

Formstack Case Study — Michelle Coleman



The Challenge

Michelle Coleman wears many hats when it comes to her professional life. She is the director of marketing at Storage Solutions, a volleyball coach and webmaster for the Team Indiana volleyball club, and she is also a freelance web designer. Although Coleman uses Formstack in all of her roles, she finds that the Kentucky Bluegrass Balloon Festival website form benefits from Formstack the most.

As Coleman was managing the Kentucky Bluegrass Balloon Festival, she was adding in the attendees manually with the Exact-Target web collect function. This process was requiring countless hours of work on her behalf. As the hours were going by, she knew there had to be a quicker and easier way to organize and manage attendees online.

The Solution

While Coleman was attending the Master's of Business Online conference in 2008, she heard about Formstack, thought it looked very interesting, and just had to dig deeper and learn more. Once she learned more about the product, she loved the ExactTarget integration that Formstack uses. This

integration was an easy one step process to organize and manage all of the festival attendees.

"My goal was to organize the Bluegrass Balloon Festival in the easiest way possible. With the Exact Target integration in Formstack, the attendee is automatically entered into Exact Target and that makes it very easy to contact them", says Coleman. With the integration she is now able to collect all of the information for Exact Target in a one step process.

The Outcome

After learning about the Formstack integrations and the ease of use, Coleman has been able to expand her use of Formstack to benefit all of her professional roles. With Formstack, she has been able to create over 45 different forms including contact forms, volleyball tryout registration, volleyball showcase forms, wellness tracking forms, prospect claim form, surveys and many others. Because of Formstack she has been able to cut down on the amount of time she spends organizing her various activities.