

4 Ways to Boost Business with CustomerHub by Infusionsoft

CustomerHub lets you quickly and easily build password-protected websites where you can upload and share valuable multimedia content with thousands of subscribers at once.

But should you use CustomerHub to sell your expertise, add value to your existing offering or help your customers manage their information?

Answer the questions below to discover how CustomerHub can benefit your small business.

START HERE 

Are you an expert? 

Nope. Not me.

Yes, of course.

Do you sell a subscription-based product or service?
(i.e. a coaching service, a fitness club membership, or financial management software)

Nope.


I sure do.



Does anyone else care about your area of expertise?

Unlikely.

They sure do.

Would you like to automate the invoicing and credit card collections process? 

Nah, I like the manual work.

Of course!



Can you convert your expertise into videos, reports, etc?

Not a chance.

Sure, no problem

Maybe CustomerHub isn't right for you. 


You can boost business by streamlining collections & billing with a **Customer Portal.**



Will people pay to access your content?

No way!

You bet!

Would this content create value for your existing customers? 

Not really.

Absolutely!

You can boost business by generating monthly profit from a **Membership Site.**



Could you use the content to attract and capture leads?

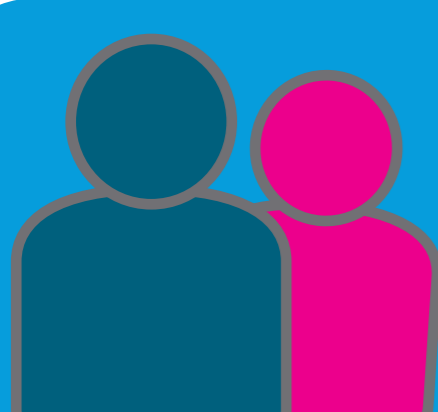
You can boost business by increasing retention with a **Customer Education Center.**

Probably not.

That's a great idea.

You can boost business by selling more with a **Lead Generation Portal.**

What's Your Hub?



Membership Site

A website that's only accessible to paying subscribers. It's the perfect way for experts to share their knowledge and generate recurring revenue.

EXAMPLE: A business coach charges a monthly access fee to her new online marketing video series.



Customer Education Center

A private website that allows you to share information that enhances the value of your product or service.

EXAMPLE: A landscaping company offers customers tips on how to care for their new lawn.



Lead Generation Portal

A free, password-protected site that allows you to capture and nurture leads and convert them into paying customers.

EXAMPLE: A guitar instructor offers three free online lessons to those who provide a name, phone number and email address.



Customer Portal

A secure online site customers can use to manage their account information, billing information, purchase history and more.

EXAMPLE: A law firm provides customers with a detailed history of their payments and services rendered.