Learning Lessons The Hard Way

While still transitioning their data from multiple systems into their brand new Infusionsoft system, VP of Marketing for Ed O’Keefe and Dentist Profits, Darcy Juarez, got an instant taste in just how powerful and what a time saver Infusionsoft would be! “We ran an e-blast through our old system which resulted in about 600 leads,” Juarez says. “We were thrilled with the 600 leads, but had those leads been funneled into Infusionsoft instead of our old system, they would have automatically flowed into several different campaigns, putting them into the correct contact groups and sent the leads straight to our sales team. Instead, we had to spend several days manually inputting the information gained from those leads.”

Finding A Niche

Dentist Profits is owned and operated by Ed O’Keefe. As an information marketing company, Dentist Profits teaches dentists how to double their practice through marketing and practice building. Founded in 2001, Dentist Profits has found enormous success. The early years were not as easy though, and as with any small business, they found themselves struggling to manage different systems. “We had an extremely large database, and once it started crashing on a regular basis, we knew we had to do something about it,” says Juarez.

“We are adding hundreds of new members per year, we have added 10,000 prospects to our database, and nothing ever slips through the cracks. Infusionsoft is always working for us.”

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Manual Work Becomes Overwhelming

Dentist Profits was bringing in 10 to 20 new dentists and orthodontists each month, using only the manpower of a sales force and the occasional tele-seminar to do this task. They had no processes in place allowing their customers to purchase products on-line and few orders were coming through faxes. Once the customers had signed on with Dentist Profits, there was no system to automatically follow-up with them, alert them to upcoming seminars or to up-sell them on more products or promotional offers. In addition, manually entering charge card orders each day, for each customer, became unmanageable. “We would spend 6 to 8 hours each day, manually entering charge orders,” says Juarez. “This was valuable time that was spent on necessary, but painful processes. We knew we needed to automate our business and regain control.”

Increasing Revenue Comes Easy

Bill Glazer, an existing Infusionsoft customer, introduced Dentist Profits to Infusionsoft and the organization knew that this was the tool they needed to automate their business. After implementing Infusionsoft, Dentist Profits saw results immediately. Orders were now coming through on-line, allowing customers to be placed into automated follow-up marketing campaigns, empowering Dentist Profits to instantly up-sell to other products. “Eighty percent of customers purchased the up-sell, resulting in an additional $1.4 million in revenue each year,” says Juarez. The technology also gave Dentist Profits the ability to integrate on-line and off-line marketing, also placing each group into specific campaigns for targeted follow-up. The multi-step, multi-media campaigns consist of email, fax, direct mail, and voice broadcast.

Automation Leads To Instant Results

After implementing automated campaigns with Infusionsoft, Dentist Profits numbers made drastic improvements. The number of new clients each month surged from 10 to over 80. On-line purchases skyrocketed from 0 percent to over 50 percent of all orders. Fax orders increased slightly from 0 percent to 5 percent, and the sales force and tele-seminars were bringing in 25 – 30 percent of total revenue. “The automation of Infusionsoft provides us with an additional $3.1 million per year, with no additional staff,” says Juarez. “We are adding hundreds of new members per year, we have added 10,000 prospects to our database, and nothing ever slips through the cracks. Infusionsoft is always working for us.”

www.dentistprofits.com

Infusionsoft, the leader in marketing automation software for small businesses, is revolutionizing the way small businesses grow. There are 10 million small businesses in America that need an easy-to-use, affordable, powerful software solution that increases sales while freeing up their time. The company’s follow-up marketing software answers that need by helping small businesses automatically convert more prospects to customers, get repeat sales, and grow their business without growing staff.

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