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## FOR IMMEDIATE RELEASE

### **Pulse Automations takes the reins of small business CRM software**

(Roseville, CA) – August 5, 2014 – Three-time award-winning Salon Success Strategies, a niche-marketing company for the beauty industry, is launching a new division for Infusionsoft (CRM software) implementation, called Pulse Automations, in order to aid small business owners of any industry to achieve better growth and marketing automation in today’s competitive market.

Pulse Automations, founded by Heather Lemere, CEO and Marketing Director of Salon Success Strategies as well as 2014 Infusionsoft Small Business ICON Finalist, was created to serve entrepreneurs with marketing automation implementation, allowing small businesses to achieve more efficiency in their business and more free time in their lives.

“We have experienced tremendous growth using Infusionsoft these past few years,” said Lemere. “By using Infusionsoft to its fullest potential, we saw our business expand by 400% last year and 500% already this year; we want to help other business owners find their paths to success through our knowledge and experience.”

As a small business owner herself, Lemere is dedicated to helping small businesses succeed. With a full understanding of the need for marketing software that will boost company growth and save valuable time to focus on other aspects of the business, or even a personal life outside the business, Lemere has created Pulse Automations to do just that.

In recent months, there is an increasing need for Infusionsoft CRM implementation. Infusionsoft can significantly grow small businesses when maximizing the software’s full capabilities. Pulse Automations specializes in the major areas of Infusionsoft implementation including email marketing, Campaign Builder, E-commerce, membership site set-up and customization (CustomerHub), lead scoring, affiliate center creation, and all other elements of Infusionsoft.

Pulse Automations aims to support the success of small businesses by offering a high level of proven Infusionsoft strategies that will simplify sales and marketing for entrepreneurs. Salon Success Strategies lives and breathes the mantra that the growth of small business is fundamental to our nation’s success. It is their passion to provide other small businesses across the nation a medium that has been proven to help get organized, grow revenue and save time.

To learn more about Pulse Automations visit [www.pulseautomations.com](http://www.pulseautomations.com).

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