

Short Circuit Media

Web Form Solutions for Online Marketers - Short Circuit Media

About the business

Aidan Crawford is a witty Canadian consultant who specializes in providing web marketing advice for professional speakers and small business. He opened his own company (Short Circuit Media) that offers A-Z services for online promotion, from building Joomla and WordPress websites for customers down to implementing dedicated marketing plans.

Professionals practice what they preach. The first thing you will see on the website of SCM is a two field form visitors can use to request a free consultation, placed next to Mr. Crawford's photo. This lead generating form that was created with 123ContactForm is the main call-to-action on the page.

Issue

Short Circuit Media receives website-related requests from their customers on daily basis and needs to handle the flow of information in a handy way. Consequently, each one of the clients asks for professional interfaces of communication with their websites visitors. A two-sided need arose: the internal shortage of information management solutions combined with the customers' similar demands that exceeded the development capacities of SCM.

123ContactForm solution

Mr. Crawford previously used custom forms for each website created, but quickly found they were too time consuming to create and implement. He also tried some online form builders, but they were expensive and hard to use for multiple clients - an essential demand of SCM.

With 123ContactForm, Short Circuit Media is able to give the exact response to multiple needs of their customers around the world: to receive feedback, to offer event booking facilities, to sell goods and services easily through their websites. "I'm increasingly using the order forms to wow clients with simple e-commerce solutions", Aidan Crawford stated.

Tools used and overall payoff

- Contact forms, booking forms, order forms
- Payment processing
- Rules (field branching)
- Discount coupons in forms.

123ContactForm helped Short Circuit Media revamp their customers' websites without having to spend hours on the development side. Satisfied customers are the best advertisers. The solution helped the business grow through solid referrals.

TESTIMONIAL

"I started using 123ContactForm with the free trial. I quickly realized this was the tool I was looking for and I've upgraded my account to accommodate my growing business. The support from 123ContactForm is second to none and metrics show me that it's worth much more than I'm paying for it!"
(Aidan Crawford, owner of Short Circuit Media - www.shortcircuitmedia.com)

Summary

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ISSUE



2

SOLUTION



3

PAYOFF

Short Circuit Media needed online forms to manage customer requests on their own website and for populating their clients' sites. A fast and affordable tool was needed to meet the ever changing needs of their clients.

Online forms powered by 123ContactForm were the fast and easy response to a wide range of needs. The company and its clients can now handle the inbound flow of information in a professional and hassle-free way.

Less time spent, increased ROI. The online marketing consulting business of Aidan Crawford has boosted its referrals from customers who were satisfied with the web solutions he gave with the help of 123ContactForm.