

Amber
Perry

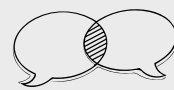


AMBER PERRY Case Study

- **Client**
Amber Wallace Perry
- **Niche**
Women Entrepreneur
- **Year**
2022
- **Website**
<https://instagram.com/amberwperry>



4394
Prospects



271
Conversations



20
Appointments

Customer Story

Amber Wallace Perry is an Entrepreneur and a Network Marketing Professional. While she has been working passionately in tech for a greater part of her career, her true joy is to help people in forming new genuine connections and help them with multiple income streams.

The client's focus was to meet the self-driven, eager, and desirous women leaders who understand the value of multiple income streams and have the fearless conviction to do whatever it takes to get what she wants.

The goal was to have conversations with qualified candidates- one who is open to doing anything as long as it's a legitimate opportunity that can help them achieve more.



In six weeks, EXOTTO helped AMBER PERRY to create a pipeline of continuous, compelling prospects.

The Challenge

- ✓ Conversations with qualified candidates- one who is open to doing anything as long as it's a legitimate opportunity.
- ✓ Connect women entrepreneurs who are open to more— income options, community, something different, build something that can be handed down.
- ✓ Build national brand awareness and potentially generate massive sales revenue.

The Solution

- Created a targeted approach campaign for email and LinkedIn to connect with women entrepreneurs in Nashville, US.
- Boosted the client's LinkedIn profile.
- Executed a LinkedIn campaign exclusively for Women entrepreneurs in Nashville, Tennessee, United States.
- Narrowed our approach by qualifying the audience via our connector messages on LinkedIn.

The Results

- 20 Appointments
- 271 Conversations
- Outreached 4394 Prospects

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