

## Coterie Consulting Case Study

- **Client**  
Robert W Baker Jr
- **Niche**  
Business Coaching/Consulting
- **Year**  
2023
- **LinkedIn**  
<http://linkedin.com/in/rob-baker-024b867>



13036  
Prospects



783  
Conversations



29  
Appointments

### Customer Story

Coterie Consulting brings valuable insights and strategies to distressed and struggling companies, helping them navigate challenges, regain stability, and ultimately achieve long-term success.

Coterie Consulting faced a challenge in managing client campaigns, lead generation, streamlining internal processes, and ensuring consistent client communication.

After partnering with Exotto, the campaign quickly generated leads and improved steadily. Exotto initiated communication with 783 Prospects by Email, out of which more than 29 turned out to be warm leads.



In four months, EXOTTO helped Coterie Consulting to create a pipeline of continuous, compelling prospects.

## The Challenge

- ✓ Extracted data of Distressed companies.
- ✓ Directly contacted the decision-makers of struggling companies.

## The Solution

- Used LinkedIn Sales Navigator to extract the data in accordance with the needs and niche of the client.
- Developed a strategy for outreach to understand audiences and potential customers, specifically how, where, and why they look for companies like Coterie Consulting.
- To ensure that the correct individuals would see our message, we examined the target population and created an email and LinkedIn campaign.

## The Results

- 29 Appointments
- 783 Conversations
- Outreached 13036 Prospects