

# 10 Mistakes Infusionsoft Customers Make



## And How To Fix Them Quickly and Easily!

*By: Jessica Maes, Infusionsoft  
Certified Consultant and Owner  
of Maes Consulting Group*



# 1. No Traffic Plan

*"If a tree falls in a forest and no one is around to hear it, does it make a sound?"*

*-George Berkeley - Philosopher*

When we think about our marketing plan, the plan generally begins with: *"I will send them a free \_\_\_\_ and then, and then, and then."* The big problem with this is that it does not take into account where we are going to round up all of these people we plan to have on our list.

Creating a Traffic Plan is a must for all businesses. Ask yourself these questions:  
**Who is your audience?**  
**Where are they? How will I reach them?** You can formulate your Traffic Plan based on the answers to these 3 questions.



There are 3 parts to Lifecycle Marketing: **Attract, Sell, and Wow.** You can't fully utilize the power of Infusionsoft without all 3 parts. **Creating and implementing a Traffic Plan is key in jumpstarting sales and marketing automation in Infusionsoft!**

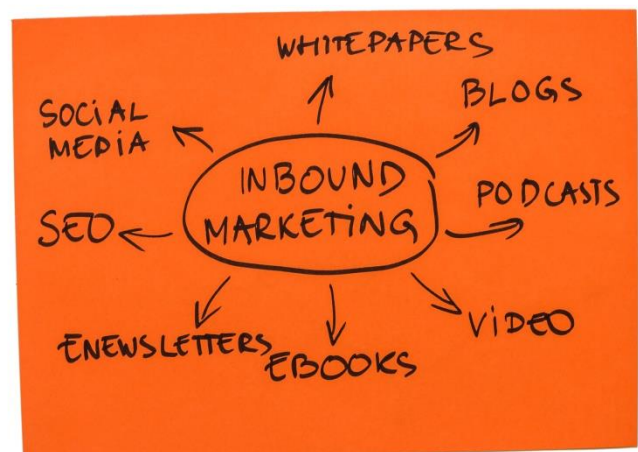
## 2. No Lead Magnet

*"The main thing that we always have to remember is our lead magnet is not about us. Our lead magnet is about our potential customer."*

*-Tim Paige - LeadPages*

You work very hard to generate traffic to your website. If you do not offer a lead magnet – a highly useful resource available for free when someone enters their contact information – you are missing out on a lot of potential business. Or, if you offer a lead magnet but prospects do not consider it a highly useful resource, you are also missing out on a lot of opportunity.

There is no excuse for not having any lead magnet whatsoever on your website. As Infusionsoft users we can create a web form in several clicks and have something on our website capturing leads in under 10 minutes using Campaign Builder.



If you can't think of a compelling lead magnet, start with an opt in for "Updates" or your newsletter (assuming you have a newsletter). You will need to improve on this lead magnet ASAP to see big results but this will at least get you started and buy you some time while you create something that you can deliver immediately like an eBook or video series.



# 3. Not Keeping In Touch

*"Days become weeks. Weeks become months. Months become years. And years become silence."*  
-Christy Hall - Author

You work very hard to build a quality mailing list. Keeping in touch with the list on a regular basis (at least 1x a month) is critical to turn those leads into clients, customers, raving fans, and referral sources.

Every Infusionsoft customer fights the internal battle to remember to keep in touch with their list at some point. This happens when we fail to plan and it also happens when we are afraid of how successful we may become if our plan works.



If you have a blog on your website, invest in a tool that can push new posts out to your list automatically (the email is sent from Infusionsoft). If you do not have a blog, set aside a day and create at least 12 emails that you can send to your list over the next year via Campaign Builder. You will be amazed at how responsive your list can be if you simply keep in touch.

# 4. Creating Black Holes

*“Black holes, we all know, are these regions where if an object falls in, it can't get out, but the puzzle that many struggled with over the decades is, what happens to the information that an object contains when it falls into a black hole. Is it simply lost?.”*  
-Brian Greene - Physicist

You work hard to build campaigns in Campaign Builder that cover all of the steps of Lifecycle Marketing. You attract traffic, you nurture your list, you sell, you wow, and hopefully you do it all over again (and again).

What happens when people opt in and then don't do what you have planned for them to do? What happens to the person who never opens your lead magnet? What happens to the person who does not buy when you send them buy links? What happens when you do not receive feedback or a referral upon first ask?



Make sure EVERY sequence in your campaigns ends with a shift to a long term nurture. Otherwise contacts will fall into a “black hole” and when they are finally ready to engage with you, you will not be top of mind anymore.

# 5. Not Automating

*“The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.”*  
-Bill Gates

It takes practice to stop doing things manually. However, when we do things manually that can be automated in Infusionsoft, we are wasting time and we are running a risk of people not being followed up with at the same time and in the same way.

Step 1 is to create a system that mirrors the way you currently do things as much as possible. This way you are more apt to “buy into” this new way of working. If you currently follow up with leads via emails you send from Gmail, set up a sequence in Infusionsoft that sends those same emails for you (use the same content), automatically.



Step 2 is to constantly look for more ways to automate things in your business. The more you can automate, the more consistent the experience will be for your prospects and customers.

## 6. Old Data

*“The thought of proactively removing subscribers from your list who haven’t personally unsubscribed might sound crazy to you. However, it is a current trend and best practice that savvy marketers are using to improve ROI by ensuring their lists only contain subscribers who are engaged. After all, if someone is only going to delete your message, why even send it in the first place?”*

*-HubSpot*

It’s tough to trim your mailing list. But the stats don’t lie: If someone has opted out, the email address is hard bouncing, or they have not opened an email from you in several months, they no longer serve a purpose in your marketing strategy.

When you keep your list fresh, everything improves. You will have a better open rate, you will have a better click through, you will have a better ROI, and you will only spend time and resources on those who are engaged.



Make it a habit to check for unsubscribes, hard bounces, and non engagement regularly using the Email Status Search report. Also make it a habit to check for (and merge) duplicate contact records regularly using the Data Cleanup function.



# 7. Assuming Permission

*“Real permission is different from presumed or legalistic permission. Just because you somehow get my email address doesn't mean you have permission.”*  
-Seth Godin

People on your mailing list must consent to receive email marketing from you. When they complete the web form to receive your lead magnet, you now have documented permission to send email marketing\*, for example.

Adding everyone you meet at a networking event to your database and then sending marketing emails out to them is not ok. You can't assume you have permission to market to someone just because you met them and got their business card.



When you commit to building a mailing list of only people that have “raised their hand”, you will have the most favorable results when you are sending email marketing. Create a Traffic Plan and have a winning Lead Magnet and you will have no troubles with garnering permission and building a quality, responsive list.

*\*Our friends in Canada must do double opt in /email confirmation so they would not have permission to market until the link in the email confirmation email was clicked.*



## 8. No Calls To Action

*"They appear to be doing exactly what you have asked them to do in the emails - nothing."  
-Jessica Maes*

People often misunderstand calls to action in email marketing. They think that a call to action has to always be a buy link and they think that's too pushy. Agreed. However, that's not what a call to action always needs to be. A call to action is encouraging a click on something - anything (except the opt out link) - in your emails so that you can measure level of engagement.

Examples of useful calls to action include a buy link, a link to a resource, or a link that answers a question you are asking (shoot for asking questions that will help you segment your list). All 3 of these examples are equal in importance and can help you greatly as you are analyzing your email marketing strategy.



Open rates are our least reliable metric and click rate is our most reliable metric. Make sure you are always producing useful content that contains a call to action.

# 9. Not Selling Enough

*“Those who have the privilege to know have the duty to act.”  
-Albert Einstein*

Although we are all sales people (according to Zig Ziglar), we do not all enjoy asking people to buy from us. So, the natural thing to do is to not ask very often and many times, not asking at all.

This may sound cliché, but it's true: *Whatever it is you offer in your business – whether it's a product or a service – if your product or service solves a problem and/or helps people, you are doing the world a disservice by not regularly sharing how to buy it from you with your audience.*



Don't worry, if people are not interested in buying your product or service today, they will let you know (by not buying it). But, when they are ready to buy from you, it's rare that they will take time to look up your name, email, and phone number and let you know. This is why it's important that we stay in touch and make the offer again and again over time.

# 10. No Wow Plan

*"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."*  
-Maya Angelou

Most marketing strategies end with a purchase being made as that is usually our goal. While this is true – the goal is usually to convert leads into sales – many businesses leave a lot of opportunity on the table by not having a strategy for staying in touch after the sale.

When you buy from a company that has an excellent communication plan AFTER you make your purchase, it just feels better than when you buy from a company that doesn't stay in touch beyond your purchase.



It's human nature to tell people about our best buying experiences as well as our worst buying experiences. When people talk about their best experiences, what they describe is usually not all that fancy or complex. But the company took the time to wow, and that will make all the difference in upselling, cross selling, and getting referrals in the future.



# What Now?

*"Inaction breeds doubt and fear. Action breeds confidence and courage. If you want to conquer fear, do not sit home and think about it. Go out and get busy."*

*-Dale Carnegie*

Every common mistake that Infusionsoft customers make can be quickly and easily corrected by doing 3 things:

1. Assessing what you have
2. Assessing what you want to accomplish
3. Taking action

When you assess what you have - who is in your database and what marketing collateral you have to work with - you can identify your low hanging fruit and areas to improve.



When you assess what you want to accomplish with your marketing, you can focus on and prioritize what you will do first, next, after that, and beyond.

The last thing left to do is to take action. This is hands down the toughest thing of all to do because one way or the other, you will generate activity. But that's the point, isn't it? You can do this!



Jessica Maes has been an Infusionsoft user since 2010 and an Infusionsoft Certified Consultant since 2011.



Specializing in software training, Maes Consulting Group has worked with over 500 customers 1:1 and thousands more online.



Our goal at MCg is to help Infusionsoft customers succeed with their software. We have designed services and resources that are dedicated to this goal. Visit our website to learn more about our services.

[www.MaesConsultingGroup.com](http://www.MaesConsultingGroup.com)