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Small Businesses Get Big Business Marketing Power With New Demandforce Enhancements

Introducing Integrations with Apple Passbook, Google Now and Bing, Along With New Features

SAN FRANCISCO--(BUSINESS WIRE)-- To help small businesses stay ahead in an increasingly connected world, Intuit Demandforce (Nasdaq:INTU) unveiled the next generation of its leading online marketing and communications solution. The enhanced product - which added recurring campaigns as well as integration with Apple Passbook, Google Now, and Bing – helps enable small businesses to attract local customers, automate marketing and manage online reputation.

“As consumers increasingly turn to their computers and smartphones when deciding where to take their business, online reputation is essential for small businesses looking to attract and retain customers,” said Rick Berry, president of Demandforce. “These product updates give small businesses access to cutting-edge marketing capabilities previously only available to larger companies with dedicated marketing departments.”

Get Customers

Demandforce is unveiling Intuit Local, which gives small businesses access to 47 million connected consumers. The tool connects companies to nearby customers by recommending local Demandforce merchants and by providing real-time ratings and reviews. This makes it simple for customers to connect with the business and take action, while helping the business grow its customer base without any effort.

Automate Marketing

The new “recurring campaigns” feature helps companies save time by automating routine customer communications that happen throughout the year, including appointment reminders, review and survey collection and marketing campaigns. Recurring campaigns make it easy for small businesses to use their existing data to create automated campaigns that target the right customers at the right time. Customer lists update automatically so users only need to set it up once.

Manage Online Reviews

Nearly 90 percent of purchasers go online to research companies before doing business with them, making online reputation more important than ever. Demandforce has added Bing, Microsoft’s search engine, to its Demandforce Syndication Network to help keep company information up-to-date across the Web and allow more consumers to find local businesses. Customers can request appointments directly from Bing and Demandforce

automatically tracks the leads, so businesses know exactly where new customers are coming from.

Go Mobile

45 percent of U.S. consumers will rely on smartphones by the end of this year according to ABI Research. Being mobile is becoming an essential way for companies to stay in touch with customers. New integrations with Apple Passbook™ and Google Now™ automatically alert mobile customers to upcoming appointments that have been made through Demandforce.

To learn more about the enhancements or to request a demo visit: http://www.demandforce.com/.

Additional Resources

- Demandforce on Twitter (https://twitter.com/demandforce)
- Demandforce on Facebook (https://www.facebook.com/demandforce)
- Intuit Small Business Blog (www.Intuit.com/Blog)

About Demandforce

Demandforce, Inc., a leading online marketing and communication software service from Intuit Inc., helps local businesses thrive in the Internet economy using email communications, text messaging and online services. Demandforce combines an award-winning communication platform with best-in-class reputation and networking tools into one powerful Web-based application that seamlessly integrates with existing workflow systems to help build businesses a strong online reputation and leverage local network marketing.

Founded in 2003, Demandforce has collected over 4 million consumer reviews, which are published across the Web, and has generated over $4 billion for its clients. Through Intuit Local, its end clients are connected to over 47 million local consumers. For more information on how to use Demandforce for your business, visit www.demandforce.com.

About Intuit Inc.

Intuit Inc. creates business and financial management solutions that simplify the business of life for small businesses, consumers and accounting professionals.

Its flagship products and services include QuickBooks®, Quicken® and TurboTax®, which make it easier to manage small businesses and payroll processing, personal finance, and tax preparation and filing. Mint.com provides a fresh, easy and intelligent way for people to manage their money, while Demandforce® offers marketing and communication tools for small businesses. ProSeries® and Lacerte® are Intuit's leading tax preparation offerings for professional accountants.

Founded in 1983, Intuit had revenue of $4.2 billion in its fiscal year 2013. The company has approximately 8,000 employees with major offices in the United States, Canada, the United Kingdom, India and other locations. More information can be found at www.intuit.com.

Intuit Inc.
Elisabeth Gettelman, 650-944-2116
elisabeth_gettelman@intuit.com
or
Access Communications
Kaylin Slakey, 415-844-6234
kslakey@accesspr.com

Source: Intuit Inc.