

FUSION WEB CLINIC

HOW A HYPER-NICHE SOFTWARE COMPANY
TRIPLED ITS REVENUE IN ONE YEAR



EXECUTIVE SUMMARY

Fusion Web Clinic was finding it difficult to generate new leads. The company operates in a very specific niche, which makes it difficult to locate new prospects.

The company had found success through referrals and trade shows, but after picking all the low hanging fruit, it was becoming difficult to identify new business opportunities.

Fusion tried a number of different lead generation tactics without moving the needle

Business was steady but slow. With a small sales team, trade shows weren't a scalable solution. And Fusion's customer base wasn't big enough to rely solely on referrals.

Google Ads were expensive and hadn't generated results. The company had a premium listing with Capterra that was generating a couple of leads a month, but Fusion was only making a small investment there.

ABOUT FUSION

Fusion Web Clinic is an EMR and clinic management software for private pediatric occupational therapists (OTs), physical therapists (PTs), and speech language therapists (SLPs).

In effect, the company operates in a niche (pediatric therapy) within a niche (the OT, PT & SLP disciplines) within a niche (private practice).

CHALLENGE

Fusion wanted to increase market penetration within a very specific niche at a faster pace.

SOLUTION

The Inbound Sales Funnel Framework

THE INBOUND SALES FUNNEL FRAMEWORK

Fusion began creating a diverse selection of content that would provide value and appeal to potential customers at every stage of the buyer's journey.

The company promoted these resources through targeted advertising via programmatic display, Facebook, Google, and other ad networks.

This built their credibility in the eyes of their target market, and kept them top of mind when the time for a purchase came around. Additionally, by offering these resources as gated content, the company was able to collect the contact information of website visitors who fit their ideal customer profile.

Fusion supplemented these efforts with remarketing and marketing automation, using behavioral targeting to predict where a lead was in the buyer's journey.

Leads could then be served contextually relevant information via email marketing and digital advertising.

This full-funnel approach also increased the efficacy of other channels. For instance, in combination with their overall marketing efforts, paid search ads became a profitable marketing channel.

HOW IT WORKS

The Inbound Sales Funnel Framework generates leads at every stage of the funnel by segmenting your audience according to the buyer's journey.

By using behavioral targeting, you can determine whether a lead is in the Qualification stage, the Awareness stage, the Consideration stage, or the Decision stage based on what they're doing on your website, what emails they're opening, etc. (For instance, if a lead has visited your pricing page multiple times in a week, they're probably in the Decision stage.)

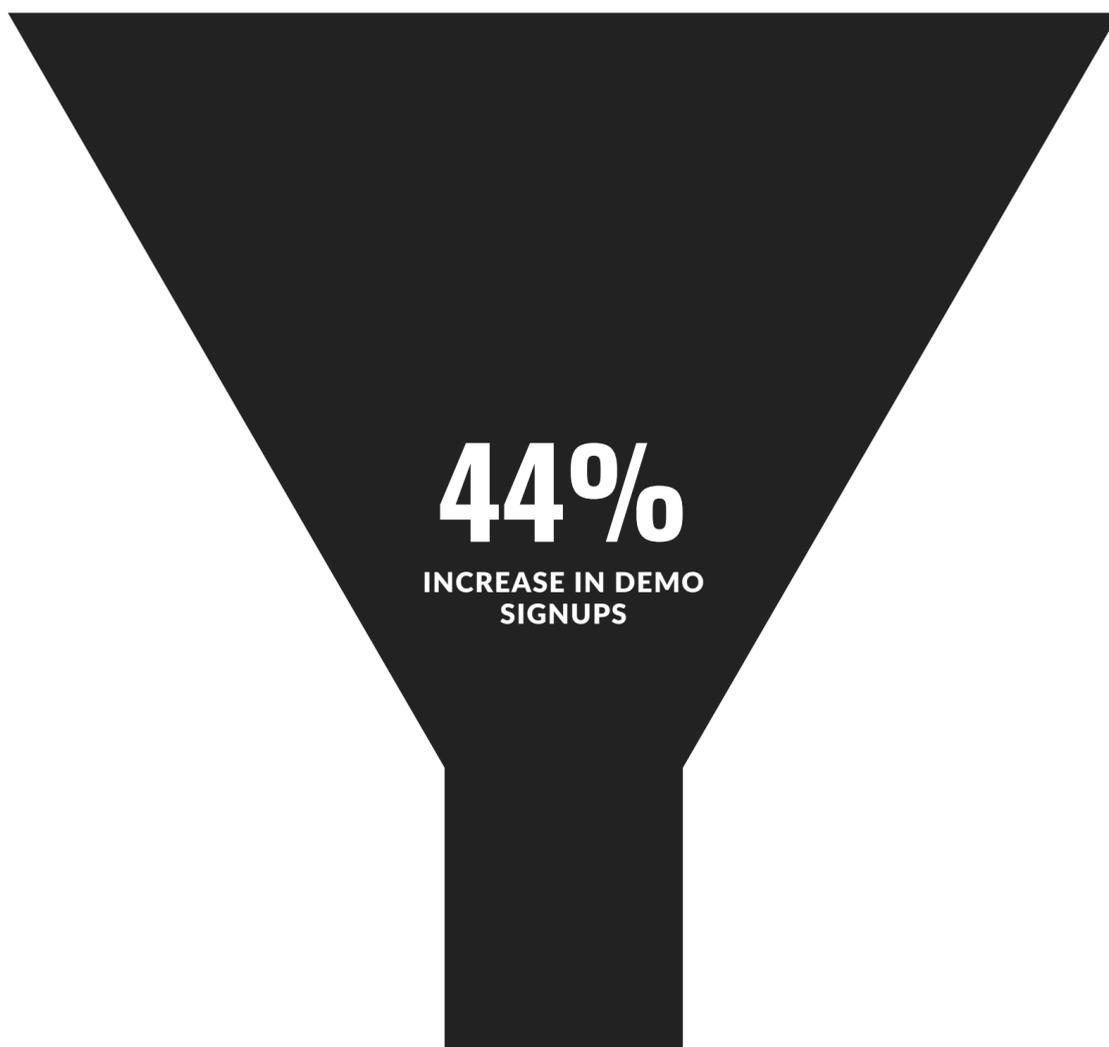
You'll increase brand awareness and build your credibility while simultaneously pulling your leads through the buyer's journey. For example, you can target leads in the Awareness stage with content that will be useful to them in that stage while also mixing in some Consideration content to see if they're ready to move deeper into the funnel.

RESULTS

After implementing the Inbound Sales Funnel Framework, Fusion saw improvements at every stage of the funnel.

5x

INCREASE IN NEW LEADS



20%

INCREASE IN NEW
CUSTOMERS

Thanks to the Inbound Sales Funnel Framework, leads, demo sign ups, and new customers dramatically increased. This allowed the company to double the size of its customer base, make the Inc. 5000., and **increase annual recurring revenue from \$1.1M to \$4M.**