



**PersonaOne**  
Marketing

# Marketing Solutions

Powerful Small Business Marketing Tools  
Plan...Deliver...Automate

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### Create your first plan in 30 minutes!

Creating a marketing plan doesn't have to be a month-long endeavor. In fact, we recommend starting with the simplest marketing plan outline — the 30-minute marketing plan — then circling back to add detail as implementation progresses.

- Follow the Duct Tape Marketing process
- Focus on action, not words
- Choose your level of detail
- Get practical advice at every step
- Create forecasts and budgets
- Present your plan in style
- Track your progress



### Grow your business today with a solid marketing plan

Marketing Plan Pro is the fastest, easiest way to write a marketing plan. More than that, it gives you a live roadmap to implement real programs and marketing activities that will make a measurable difference in your business. Don't just plan it — do it!

### Powered by Duct Tape Marketing

The new Marketing Plan Pro is powered by Duct Tape Marketing. We have worked closely with John Jantsch, the best-selling author, blogger, and small business marketing guru who created the Duct Tape Marketing system.

With Marketing Plan Pro powered by Duct Tape Marketing, you have everything you need to develop an action-oriented marketing plan.

- Define your ideal customer
- Develop your marketing message
- Find new leads and customers
- Forecast sales and expenses
- Schedule your activities
- Track your progress

### Get built-in coaching from a marketing expert

Now you can have a respected small business marketing expert actually guide you along the marketing path. Duct Tape Marketing coaches have helped thousands of small business owners grow their businesses with a proven step-by-step system.

As an authorized Duct Tape Marketing coach, PersonaOne Marketing can help you build an effective marketing program that gets results.

**We focus on action not words.** You won't get multiple pages of meaningless detail, just a *practical action plan* to help you get things done.

### Create an action plan that gets results

Most business owners fall prey to the "marketing idea of the week" and never seem to produce any significant marketing results. Duct Tape Marketing is the first small-business marketing program that treats marketing as an integrated system.

At the core of the system is a series of steps that any business, regardless of size, can use to produce stunning returns from a consistent marketing effort.

Discover why Duct Tape Marketing has been called the "World's Most Practical Small Business Marketing Guide" and praised by experts like Entrepreneur Magazine and Harvard Business School.

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## Powerful Delivery of Your Marketing Message

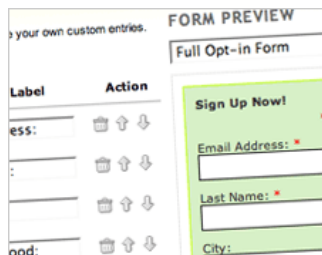
Deliver your marketing message in a systematic and powerful fashion through PersonaOne™ Messenger.

Plan and execute sophisticated multi-channel marketing campaigns that deliver relevant high-value information to your customers and prospects.

## Easy-To-Use Email Tools



## List Building and Management



## Create Professional Surveys



## Direct Mail Marketing



With PersonaOne™ Messenger you can coordinate email, newsletters, blogs, surveys, web pages, and direct mail to infuse your marketing message with personalized content and special offers that keep your customers and prospects coming back for more.

PersonaOne™ Messenger tracks campaign results and presents your data in easy-to-view charts and diagrams so you can easily evaluate the performance of different marketing efforts. You can determine what is working and what's not so you can make sure you are sending out the most effective message to your customers and prospects.

Choose from a range of email creation methods, depending on your level of expertise. Dive in with the entry-level Email Wizard, or if you are on the web-maven end of the spectrum, utilize your own pre-built HTML.

**Email Wizard**—Great for Beginners! Create a professional-looking email in minutes using industry-themed and seasonal borders.

**Email Canvas**—For Beginners and Advanced! Design your email using our email templates, and an easy-to-use HTML editor similar to MS Word.

**Freeform HTML**—Rookies beware Simply paste in your pre-built HTML and you're done.

**Text-Only**—Anyone can do it. If images, colors and formatting are not for you, just enter in plain text to create your email.

### You know you want to grow your list, but where do you start?

The first step to generating a loyal audience for your business is to get them in your Rolodex. Ok, carefully back away from that ballpoint pen. Make your way calmly to PersonaOne™ Messenger's opt-in form builder and start building your customer email database today.

Keeping tabs on your customers' data has never been easier. And what's more, you'll have the cleanest list in town, since we take care of all the nitty gritty details including unsubscribe processing.

Tailor one of our many professionally designed survey templates or start from scratch with our Survey Editor. Translation: drop in your logo, pick layout options like background colors insert questions and away you go!

Pick from a range of question types such as multiple choice, ranking, or free response.

### Powerful, flexible and easy to use, Surveys help you gain a deeper understanding of your customers

Using our direct mail marketing solutions and postcard creation tools, you can create, print and send compelling postcards without technical knowledge or an extensive design ability.

**This easy to use solution is the perfect complement to email when keeping in touch with customers that haven't given you the permission to email them, marketing to targeted third party lists, and sending a friendly update reminder to recently bounced email addresses.** Direct mail postcard marketing is simple and easy to use with our online postcard creation software.

## Interactive Marketing Calendar



Get your own personal assistant when you use the Interactive Marketing Calendar (IMC).

Make sure that your message gets out-on time and at all the right "touch points" to nurture and convert customers. Map out tasks such as copy-writing, design, hey even remind yourself to take out the trash!

**Plan your email marketing activities, survey generation and direct mail campaigns from your PersonaOne™ Messenger account so you never miss a deadline!**

## Media Library



**Organize your images** – Create and manage folders and subfolders to store all your images. You'll never waste time searching for frequently used graphics once you've got them set up in folders!

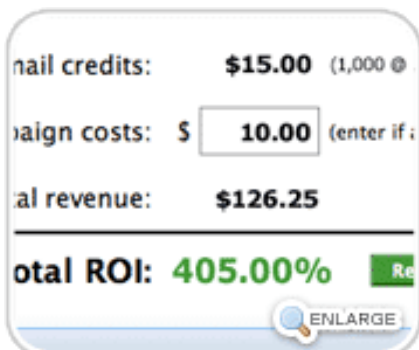
**Make use of 75,000 FREE stock images** – from our brand new photos.com image gallery in your emails and postcards.

**Resize your images** – Easily create email friendly graphics that complement your layout.

**Flip and rotate images** – Instantly change the orientation of your image without bugging your web designer. With a simple click you'll have your image pointing in the right direction.

**Crop your images** – The Media Library comes with a simple cropping tool that allows you to capture specific sections of your image. Simply highlight, crop and save!

## Tracking and Reporting



## Google Analytics Integration

**Campaign Totals** – View the number of emails Sent, Opened, Bounced and Unsubscribed.

**Click-Through Performance** – View your click-through rate on any links you have contained within your email.

**Response Curve Reporting** – Graphs inform you how your campaign did for the first 24 hours as it relates to clicks and opens.

**Domain Tracking** – View statistics on your top domains (AOL, Yahoo!, MSN) including number sent, opened, clicked, bounced, and unsubscribed for each domain.

**Campaign comparison statistics** – Graphs and charts enable you to compare response for up to 5 campaigns.

**Non-Responder Download** – Download those who did not click or open and follow up with a different subject line enticing them with a different offer or article.

**Click to Conversion Tracking** – Want to know what happens after the initial email click? With Click-To-Conversion tracking you can tie page visits on your site back to email recipients from your mailing list. Simply add the tracking code to any page on your site (purchase confirmation page, etc) and we'll report the results within your PersonaOne™ Messenger account.

**ROI Tracking** – Selling products? Running an e-commerce store? Push your reporting to the next level with the Return on Investment Calculator. Quickly view your ROI by comparing the cost of your email campaign to the sales you received as a result. We're not suggesting you fire your accountant, but the ROI Calculator is a great way to see how well your campaigns are performing and how it affects your bottom line.

If you're already using Google Analytics to track your web site visitors and search campaigns, you know how powerful the information you see can be.

**Now you can activate Google Analytics for PersonaOne™ Messenger email campaigns, right from within your account profile, so you can gain insight into where people are going on your site after clicking links in your email message.**

## Marketing Automation



## Marketing Templates

## Marketing Campaigns

## Follow-Up Marketing

## Marketing ROI

Unfortunately, 80% of small businesses fail within five years after starting. We're on a mission to turn that statistic upside down! One of the most effective ways to ensure your success is to create a steady stream of business by putting your online and offline marketing on autopilot! PersonaOne Marketing, an Infusionsoft Certified Marketing Automation Coach, can show you how.

**With Infusionsoft you can craft and coordinate multi-step, multi-media marketing sequences, campaigns, funnels, auto-responders, and drip marketing systems that include email, direct mail, fax, voice broadcasts, and tasks.** Let this powerful marketing system follow-up with your customers and prospects automatically and explode your profits!

- Create and store various types of Marketing Templates that can be used and re-used as often as you like
- Marketing Template types include e-mail, fax, direct mail, voice broadcast, scripts/phone calls, and tasks
- Automatically send personalized marketing templates to your prospects and customers
- Assign dollar amounts to individual Marketing Templates for ROI reporting
- Easily build multi-step, multi-media campaigns, auto-responders, funnels, and sequences with unlimited Marketing Templates
- Enjoy peace of mind with total control over when each marketing template gets automatically delivered to your prospects and customers; immediately, later today, future date, holiday, special date, rounded to day of week or month, etc.
- Add and remove contacts to Marketing Campaigns automatically or manually
- Automatically send out Marketing Campaigns to contacts or contact groups based on triggers, actions/behavior, response forms, data imports, manually, and other methods
- Direct mail marketing (including letters, catalogues, post cards, printed reports, packets, gifts, etc.) is automatically managed and can be fulfilled by your own staff and/or by your existing direct mail house/provider(s)
- Since an average prospect will not buy until after the 7th contact with you and 7 out of 10 customers won't buy from you again due to inadequate follow-up, it's critical for a small business to stay in touch
- Stay in front of your prospects and customers with automated and personalized follow-up marketing campaigns and sequences through Infusionsoft
- Daisy-chain sequences together for more advanced and long-term follow-up
- Automatically track your marketing investment
- Assign dollar amounts to advertising campaigns and individual Marketing Templates
- Track how much you spend on marketing to individual prospects, how much it costs to convert a prospect to a customer, and how much a sequential marketing or follow-up campaign costs you to execute (including the advertising, direct mail pieces, faxes, voice broadcasts, live phone calls, etc.)