



# Building Efficiency and Insight with Act!

How Landform Professional Services unified marketing, contact management, and reporting under one powerful CRM platform



Landform Professional Services is a multidisciplinary design and development firm based in Minneapolis, specializing in civil engineering, landscape architecture, land surveying, urban and rural planning, aerial operations, and construction administration. The award-winning firm is known for its visionary approach to community development and sustainability.

When Landform set out to modernize its client relationship management system, it sought a solution that would unify marketing automation, contact tracking, and reporting, while being affordable, intuitive, and mobile-ready. After testing multiple platforms, the team found its answer in Act!, a platform that provided everything they needed and more.

**“Act! is exactly what we’ve been wanting to do for years. It’s robust, efficient, and built for the way we work today.”**

David Esquire, Marketing Lead,  
Landform Professional Services

After exploring platforms such as HubSpot and Salesforce, the company selected a competing vendor that promised a fully integrated experience. Unfortunately, after a year of meetings, setup delays, and unmet promises, the result was costly and disappointing.

## The Challenge: Disconnected Tools and Lost Efficiency

As Landform transitioned into a hybrid work model, long before the pandemic made it mainstream, the team needed a CRM that could support both in-office and remote collaboration. Microsoft’s Outlook and Teams offered communication tools, but lacked true CRM functionality.



**“When trying a CRM competitor, we burned through human and financial capital only to find out the system couldn’t do what was promised. It was an expensive lesson learned.”**

David Esquire





## Rediscovering Act!: The Right Solution at the Right Time

While evaluating next steps, David recalled using Act! years earlier and remembered it as a solid, dependable platform. Upon revisiting it, he discovered a product that had evolved far beyond his expectations, now offering a fully cloud-based CRM with integrated email marketing and marketing automation capabilities at a price point that outperformed standalone tools like Constant Contact.

After a quick, no-nonsense demo with Act!'s sales team, David presented the platform to Landform's leadership, who were equally impressed with its capabilities and user-friendly design.

## Implementation: A Centralized Hub for Marketing and Communication

Landform imported more than **6,300 contacts** into Act!, consolidating customer data, project leads, and partner communications into a single, secure database. Act!'s automation features and segmentation tools have since enabled David and his team to send targeted emails, assign follow-up calls, and generate actionable insights, all from one system.

“I can easily export lists, assign follow-ups to our studio leads, and track who's opened our campaigns. It's exactly the kind of data-driven workflow we needed.”

## The Results: Data, Efficiency, and Growth

Act! has empowered Landform to bring clarity and structure to its marketing and outreach. The platform's robust reporting capabilities provide valuable insights into engagement metrics such as open and click-through rates, helping the team refine campaigns and make informed, data-backed decisions.

- **Enhanced Efficiency:** No more hunting through Outlook, Teams, or spreadsheets.
- **Unified Data:** One source of truth for all contact and marketing information.
- **Increased Visibility:** Comprehensive campaign tracking and performance analytics.
- **Future-Ready Infrastructure:** A scalable solution to support growth over the next decade.





## Looking Ahead

Landform's team anticipates Act! will continue to play a pivotal role in their growth strategy, especially as the firm expands its marketing automation and reporting capabilities. With Act!'s cloud-based access, team members can manage relationships, track campaigns, and deliver measurable results, anytime, anywhere.

"Act! is a platform we can grow into over the next decade and beyond. It's powerful, easy to use, and gives us the analytics we've always wanted."

Learn more about Landform Professional Services, LLC by visiting [their website](#).



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## Key Takeaways

- **Efficiency Through Integration**  
Act! unified CRM, email marketing, and automation in a single, affordable solution, reducing time spent managing multiple tools.
- **Scalable and Future-Ready**  
With 6,300+ contacts and room to grow, Act! supports Landform's evolving client and project base.
- **Data-Driven Decisions**  
Reporting and analytics provide actionable insights for improved marketing performance and strategic growth.
- **Seamless Hybrid Collaboration**  
A cloud-based platform allows remote and in-office teams to access critical client data anytime, anywhere.

## About Act!

### More than CRM. Your total relationship solution.

Act! unites sales, marketing, and customer management in one intuitive platform to help you stay organized, attract new customers, and turn relationships into results.

START YOUR FREE TRIAL

