

Using Infusionsoft to Increase Your Online Revenue

Presented By: Cory Hodnett & Jordan Hatch

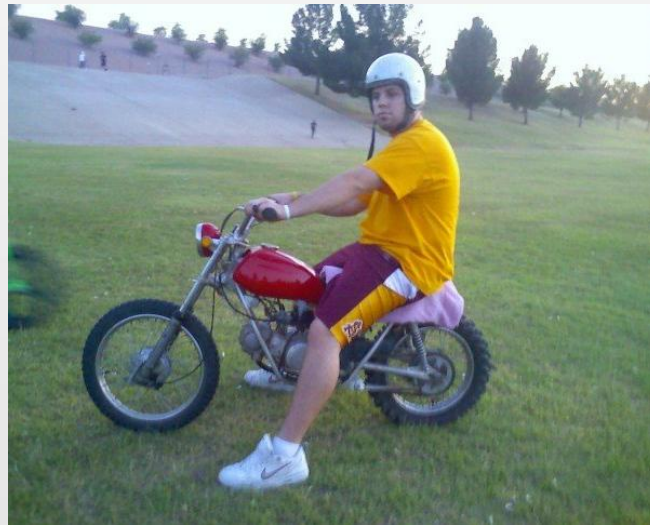
Cory Hodnett

- Graduated with a Bachelor's in International Business Management at BYU-Hawaii
- Worked with Infusionsoft 2 years
- Extreme sports junkie!



Jordan Hatch

- Employee #10
- Worked for Infusionsoft for 3+ years total
- Sales and Support and everything in between
- Softball nut that loves to ride



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Which side of the fence are you on?

Hands Up!

- Who sells stuff Online?
- Who does not?

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Mentality of Why to Sell Online

- I have nothing to sell
- My business doesn't have that "image"
- It's too complicated
- Who would buy it?
- It wouldn't generate very much revenue
- What CAN I sell?
- How can I introduce an online sale to my traffic?
- How much effort would it really take?
- Who wouldn't buy it?
- How much revenue do I want?

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What to Sell?

- Your own products!
- Find a wholesaler and buy from them
- The closer you get to the manufacturer, the cheaper you can get them
- You will be stocking inventory and be responsible for sending the product out when purchased



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What to Sell?

- Complimentary products!
- Things that go with what you are already selling

- Examples:

- Dentists: Tooth Whitening Kits
- Chiropractors: Hand massagers, Tens Units
- Gyms: Protein Powder



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What to Sell?



- Someone else's/Affiliate Products
- Form a partnership and make a written contract for payment on your efforts to sell their goods
- Don't be afraid to call Companies that have a product you want to sell and ask them if you can sell it and earn a cut!
- Bet your buddy you can sell more than him, but he has to pay you a commission for letting you sell his products

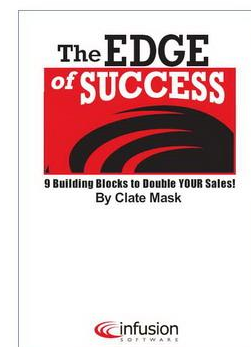
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Types of Products or Services

Info Products



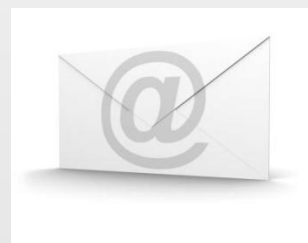
PDF's



eBooks



Personal Power Classic



Emails

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Types of Products or Services

Memberships

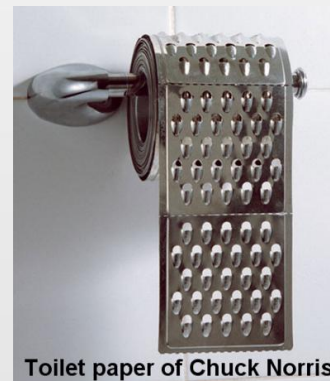
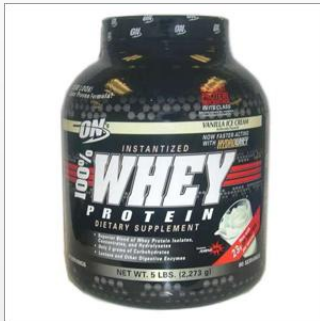
- Give your customers the ability to login and get new content
 - Videos
 - Articles
 - Interviews
 - Exercises
 - Opportunities
- Give them what they PAID FOR!



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Types of Products or Services

Physical Products



Toilet paper of Chuck Norris

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Types of Products or Services Services

- Consulting Services
- Done-For-You Services
- Training
- Installations
- Pest Control
- Copywriting
- Marketing
- Tutoring
- Webmaster



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Types of Products or Services Subscriptions

- You send the information to the customer
- Magazines
- Emails
- Newsletter



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Reselling Timeline

- How long before they will need the same product again?
- Allow time for shipping
- Last minute discount
- Example: Diabetes Test Strips

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Crossselling

- With your gym membership, I'll give you 20% off Protein Powder
- Buy 500 pounds of fertilizer and delivery is only \$20!
- Subscribe to a year of our monthly eZine and get our DVD set for only \$149!

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Upsell Sequences

- 4 Ways to Upsell using Infusionsoft
 - One Click Upsell – Checkbox
 - Add a checkbox to the form with an action to create an order
 - One Click Upsell – Success Page
 - Requires a teeny bit of custom code (check your handout)
 - Upsell in Cart
 - Conditional upsells based on cart content
 - Follow up emails
 - Conditional Action sets
 - “People who bought this also bought...”

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Conditional Action Sets

- If – Then Logic
 - If they have this tag, then do this
 - When they purchase a product put them into a tag, then run a conditional action
- Examples-
 - When they purchase a surf board
 - If they don't have the "Surf Wax Subscription" then send them an email offering a 10% off special
 - When they purchased the main product
 - If they didn't take the upsell then offer them a downsell

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5 Ways to Do It

1. In order of easiest to most difficult
 1. Manual Entry
 2. Order Forms
 3. Infusionsoft Store + Infusionsoft Cart
 4. Infusionsoft Cart + Custom Store
 5. API

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5 Ways to Do It: Manual Entry

Why?

- Easy to do
- Another data point to market to people + Automation
- Opportunity Management

When?

- Low volume of orders
- Lots of custom orders / pricing, one offs
- When closing a deal from an Opportunity

How?

- Create Order from Opportunity
- Pull up Person -> Orders Tab -> Add Order

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5 Ways to Do It: Order Forms

Why?

- Easiest way to let people give you money online
- Another data point to market to people + Automation
- Wham Bam Thank You Ma'am

When?


- Pricing is always the same
- No discounts
- One Product, One Subscription or One of Both
- Great for Event Registration, Package deals

How?

- Setup -> Order Forms
- Use Affiliate Templates to match your site's look and feel

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Example:



Wake-Up Call Coaching



Inner Mean Girl Reform School with Amy Ahlers
& Christine Arylo

International buyers that don't have states, please put
"none" in the state field to process your order.

Contact Information

Billing Address

United States

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5 Ways to Do It: Infusionsoft Store + Infusionsoft Cart

Why?

- Let people pick and choose the products they are buying from you
- Another data point to market to people + Automation

When?

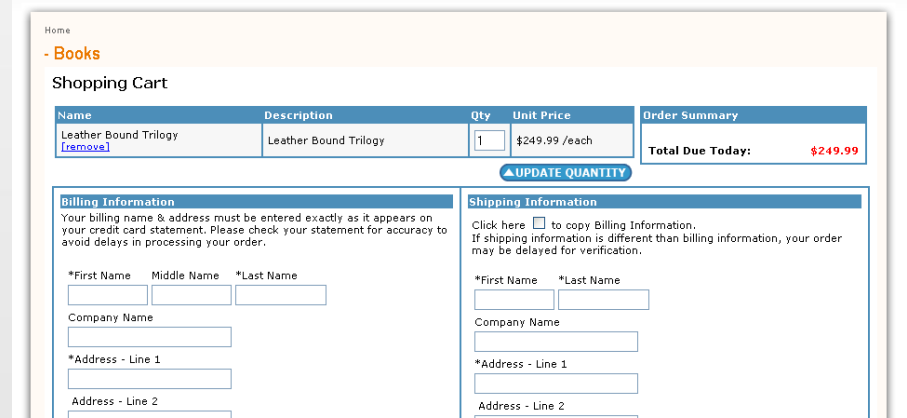
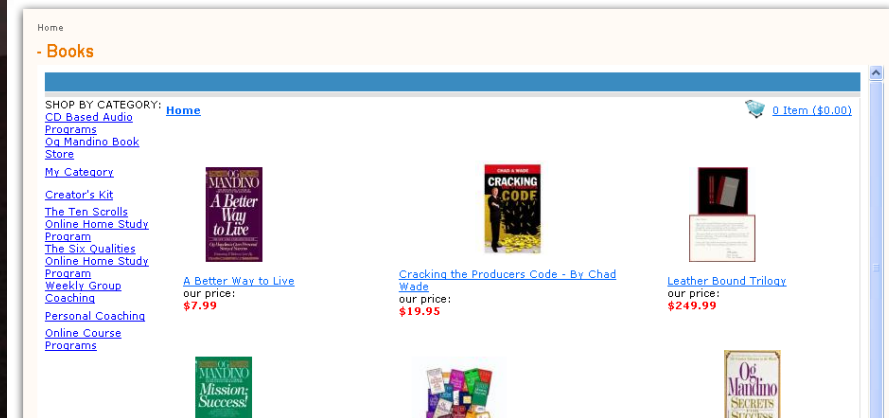
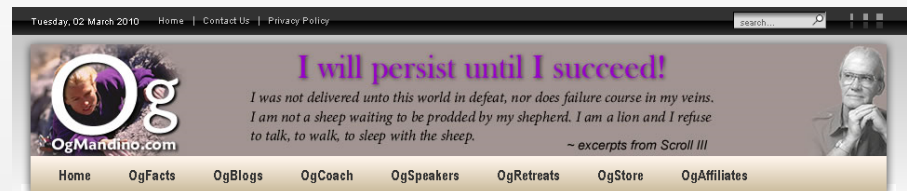
- Multiple Products at one time – Like a Cart at a Grocery Store
- Storefront vs. Shopping Cart
- Multiple Products and Multiple Subscriptions
- Multiple payment options

How?

- Setup -> Shopping Cart
- Use Themes to match your site's look and feel

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Example:



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5 Ways to Do It: Infusionsoft Cart + Custom Store

Why?

- More control over look and feel of Storefront
- More control over SEO
- Another data point to market to people + Automation

When?

- Low number of products
- Lots of products but want more control
- Already have "product" pages on site
- Replace the lame PayPal Buy Now Buttons

How?

- Setup -> Shopping Cart
- Use Themes to match your site's look and feel
- Replace the Add to Cart Links on your site with Infusion's URL

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Example:

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Example:

The screenshot shows the 'Shopping Cart' page for 'FortuneBuilders'. The header features the company logo and a blue background with a construction crane. The main content area is divided into several sections:

- Shopping Cart Header:** A dark blue bar with the text 'Shopping Cart' in white.
- Shopping Cart Table:** A table with columns: Name, Description, Qty, and Unit Price. It contains one item: 'Marketing for Deals Home Study Course (\$1197)' with a quantity of 1 and a unit price of \$1,197.00 /each. A '[remove]' link is next to the item name.
- Order Summary:** Located to the right of the cart table, it includes a 'Special Code' field with an 'APPLY' button, a 'Total Due Today*' of \$1,197.00, and a note '* Does not include shipping or tax.' Below this is a 'CONTINUE SHOPPING' button.
- Billing Information:** A section with a warning: 'Your billing name & address must be entered exactly as it appears on your credit card statement. Please check your statement for accuracy to avoid delays in processing your order.' It contains fields for *First Name, Middle Name, *Last Name, Company Name, *Address - Line 1, and Address - Line 2.
- Shipping Information:** A section with a note: 'Click here ☐ to copy Billing Information. If shipping information is different than billing information, your order may be delayed for verification.' It contains fields for *First Name, *Last Name, Company Name, *Address - Line 1, and Address - Line 2.

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5 Ways to Do It: API

Why?

- Complete control over everything
- Another data point to market to people + Automation

When?

- Your entire site is a Storefront / Cart
- Lots and lots of products, services, options, etc.
- The cart / storefront just won't work for you
- Your existing system must support it

How?

- Hire a developer
- Learn PHP / ASP / JSP / XML-RPC and do it yourself