner, and plans to increase involvement in the vendor's partner program with its renewed focus.

CUSTOMER FEEDBACK

Customers spoke highly of Infusionsoft at ICON17, and all said they would purchase it again. Customers were encouraged by Infusionsoft's new partner strategy, and expect it will have a positive impact on partner relations. By and large, customers are eager to put the new product capabilities discussed at ICON17 into practice. Some customers, however, noted that they felt the landing page designer was overdue, as many other vendors offer this capability, and that the responsive e-mail functionality announced last year has yet to live up to their expectations due to latency and technical glitches.

CONCLUSION

Despite being late to the game with some capabilities like a landing page builder, most customers with whom Nucleus spoke felt Infusionsoft was the only all-in-one solution tailored to small businesses that is capable of providing them with a high return on investment (ROI). Even more tech savvy, seasoned Infusionsoft customers – including partners – feel that there are few solutions that compete with Infusionsoft's breadth of functionality in the small business space. Its loyal customer base is one of Infusionsoft's strongest attributes, and certainly one that will come in handy as the vendor goes through the growing pains of relatively significant shifts in company direction – with Propel both increasing its reliance on partners, and changing the make-up of its customer base to be even more plug-and-play.