

THRIVE by Alpha BioSystems

Alpha BioSystems is a small company with only 15 employees in the heartland of America, Kansas. We manufacture all-natural products for vegetation, ponds, and even pets. For many years, Alpha BioSystems has brought innovative technology to a variety of fields including retail, agricultural and industrial.

The **THRIVE** brand is one of Alpha BioSystems newest product lines. After only launching the product two years back it is now available in over 500 retailers nationwide. Yet this growth has taken many market visits, which in turn takes resources such as people and a hefty travel budget to acquire new customers and service current customers.



We began looking toward social media & technology to help us achieve growth in a timelier, efficient, and lower cost way to gain new customers of our products. Of course, in the case of any technology, ease of use is crucial for us as an organization since we do not have an in-house IT department.

We sought out applications we could use to manage the growth we knew would come by marketing our products as a small business who really believe in our value proposition.

On the marketing front we decided to do a small promotion on our new website this past month, www.usethrive.com.

Our marketing department thought we could collect the opted-in fans of ours from the Outlook email where the form was sent and then just upload these to our Constant Contact Email Marketing account via csv as we have done for other campaigns.

However, as our promotion was on our social media avenues like [YouTube](https://www.youtube.com), website the unexpected happened. During the promotion several contacts started to flow into our new site and then a fan of ours who really uses social media a lot decided to post our small budget ad on 10+ “free sample” web sites as a link to our free sample on our web site.

Result: within 8 hours we got over **12,000** requests!!!! We had to shut it down for the reason of postage costs and all those leads have turned into 1000’s of very loyal fans of our products.

We now will be able to capture as many contacts as love our product due to the Highrise CRM Sync from Cazoomi which allows us to be hugely successful with our launches of email campaigns to both our retailers and consumers, and now with web promotions on our eCommerce site. Our average open rate is 30 – 35% with email marketing over the last year.

In 2011 we now have the freedom to push our online marketing since we never have to worry about the hours of doing manual data duplication searching on email lists and comparing those to our Highrise contacts who have opted-in on Constant Contact.

Our Retailers and Consumers lists of customers who buy our products are now free to grow as fast as we can move them thru the doors of our website since we have taken away that disconnect between our CRM and Email Marketing systems.

In 2011, we want to build sustainable business processes that help us save time and do things the right way for our customer base and grow our new business. These processes are being formulated this month and with our Sync Apps from Cazoomi we can now focus on marketing efforts and not contact data issues.

Opportunities for future marketing plans as we grow:

- Exposure to other available apps that can be used between Constant Contact and Highrise CRM.
- New tools available to aid us in processes using outsourced IT with Cazoomi
- Dashboards to manage linkage (containing ability to score leads, qualify them)
- Sales reps are currently linked in Highrise with the ability to use in the field. What other options/tools are available for them could be used to enhance productivity.
- Lead nurturing – It is important for us to bring in leads and nurture them throughout the selling process turning them into SQL's or sales qualified leads. We need integrated tools to accomplish this otherwise it is almost impossible to manually track the efforts.
- Measureable and actionable – As we grow our business metrics are important to gauge our success and correction to our business thinking.

Social Media is a wonderful avenue so be sure that you are prepared for the unknown fans which could aid you in your efforts and inundate your business with contact and leads who love your products and services.

Syncing your systems is key prior to launching any social media marketing campaign in 2011.

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