



**Piranha Marketing**

**Headquarters:** Tempe, Arizona  
**Year Founded:** 1994  
**Number of Employees:** 10  
**Target Market:** Service Industry Businesses  
**Average Annual Growth:** 50%+

*“I can run my business more effectively—I do handle large tasks with Infusion CRM with the click of a button—three to ten times more. Their software streamlines our processes—billing, to management, marketing campaigns, one stop location, where we are communicating constantly.”*

**Brief**

In 2003, Marketing Strategies Firm, Piranha Marketing was rapidly growing to meet the needs of its expanding customer base. A team of four was stretched thin in efforts to handle the international company’s customer relationship requirements. Piranha Marketing wanted to find a way to manage its disparate CRM software packages while continuing to increase its customer base for all industry services including carpet cleaning. By leveraging Infusion Software’s CRM software, Infusion CRM the company soon discovered that the software automatically managed the entire sales process integrating deliverability technology so it could connect to its customers and contacts efficiently.

Founder of Piranha Marketing, Joe Polish found that by working with Infusion CRM to execute Piranha’s marketing campaigns and sales process his company was able to handle its strategic objectives and maintain control over the day-to-day operations, while discovering a new ability to focus on vision and overall growth.

**Background**

Piranha Marketing enables businesses everywhere to grow profitably through its marketing strategies

Piranha originally started out as a marketing service firm for carpet cleaning professionals, teaching basic principles in tackling customers through marketing, it has now grown as a well known Marketing Strategy firm for all industry services.

Founder, Joe Polish’s Tempe Arizona office head quarters for Piranha Marketing is often referred to by marketing insiders as “action central” for much of the entrepreneurial world. Though he made his fortune in an almost invisible niche by telling carpet cleaners how to crush the competition and turn their small local businesses into money-churning machines, he is now among the most well-known, respected, “complete marketing geniuses” in the world.

His “boot camps” attract convention-sized audiences full of famous entrepreneurs and many of the “superstars” of marketing and advertising today.

**Business Challenge**

Piranha Marketing’s challenges were similar to those faced by many small organizations that undergo rapid growth. As Piranha expanded, developing more leads, they outgrew their many systems of contact management. The company was left at a standstill because they couldn’t effectively use the next-step-up available “enterprise” CRM software and could not feasibly manage their contacts in the ACT and Goldmine boxed software; add to that the many, many Excel spreadsheets floating around his company with critical customer and prospect data.

“Our increasing number of leads was outgrowing our disparate customer management tools quicker than our ability to execute our multi-step marketing campaigns,” explains CEO Brian Standage. “We had three different systems we were utilizing in order to keep our potential customers and sales process in ‘order’. With a team of four everyone was stretched out pretty thin. We needed to hire new people. But the cost of hiring more employees at the level of talent that we needed exceeded the cost that well developed CRM software could provide for us.”

When leadership examined what they were working with it made no sense to them why they were double, triple, or quadruple keying and exchanging data across different systems.

They realized they needed one system, not a myriad, which would automatically track everything they were doing including e-mails sent and received, faxes sent, direct mail sent, not to mention the sales automation that could track shopping cart and sales transactions with order histories and payments.

As the Piranha team began researching for a complete tool that combined all these features, they soon realized that many companies in the CRM business didn't offer the combined focus and tracking they would need for their marketing efforts in order for them to have the usability functions for a growing small business.

Piranha realized after meeting with Infusion's team that Infusion CRM was the match that would pull their puzzle together. "Once we started looking at what Infusion CRM offered, we found out that not only could we monitor our history with our leads, we could set up entire marketing campaigns that would execute automatically." Piranha Marketing chose Infusion CRM to help be the pilot of its business.

### Solution

When Infusion met Piranha they had several different software programs they were using to manage their business. They were using Goldmine as a contact manager, Outlook as a contact manager, a shopping cart program, a separate program that they used to bill the recurring charges with, plus miscellaneous Excel word sheets used to handle other business components that were not manageable by the former mentioned systems.

Piranha Marketing is a very aggressive marketing company and was frustrated with the disconnected systems and with their inability to get half the data they wanted. They generated a lot of leads and developed elegant follow up sequences used to convert prospects into customers. When Infusion began working with Piranha they were tracking all the multi-stepped follow up sequences manually and were more susceptible to error and frustration. In addition, Piranha was doing very little with their website and again any information that was gathered on the website from prospects was not leveragable because the website lead software system was not talking with the other systems that they had in place.

Implementing Piranha marketing was a process. Over a period of a couple of months Infusion's implementation team began to systematically transition different areas of their business to Infusion CRM. Infusion converted and transitioned Piranha's lead generation activities, follow up sequences that they use to convert their leads, helped to segment the company's customer data, and put in place mechanisms that would allow Piranha's marketing team to communicate with the right customers and prospects.

Like Piranha many companies hatch together several different disconnected software systems in order to manage the complexity of every day business life, and they too like Piranha end up with frustration and inefficiencies that they would prefer not to have or that caused them a great deal of pain. It is in this that companies realize the value up follow up and try to put in place elegant follow up sequences that generally fail because the manual grunt work involved in tracking those follow up systems is too difficult.

*"Our increasing number of leads was outgrowing our disparate customer management tools quicker than our ability to execute our multi-step marketing campaigns," explains CEO Brian Standage.*

### Summary

"At any given time, I can look up a customer or prospect and see what information he has requested, what he has purchased, what campaigns he received in the past, what he is currently receiving, what web links he has clicked on, what communications anyone in the company has had with him and much more."

By fully leveraging Infusion Software's Infusion CRM, Piranha Marketing was able to achieve the following:

- Revenue increase of 15% first year and 55% revenue increase since 2004.
- Increase in conversion rate of 15%
- Shortening of the sales cycle by 50%
- Savings on two administrative salaries \$60,000+ per year
- Ability to smoothly execute 10-15 step marketing campaigns
- Reduce time spent managing contacts
- Decrease time before customized marketing campaigns are executed to new leads
- Ability to track all history on 30,000-50,000+ emails sent monthly
- Employee increase of 150%

The components of Infusion CRM that have proven to be of the most value to Piranha Marketing are:

**Marketing campaign functionality** - "With the many steps associated with our many marketing campaigns it's critical that we have an automated system that can execute these steps. A marketing campaign poorly executed results in loss revenue or even worse – a loss of client(s)."

**Scoreboard functionality** – "At any given time I can pull the most current and necessary reports relative to acct. receivables, product purchases, campaign reports, database analysis, etc. Infusion has become our partner in the business."