

Small Business News & Notes

Small-Business Owners Put The Web To Work

(NAPSA)—America has entered into the “Age of the Entrepreneur.” According to the U.S. Department of Commerce, small businesses employ roughly half of the U.S. workforce. Consider that approximately 65 percent of these small businesses are funded by the business owners themselves, and the stress involved in being your own boss becomes clear.

While there are many upsides to running a small business, owners often struggle to stay on top of their finances, paperwork and marketing while also making enough time for their families. However, many entrepreneurs have discovered how to put the Internet to work for them to automate the manual work that used to weigh them down. For small businesses, the Internet can be the key to increased sales and a simplified, streamlined business. And thanks to new online programs, anyone can get started, even if he or she doesn't already have a Web site.

Marketing automation software, from companies such as Infusionsoft, allows entrepreneurs to run and grow their business while also saving time by centralizing, streamlining and automating the business. Infusionsoft combines the features of several small-business solutions to provide a hands-free way for small businesses to track prospective and current customers, automate marketing processes and increase sales, without adding staff.

The key to this technology is a system that regularly follows up with prospective and current customers so they don't fall between the cracks. Establishing always-on marketing, as well as automating other business processes such



Automating follow-up procedures makes it easier for small businesses to retain customers.

as billing, can give business owners their lives back.

Why such a focus on automating follow-up? Small-business gurus agree that the main cause of business failure is follow-up failure, which causes potential and existing customers to slip away, taking their money elsewhere. Follow-up becomes increasingly important as businesses of all sizes are turning to online marketing programs to get in front of potential new business.

The Internet has a vast number of potential customers, and recent studies report that the average adult spends up to three hours a day more on the Internet than he or she spends watching TV, and about 70 percent of Americans regularly go online. Given the huge numbers of potential customers online, automated follow-up marketing software lets small businesses get the most out of marketing by automatically capturing leads and executing follow-up campaigns, so that business owners can focus on doing what they love.

To learn more, visit the Web site at www.Infusionsoft.com.