



ir | crm

Sales Automation
Multiplier

**The advanced engagement tool that increase leads
and lets you sell more to your clients!**

[Subscription Plan Details](#)

DO IT YOURSELF

...with video tutorials.



You are autonomous and like to manage your Digital platform independently.

- ✓ Library of Video Tutorials
- ✓ Sales Funnels
- ✓ Marketing Automation
- ✓ AI Integrations
- ✓ AI Workflows
- ✓ Reputation Management
- ✓ Two-Way SMS Messaging
- ✓ Appointment Booking
- ✓ Membership Sites
- ✓ Integrations
- ✓ Trigger-Based Actions
- ✓ Calendar
- ✓ Opportunities
- ✓ Social Planner
- ✓ GBM Call Tracking
- ✓ Forms & Surveys
- ✓ Invoices
- ✓ SMS & Email Templates
- ✓ Appointment Booking
- ✓ Proposals & Estimates
- ✓ Affiliate Marketing
- ✓ Websites & Landing Pages
- ✓ Blogs
- ✓ Reporting & Analytics

\$87 /Monthly
\$870 /Annually

Get 2 Months FREE - With Your Annual Payment

DO IT YOURSELF

...but with handholding, Full Account Setup and some Done For You.



You need a kick start and want us to set your platform up, and get some Done For You services as well as support on the way.

All Features in IR CRM ESSENTIAL PLUS:

- ✓ Account Setup
- ✓ 1x 3-Page website
- ✓ 1x Landing Page & Funnel
- ✓ 1x DFY Email Campaign
- ✓ 1:1 Training session x3
- ✓ Mail & SMS Support
- ✓ Library of Video Tutorials

\$279 /Monthly
\$2790 /Annually

Get 2 Months FREE - With Your Annual Payment

*Minimum 12 Month Subscription

DONE FOR YOU

...but with handholding, Full Account Setup and some Done For You.



You want to focus on your core business and want us to set your platform up and get lots of Done For You services.

All Features in IR CRM ESSENTIAL PLUS:

- ✓ Account Setup
- ✓ 1x 6-Page website
- ✓ 3x Landing Page & Funnel
- ✓ 3x DFY Email Campaign
- ✓ 1:1 Training session x5
- ✓ Mail, Call & SMS Support
- ✓ Library of Video Tutorials

\$597 /Monthly
\$5970 /Annually

Get 2 Months FREE - With Your Annual Payment

*Minimum 12 Month Subscription

- AI Integrations
- AI Workflows
- Calendar
- CRM
- Opportunities
- Email Marketing
- Forms
- Social Planner
- GMB Call Tracking
- Web Chat
- Text To Pay
- Facebook Messenger
- Reputation Management
- Missed Call Text Back
- 2 Way Text & Email Conversation
- Workflows
- Funnels
- Websites
- Campaigns
- Trigger Links
- Triggers
- Invoice
- SMS & Email Templates
- Surveys
- Proposals & Estimates
- Memberships
- Blogs
- Affiliate Marketings
- All Reporting

ESSENTIAL  \$87 / Month

POWERED UP  **ir crm** powered up Small Business Hub \$279 / Month

PREMIUM 

Full Account Setup and some Done For You.

ir crm premium Small Business Hub \$597 / Month

- ✓ Account Setup
- ✓ 1x 3-Page website
- ✓ 1x Landing Page & Funnel
- ✓ 1x DFY Email Campaign
- ✓ 1:1 Training session x3
- ✓ Mail & SMS Support
- ✓ Library of Video Tutorials

We take care of everything so you can focus on your business

- ✓ Account Setup
- ✓ 1x 6-Page website
- ✓ 3x Landing Page & Funnel
- ✓ 3x DFY Email Campaign
- ✓ 1:1 Training session x5
- ✓ Mail, SMS & Call Support
- ✓ Library of Video Tutorials

Your subscription plans

(in Detail)

Our Essential plan, priced at \$87/month, provides full access to all the features of marketing software. It includes a single account and 2 subaccounts, making it ideal for solo entrepreneurs and emerging digital marketing agencies. This package allows you to incorporate IR/CRM in your business, serving as your scaling foundation.

CRM Integration

The platform offers a Customer Relationship Management system that helps track customer information, interactions, and leads seamlessly.

Sales Funnels

Easily create and manage sales funnels, landing pages, and websites without needing separate software or extensive coding knowledge.

Marketing Automation

Automated email and SMS campaigns ensure that leads are nurtured, reducing the chance of missed opportunities

AI Integrations

AI Workflows

These AI-infused workflows are your guides to best practices, supercharging productivity, and delivering exceptional results and sales.

Reputation Management

Helps businesses capture and showcase customer reviews, improving online reputation

Two-Way SMS Messaging

Streamlined communication with clients through SMS, email, and other channels, all from one platform

Appointment Booking

Integrated calendar and booking system allowing clients to schedule appointments and services without hassle

Membership Sites

Create and manage membership sites, to generate a new avenue for recurring revenue

Integrations

Seamlessly connects with many other tools and platforms you are currently using

Trigger-Based Actions

Set up specific triggers (like a lead visiting a webpage or opening an email) to automatically initiate tailored follow-up actions, optimizing conversions

Reporting & Analytics

Comprehensive tracking and reporting tools allow businesses to monitor their marketing and sales performance, refining their strategies for better results

Calendar

You can set up and manage all appointments and bookings from the IR/CRM platform

Opportunities

The Opportunities tab provides a default view of all your leads or opportunities

Social Planner

Lets you schedule social media content and posts in one centralized dashboard.

GBM Call Tracking

Google My Business (GMB) allows for two phone numbers, which creates an excellent opportunity to track calls generated from GMB listings without any risk for SEO

Forms & Surveys

IR/CRM empowers you to create unlimited polls, surveys, and forms

Invoices

Send out invoices to your clients and track all incoming and outgoing expenses

SMS & Email Templates

User-friendly tools for crafting and executing effective email campaigns.

Appointment Booking

Book, chedue and track all your (amd team) appointments in one place.

Proposals & Estimates

Allow users to craft detailed outlines of services or generate succinct cost agreements

Affiliate Marketing

This powerful feature allows you to expand revenue by teaming up with companies who promote and sell your products or services

Websites & Landing Pages

Quickly create stunning websites and landing pages with the intelligent drag-and-drop tool

Blogs

The easy-to-use feature allows you to focus on content marketing, SEO optimization and more.



Includes all IR CRM Essential Features

IR CRM Expert comes with a full platform setup and Done For You Website, Landing Page and Email Campaign

IR Professional is a comprehensive package includes the the power of impactful web design and landing pages, backed by two decades of world-class branding expertise. Here's what you'll get:

Tailored Landing Pages: We'll craft two personalized landing pages designed to captivate your audience and drive results.

Engaging Website: Receive a two-page website that showcases your brand and services with sophistication and style.

Email & SMS Templates: Benefit from one professionally designed email template and one SMS template to streamline your communication.

CRM Setup: Our experts will handle the full setup of your CRM, ensuring it's optimized for your specific needs and objectives.

With our package, you'll have a powerful online presence and a CRM system finely tuned to boost your efficiency and effectiveness. Let us transform your digital footprint while you focus on what you do best.

With our DFY package, you'll have a powerful suite of tools and services at your disposal, allowing you to focus on what matters most—growing your business and connecting with your audience.



Includes all IR CRM Essential Features

Our comprehensive DFY package is designed to supercharge your online presence and marketing efforts.

Here's what's included:

Dynamic Landing Pages: You'll receive five meticulously tailored landing pages, each optimized to convert visitors into customers.

Impressive Website: Enjoy a five-page website that not only looks stunning but also functions seamlessly to represent your brand effectively.

Engaging Email Templates: Access three professionally crafted email templates to enhance your email marketing campaigns.

SMS Marketing: We provide two SMS templates, making it easy for you to connect with your audience via text messaging.

Facebook Campaign Management: Let us handle your Facebook campaigns, ensuring they reach the right audience and deliver results.

Social Planner: Stay organized and on top of your social media game with our social planner tool.

Webchat Implementation: Enhance customer engagement by implementing a webchat feature on your website.

Membership Setup: We'll create a membership system tailored to your needs, making it easier for you to manage and engage with your members.

Account Setup: Our experts will take care of all the account setup details, ensuring a smooth transition to these new tools and resources.

Calendar



You can set up and manage all appointments and bookings from the IR/CRM platform. When setting up the booking system for a campaign, you can choose the length of each appointment, the buffer time (time between appointments), which days appointments are available, and the date range. A time zone feature also prevents bookings from being made in time zones different from yours.

You can embed a calendar into funnels, forms, landing pages, and websites so the user can book an appointment directly. All appointments get automatically added to the pipeline of that particular campaign, and you can manage them from the dashboard.

CRM



This is how our CRM and Pipeline Management functions: It's a platform that's integrated. To provide you with a holistic picture of your pipeline across all of your accounts, IR/CRM interfaces with systems like Pipedrive, Salesforce, and others. It also supports mobile devices to follow leads and manage accounts.

It offers data insights for improved instant decision-making! This feature offers helpful data so that sales representatives can choose which prospects should move ahead next week vs those scheduled for later on in the future and can see how their efforts are paying off in real-time without having to wait until after close for an invoice update.

Opportunities



The Opportunities tab provides a default view of all your leads or opportunities, with options to filter them based on specific timeframes, from all-time to smaller increments. It also displays the date the leads were added and allows you to sort them in ascending or descending order. Additionally, you can filter the leads by pipeline, owner, and campaigns.

GMB Call Tracking



Google My Business (GMB) allows a business to register two phone numbers, which creates an excellent opportunity to track calls generated from Google My Business listings without any risk as far as SEO (moving the business's real phone number to the secondary slot has not been found to negatively affect rankings). The IR/CRM Google My Business integration now enables you to automatically move your main business number to the secondary slot and add your Twilio number to the first slot.

Email Marketing



Email automation, social media automation, and landing page tracking are just a few of the several forms of marketing automation that IR/CRM offers. You can easily create the ideal campaign for your audience by customizing each automation step with your own design components. Utilizing our Marketing Automation, you can boost sales by adhering to a planned procedure for gathering information on the customer's path to purchase. You can then sell things in a way that encourages greater conversions using email marketing or any other advertising methods.

When using IR CRM Marketing Automation, follow-up communications are sent automatically at various points in the buyer's journey. You can determine what was most effective at each level of the funnel because each process has its own tracking settings.

Surveys & Forms



IR/CRM empowers you to create unlimited polls, surveys, and forms that can be seamlessly embedded into your clients' websites. These tools serve as excellent means for gathering new leads and soliciting valuable feedback from customers. All the data collected through surveys and forms is conveniently displayed on the dashboard. Additionally, you have the option to export the data into a Google Docs spreadsheet, enabling you to easily filter and analyze responses to extract the necessary information.

Another noteworthy feature is the sticky contact functionality, which functions similarly to Google's Autofill. When a person completes a form, a cookie is stored in their browser, allowing their information to be automatically prefilled if they navigate to another page within the same domain. Furthermore, you have the capability to insert triggers into your surveys and forms, activating the webchat widget as soon as someone completes them.

This clever feature enables you to engage with potential customers promptly while they are actively considering your products or services, enhancing your ability to initiate meaningful conversations and conversions.

Social Planner

Our Social Planner tool lets you schedule social media content and posts in one centralized dashboard. Users can upload and post content to Instagram, Facebook, Twitter, LinkedIn, TikTok, and Google My Business.

Facebook Messenger



If you're running Facebook Ads, you can use Zapier to connect with Facebook messenger to nurture the conversation. Like the automated text conversation we outlined earlier, you can do the same for Facebook messenger and any web chat facility on a website. You can also incorporate chat and messenger conversations into marketing workflows to diversify your communication channels and allow for a wider reach when contacting leads and clients.

Reputation Management



Manage your comments and reviews with the help of our CRM Reputation Management. IR/CRM gives you complete control over how your organization is seen. It enables you to ask your clients to publish reviews of your services on the platforms of your choosing by sending them a "Review request" form. This handy feature lets you set up one-click review request generation. Review requests can either be sent out via email or SMS and offer a convenient way to collect feedback and testimonials. You can respond, track, and monitor incoming reviews from the dashboard. You can troubleshoot bad reviews by contacting the reviewer, addressing the problem, and reducing the impact of the negative review.

Web Chat



Installing the IR/CRM Live Chat widget on your websites is one of the easiest ways to generate leads without ad spend. Where traditional live chat often results in a bad user experience due to lengthy response times, our chat widget excels as it opens up a 2-way SMS chat, freeing the user to leave the website but continue the conversation! The widget installation is simple and requires no development knowledge or technical skills.

Missed Call Text Back

Do you want to avoid missing important calls and potentially losing out on business opportunities? We offer a convenient missed-call-text-back feature to help you stay on top of your game. This feature can quickly be able and allows you to send a text to missed calls automatically. This will ensure you take advantage of every chance to connect with your prospects or clients when they need you most.

Text To Pay



This feature sends a text message from the business software to a customer via a SMS message. The text message is integrated with the business name and related information regarding the payment. Then it has a link in the message that allows the customer to click on it with their mobile device. The link goes out to a payment processor, which displays a nicely formatted invoice from the business and a description of the charges. The payment processor will take both credit card info payment and notifies the business owner of the payment to confirm.

Invoices



You can now send out invoices to your clients and track all incoming and outgoing expenses on the platform. If you prefer to use specific accounting software such as QuickBooks, you can use Zapier to integrate the service.

2-Way Text & Email Conversation

IR/CRM texting and SMS integration is a feature that lets you send messages directly from our platform. You can also automate SMS conversations, campaigns, opt-ins, appointment booking, and set up an SMS after-hours service so that you never miss an opportunity.

SMS & Email Templates



Email marketing is a central component of IR/CRM platform, offering robust and user-friendly tools for crafting and executing effective email campaigns. We equip you with all the essentials for designing and launching marketing emails, and ensuring successful campaigns. You can effortlessly generate targeted email campaigns using pre-designed templates or start from scratch with the user-friendly drag-and-drop template builder. Additionally, the platform provides a range of sending options, including batched delivery, enabling you to manage your email distribution effectively.

IR/CRM seamlessly integrates with your Mailgun account, granting you the capability to send up to 10,000 emails per month without any charge. This feature allows for cost-effective email communication with your audience.

Workflow Automation



The workflow tool simplifies the process of creating marketing campaigns and automates a significant portion of it. This tool enables you to create a visual representation similar to a flowchart. Using the drag-and-drop tool, you can easily create workflows, and there are additional submenus available to customize the details of each event. This user-friendly interface allows you to efficiently design and personalize your marketing campaigns. The remarkable aspect of this tool is its ability to integrate all your marketing channels, including emails, social media, text messaging, and more, seamlessly into your workflows.

We also offer pre-configured templates, known as snapshots, for various industries such as spas, gyms, attorneys, and more. Simply choose the snapshot that suits your needs and leverage it to set up campaigns within minutes. Furthermore, you have the flexibility to reuse workflows from previous campaigns and easily modify them for new ones, saving you time and effort.

Campaigns



Email marketing is one IR/CRM's crowning features. The tool allows you to create your emails from scratch or use one of the many template options. You can send out your emails immediately or schedule them to go out on a specific date or time. And you can send emails to batches of contacts at different intervals to help prevent your pipeline from becoming overloaded. You can incorporate any emails you create into your marketing workflows (more on that below) and use them as part of multi-channel marketing campaigns.

Other tools provided with the email builder allow you to:

- Incorporate RSS feeds into emails.
- Preview your emails and send test emails to your inbox.
- Create custom unsubscribe links.
- Add trigger links and hyperlinks.
- View email statistics and reports to see how your campaigns are progressing.

Trigger links



IR/CRM's trigger links look like normal URLs and take you to a web page whenever clicked. However, clicking a trigger link also performs an additional background action. This is useful for automating many tasks, such as adding people to campaigns, unsubscribing them from

Triggers



IIR/CRM triggers are internal conditional statements that say, "If X happens, do Y." The platform allows for different parts of the platform, contacts, marketing, and scheduling to all work together.

Funnels



The IR/CRM funnel builder lets you create unlimited funnels for you or your clients. There are hundreds of funnel templates to choose from, or you can build one from scratch. Our funnels can be customized using the drag-and-drop editing tool, plus you can incorporate them into workflows and marketing campaigns.

The funnel builder is used to create funnels that guide the user through the various steps of the customer journey to completion and can be used for various purposes, including data capture, product sales, course sign-ups, sales and promotions, and more. Businesses can use the IR/CRM funnel builder to create funnels for their own campaigns, or freelancers and marketing agencies can use the tool to create funnels on behalf of their clients.

Landing Page Builder



Like the sales funnel tool, you can quickly create stunning landing pages with the intelligent drag-and-drop tool. There are templates available for you to use, or you can build one from scratch. You can embed forms onto the page to capture lead data which feeds to the IR/CRM platform. It is also possible to add all the conversion techniques available in the sales funnel builder.

All Reporting



Your Facebook Ads campaigns, Google Ads campaigns, and website traffic from all sources, including social media, mobile devices, and desktop computers, are all covered in in-depth reports and thorough information by IR/CRM. You can know who visits your website, what they do there, and how long they stay. It enables you to assess the performance of your team, areas for development, and what is working.

Websites



Within the website builder, you have the same clean drag-and-drop interface to create one or multiple-page websites and the ability to embed forms and conversion techniques. What sets this website builder apart from others is the ready-made industry templates available for you to use. For example, if you want to create a website for a lawyer, you can select the attorney template area and choose a premade layout. Every aspect of the template is customizable so that you can alter it to your requirements, but having a base to work with speeds things up considerably.

Membership Sites



You can create membership websites using IR/CRM to market and sell your premium goods. If you're a course developer, you can also transfer your membership site to IR/CRM. The dashboard is user-friendly. Your membership website can include your personal domain. Your course outline can be edited visually. Additionally, you may alter the layout of the landing page for your membership site. Even course video content can be uploaded.

Blogs

Using the Blog feature, you can create and optimize blog posts. The easy-to-use feature allows you to focus on content marketing, SEO optimization, and you can distribute your blog anywhere to attract readers to your blog!

Proposals & Estimates



Proposals and estimates allow users to craft detailed outlines of services or generate succinct cost agreements. Through a versatile document builder featuring text, images, videos, tables, and more, as well as digital signatures and document state management, this feature continues to serve as a comprehensive solution for professional business communication. Whether sharing a company's background or simply listing products and prices, these documents adapt to various needs, simplifying interactions with potential clients.

Affiliate Marketing



This powerful feature allows you to expand revenue by teaming up with companies that promote and sell your products or services. Serving as a marketing intermediary, the affiliate connects you with potential customers and earns a commission for successful sales, leads, or actions generated through their promotional efforts.

Here's how the process typically unfolds:

Affiliate Program: The company establishes an affiliate program, detailing terms like commission rates, payment methods, tracking systems, and promotional guidelines.

Affiliates Sign Up: Interested individuals or businesses join the affiliate program, receiving unique links or codes to track their referrals upon approval.

Promotional Efforts: Affiliates use diverse channels like websites, blogs, social media, email lists, or advertising to promote the company's offerings, integrating their affiliate links into the content.

Customer Referrals: When potential customers click on an affiliate link and make a purchase or take the desired action, the affiliate's tracking system records the referral.

Commission and Payment: The company's tracking system attributes the referral to the affiliate, calculating the commission based on agreed-upon terms. Payments are made regularly (e.g., monthly) or upon reaching a minimum payout threshold.

Affiliate marketing is a cost-effective strategy for companies to broaden their reach and boost sales by leveraging the networks and expertise of affiliates. For affiliates, it offers a potential source of passive income when promoting products aligning with their audience's interests.

Done For You Services

What's included in your Expert Plan

The Expert package is a comprehensive solution that combines impactful web design and landing pages with two decades of branding expertise.

It includes

- **2x Personalized Landing Pages**
- **1x Fully Branded 2-Page Website**
- **1x Professionally Designed Email Template**
- **1x SMS Template**
- **Expert full CRM setup tailored to your needs**

This package empowers you with a compelling online presence and an optimized CRM system to enhance your efficiency and effectiveness.

Trust us to elevate your digital footprint while you concentrate on your core strengths.

What's included in your Premium Plan

Our comprehensive Done For You (DFY) package is designed to turbocharge your online presence and marketing efforts.

Included are

- **3x Tailored Landing Pages for Optimal Visitor Conversion**
- **1x 5-Page Website that Combines Stunning Aesthetics with Effective Functionality**
- **3x Professionally Crafted Email Templates to Boost Your Email Marketing Campaigns**
- **2x SMS Templates for Easy Audience Connection**
- **Expert Management of Your Facebook Campaigns for Targeted Results**
- **A convenient social planner tool,**
- **Webchat implementation for improved customer engagement,**
- **Expert full CRM setup tailored to your needs**

With our DFY package, you gain access to a powerful suite of tools and services, allowing you to prioritize business growth and audience engagement.



Our comprehensive offerings include a wide selection of professionally crafted templates for various purposes.

From meticulously designed funnels and websites to eye-catching email and SMS templates, we have your digital needs covered.

Our dedicated creative team is poised to deliver exceptional web and landing page designs, ensuring a visually stunning online presence.

The following pages feature curated showcase of some of our exemplary work, highlighting the remarkable results we've achieved for our valued clients.





ir | **crm** **thank you**
Sales Automation
Multiplier