



Infusionsoft 2010 Ultimate Marketer Award

Nicole Root, Explorations Play Studio

Explorations Play Studio

- A place **purposefully designed** to entice children to explore and discover
- Have **variety of offerings** supporting open-ended play
- **Simple** set up
- **Limited advertising**
- Heavy dependence on **database**
- Also a **mother of 2**



Seeing the Light!

- One year into my business: Realized that **marketing EPS** was a must!
 - Greatness does not equal success
- Luckily, **the economy crashed**
 - No chance of survival if weakness was not addressed
- Entered the marketing world and **found INFUSIONSOFT**



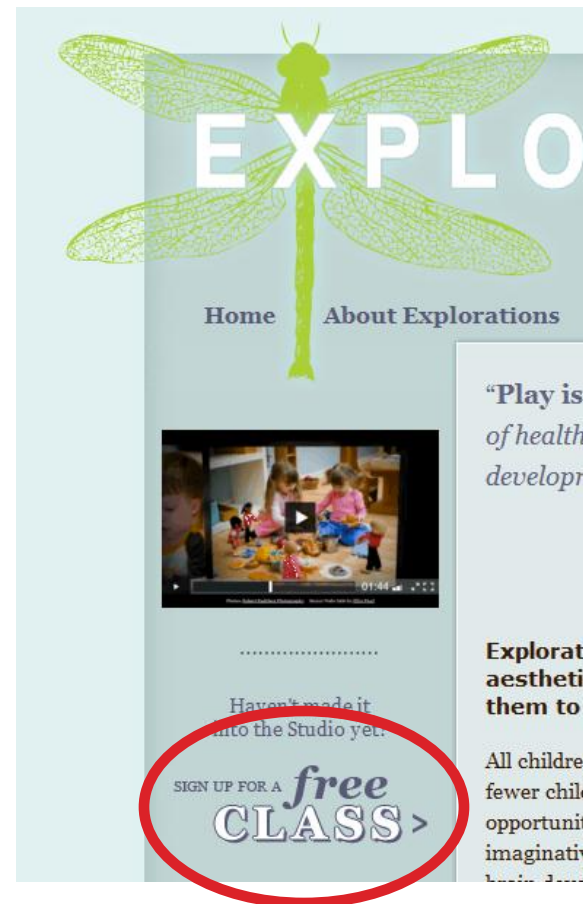
The Problem

- **Database** wasn't growing fast enough
- No way to **routinely follow-up** with prospects and customers
- **Segmentation of my list** was not happening
- **Record keeping** was scattered and disorganized
- **Payment options** were limited
- **Cash flow** was poor



The Solution: Infusionsoft!

- Supercharged my website:
 - **Simplified homepage** and established myself as the expert
 - Added **weekly excerpts** on play
 - Added **testimonials**
 - Offered prospects **something for free**
- **Tagged prospects** and customers
- Created simple **follow-up sequences**



Target Problem: 2009 Holiday Craze

- December is crazy!
 - Get the **word out quickly** about a variety of one-time offerings
 - **Sign people up** in an organized manner
 - **Follow up** with interested prospects/customers
 - **Manage and run** the events
 - **Collect money** for events
 - **Fill events** to maximum capacity
 - **Tend to holiday festivities** outside of work

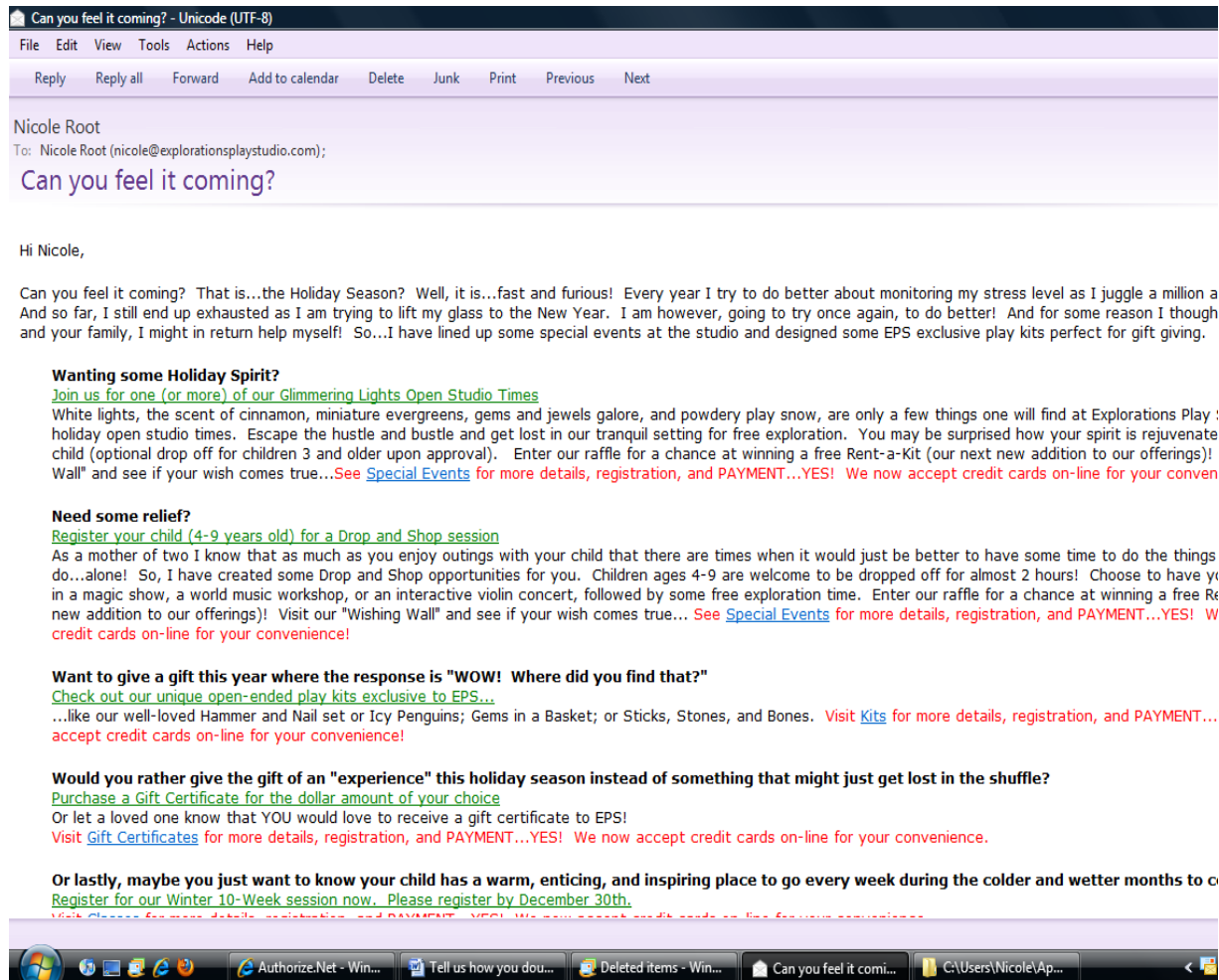


How I “Doubled My Sanity” in December

- Created a Holiday campaign to **DOUBLE MY SANITY**:
 - An efficient way of **informing/reminding**
 - A system for **sign-ups**
 - An **easier way to pay**
- So I put Infusionsoft to work:
 - Personal **email broadcast**
 - **Online registration**
 - **E-commerce** page
 - **Follow-up sequence** with friend referral



Personalized Email Broadcast



Landing Pages

Windows Internet Explorer

orationsplaystudio.com/register3.aspx

ools Help

Weather Foreca... Suggested Sites Web Slice Gallery

.. X Authorize.Net

EXPLORATIONS

A play studio for children

Home About Explorations Studio Life Studio Offerings Products

Glimmering Lights

Contact Information

Parent's First Name *

Parent's Last Name *

Email *

1st Child's Name *

2nd Child's Name

3rd Child's Name

Select a Session

☐ Monday, November 30th (10:00-11:15am)

☐ Monday, November 30th (1:00-2:15pm)

☐ Wednesday, December 2nd (9:00-10:15am)

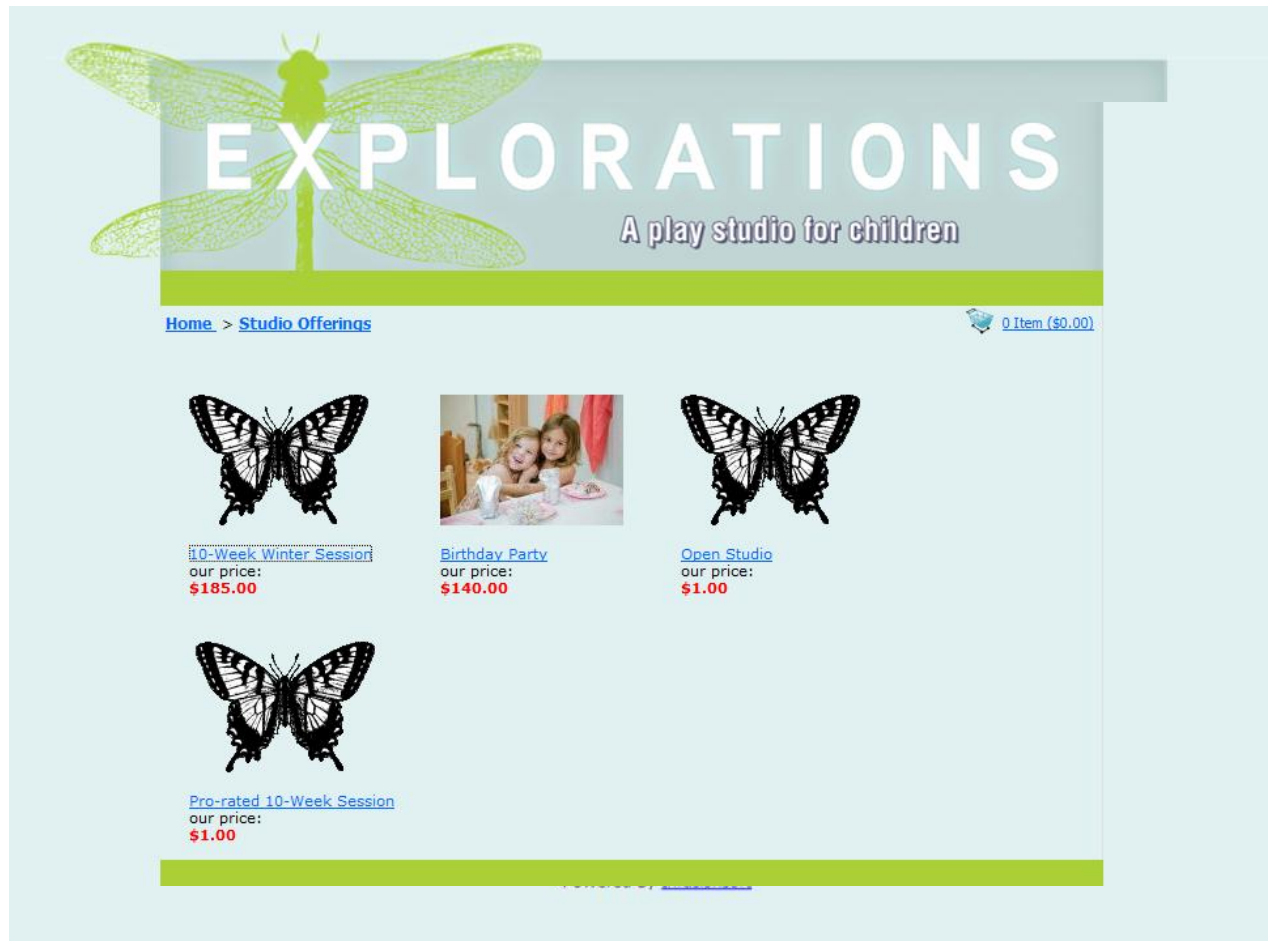
☐ Wednesday, December 2nd (4:00-5:15pm)

☐ Thursday, December 3rd (10:00-11:15am)

Internet | Protected Mode: On


Explorations | Glim... Tell us how you dou... Deleted items - Win... C:\Users\Nicole\Ap...


E-Commerce





The screenshot shows the homepage of a website called "EXPLORATIONS". At the top, there is a large green dragonfly logo. Below the logo, the word "EXPLORATIONS" is written in large, white, sans-serif capital letters. Underneath the name, the tagline "A play studio for children" is written in a smaller, grey font. A green horizontal bar separates the header from the main content area. Below the bar, there is a navigation menu with the text "Home > Studio Offerings" and a shopping cart icon with the text "0 Item (\$0.00)". The main content area features four product listings, each with a butterfly image and text describing the offering and its price. The first listing is for a "10-Week Winter Session" with a price of \$185.00. The second listing is for a "Birthday Party" with a price of \$140.00. The third listing is for an "Open Studio" with a price of \$1.00. The fourth listing is for a "Pro-rated 10-Week Session" with a price of \$1.00. A green horizontal bar is at the bottom of the page.


EXPLORATIONS
A play studio for children

[Home](#) > [Studio Offerings](#)  [0 Item \(\\$0.00\)](#)

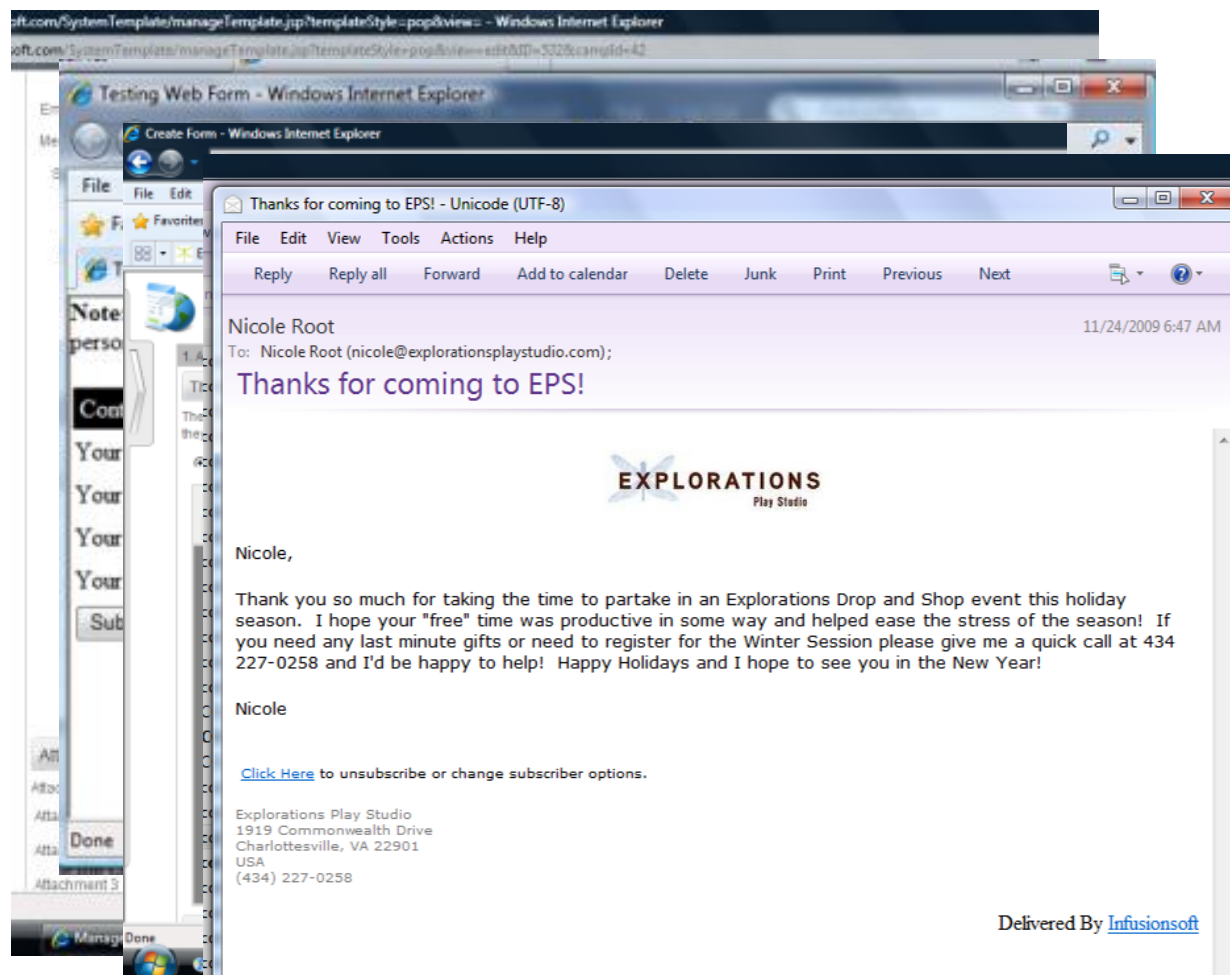

[10-Week Winter Session](#)
our price:
\$185.00


[Birthday Party](#)
our price:
\$140.00


[Open Studio](#)
our price:
\$1.00


[Pro-rated 10-Week Session](#)
our price:
\$1.00

Follow-up Sequence

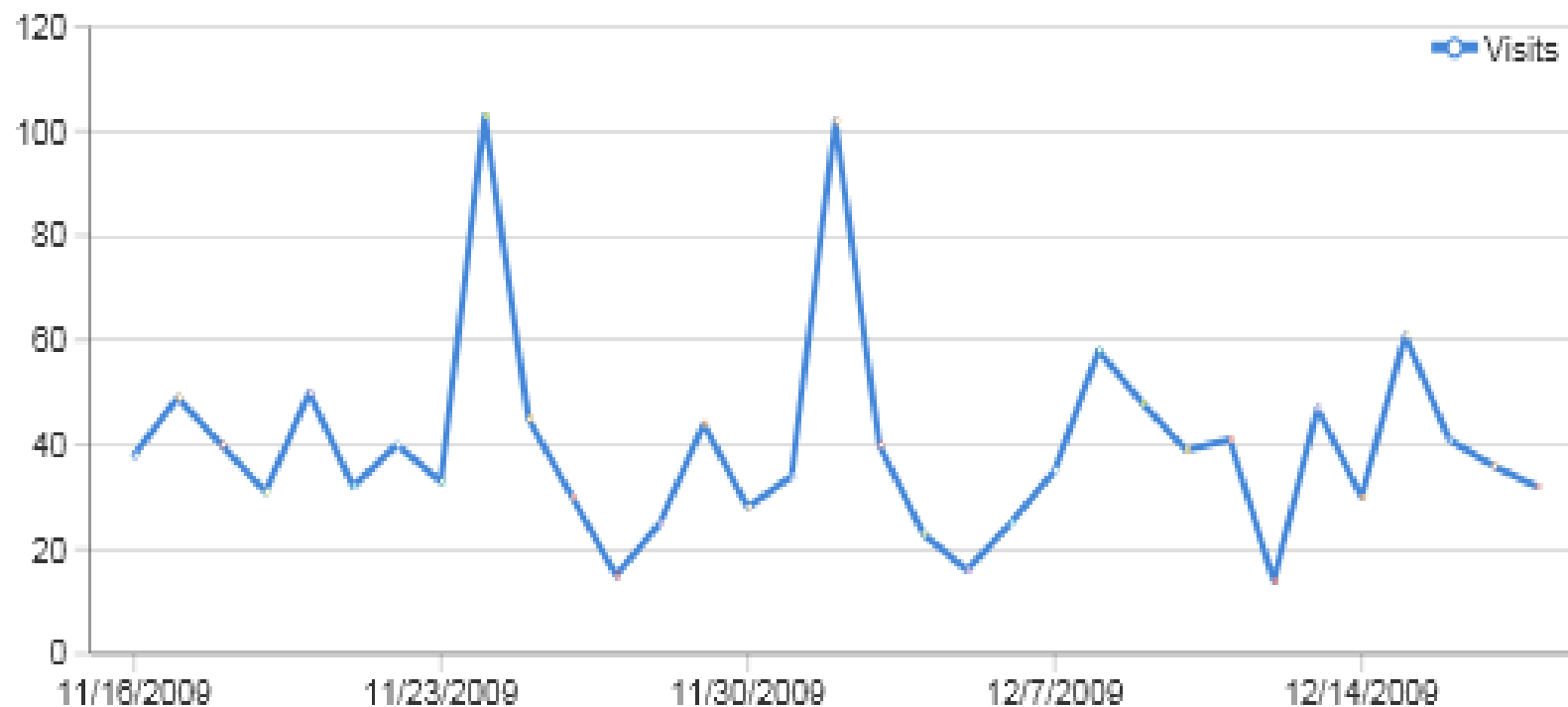


The Result: My Sanity

- Studio **offerings** were full
- Sign-ups were **automatically organized**
- Increased **cash flow**
- Bonus: **\$1,000 in 24 hours**
- **Less stress** and not burned out



Spikes in Website Traffic



Customers Tagged & Organized

User Home - Windows Internet Explorer
 https://explorations.infusionsoft.com/Admin/home.jsp?revertCalUser=true

File Edit View Favorites Tools Help


★ Favorites | ★ tw Earlysville Weather Foreca... | Suggested Sites | Web Slice Gallery

Explorations | Glimmering ... | Authorize.Net | User Home

Infusionsoft Hi, Nicole R. My Account Help Log Out Find a Person Go

Home People Affiliates Opportunities Orders Reports Setup

Infused Meter: You're 0% Infused. [Get Infused](#)

 Home Page - December 28, 2009 [Add stuff to your home page...](#) [Change your home page layout...](#)

Glimmering Lights Refresh X

Name	Email	Phone 1	Last Updated
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Alison Trimpe	alison_trimpe@hotmail.com	(434) 973-8736	12/09/2009 8:12 AM
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Anna Swanson	acnswanson@hotmail.com	(434) 296-4228	12/01/2009 10:10 PM
Allison MacDonald	allisonmacdonald@msn.com	(434) 973-1397	12/01/2009 9:26 PM
V. Copeland	copelandn@embargoemail.com	(434) 293-8849	12/01/2009 3:07 PM
Dan L...	danl...@...	(757) 784-0084	11/20/2009 11:44 PM

Email Stats Refresh X

View Stats for: The last 30 days

Total Sent **2,891**

Opened **808** (27.95%)
 Open rates are [only estimates](#)

Clicked **5** (0.17%)

Bounces **33** (1.14%)

Opt-Outs **1** (0.03%)

Complaints **0**

Look at a specific [broadcast](#) or [sequence](#)

Done

Internet | Protected Mode

User Home - Windo... | Tell us how you dou... | Deleted items - Win... | C:\Users\Nicole\Do...

\$1,000 in the Bank in 24 Hours

Authorize.Net
a CyberSource solution

Feedback | Contact Us | Live Help | Help **Log Out**

HomeTools**Reports**SearchAccount

Reports > Transaction Statistics Reports > Transaction Statistics

Transaction Statistics [Help](#)

Nicole Root
Payment Gateway ID: [764599]

Billing Status: Current | Active Since: 11/17/2009 | Billing Balance: 0.00

Transaction activity summary report for settlement batches: 22-Nov-2009 19:37:48 - 26-Dec-2009 19:23:54

Transaction Volume Statistics					
	Visa	MC	AmEx	Disc	Totals
Charge Count:	24	12	1	1	38
Charge Amount:	2,106.34	1,274.94	30.00	140.00	3,551.28
Refund Count:	0	0	0	0	0
Refund Amount:	0.00	0.00	0.00	0.00	0.00
Total Count:	24	12	1	1	38
Net Amount:	2,106.34	1,274.94	30.00	140.00	3,551.28

Additional Transaction Statistics

	Visa	MC	AmEx	Disc	Totals
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What Lies Ahead

