

The logo for Act! is a bright orange circle containing the word "act!" in white, lowercase, sans-serif font. The exclamation point is slightly larger than the letters.

act!™

The background of the top half of the page is a photograph of a white roof with several silver, dome-shaped ventilation units. The image is slightly blurred and has a blue tint. The title text is overlaid on this image.

Building an Effective Marketing Operation with Act!

The logo for SmartVentilation features the word "SmartVentilation" in a blue, sans-serif font. The letter "o" in "Smart" is replaced by a small, circular icon of a person's face.

SmartVentilation

Founded over ten years ago by Wayne Dean, SmartVentilation Inc. is delivering critical radon mitigation solutions to help families keep their homes safe. Over the years, the company has developed a range of technology, hardware, filters, and other tools that help tackle some of the toughest indoor air quality challenges including eliminating or reducing allergy and asthma triggers, pm2.5, exposure to red tide and blue-green algae neurotoxins, CO₂, VOCs, acrolein, and wildfire smoke thereby providing their customers with positive outcomes including improving sleep and cognitive function to delaying the onset of Alzheimer's.

SmartVentilation's offerings were unmatched in the marketplace, delivering unique capabilities to help families ensure they're safe from the damaging effects of radon. But, in spite of the high-quality product, the company was struggling to reach a broad enough audience of prospects to make an impact and spark sustained growth.

Building a Marketing Operation from Scratch with Act!

As a business owner, Dean had built SmartVentilation from the ground up over the course of a decade. And while he had deep experience in a number of fields, including time spent as an attorney, marketing and sales were two areas that Dean had little to no experience in. With that limitation, Dean turned to Act! to help fill the knowledge gaps and build a marketing strategy capable of getting in front of the right people. With the help of Act! marketing automation, he was able to set up marketing campaigns on a large scale easily, quickly and with little training required upfront. By bringing his contacts into the Act! platform, SmartVentilation's marketing campaigns were able to feed back valuable information on where various prospects' interests were and helped identify opportunities to reach out and make sales.

“Act! has been incredibly responsive to the unique needs of my business. With strong support and detailed training videos, I’ve gained an incredible level of confidence that I can achieve the goals that I want to reach with Act!’s marketing automation tools.”



Wayne Dean
Founder & Owner, SmartVentilation

The successes that SmartVentilation has had with Act! have inspired the company to continue its growth. Now, Dean pulls in state government information around regulations, radon mitigation, and radon measurement to populate the company’s Act! CRM platform. All of that information is fed in, delivering SmartVentilation a highly refined list of over 450 contacts that span potential business partners, installers and others who might be interested in working with the company—a critical element to Dean’s future plans to expand and grow SmartVentilation from its current state of business.



“I find it very exciting to be using Act! today. It really delivers the horsepower necessary to do all sorts of things I want to do, without requiring a ton of learning or training on my end. The trainings and tutorials Act! has on hand make it possible for anyone to pick up the CRM and marketing automation tools and get to work right away.”

Wayne Dean
Founder & Owner, SmartVentilation

Gaining the Freedom and Flexibility to Scale with Act!

As the business continued to grow, with new, innovative solutions for radon testing and mitigation, the value that SmartVentilation’s Act! CRM and marketing automation solutions brought have been a tremendously important piece of the business. Before working with Act!, Dean had been dependent on paper files to manage contacts, an incredibly laborious and complicated undertaking that can also invite greater human error into the equation.

Today, SmartVentilation’s CRM solution holds its contacts, which are high-value, relevant and active leads. When building a business around air quality and mitigating dangerous elements like radon, a wide range of considerations can impact how to approach a prospect. Now, all of that information is easily accessible right inside the Act! platform. As a small business, scaling can quickly become a complex process for a company like SmartVentilation. But leveraging Act!, Dean was able to easily build and launch marketing campaigns that reached the right audiences every time.

Results

- Act!'s CRM software helped SmartVentilation maximize the value of its marketing campaigns, tracking all of its contacts and uncovering opportunities for engagement or sales.
- Act!'s marketing automation solutions enabled the company to conduct major marketing campaigns without any complex processes, easily reaching hundreds of potential partners and customers.
- Act!'s CRM solution easily integrated critical information from state governments around radon mitigation and measurement, helping lead to and generate over 450 high-quality contacts
- Act!'s unmatched support, tutorials, and training opportunities made learning marketing automation and CRM tools simple to pick up, enabling SmartVentilation to quickly jump in and launch effective marketing campaigns.

About Act!

With proven CRM and powerful Marketing Automation, the possibilities are limitless. Act! provides the ultimate toolset to build relationships, maximize engagement, and drive business growth.

[START YOUR FREE TRIAL](#)

Contact Act!

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