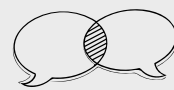


EPL Partners

- **Client**
Eric Lundbohm
- **Niche**
Business Coaching/ Consulting
- **Year**
2022-23
- **Website**
<https://ericlundbohm.com/>



23483
Prospects



839
Conversations



82
Appointments

Customer Story

Eric Lundbohm is a specialist in B2B marketing with hands-on experience in launching products and increasing sales. He has various experiences, from Fortune 500 companies to start-up settings in the information, SaaS, and cybersecurity sectors. Eric assists businesses as a "fractional CMO" marketing consultant to improve marketing strategy and execution or to start or hasten growth.

EPL Partners required assistance locating leads in their niche.

EPL Partners saw significant growth through a data-driven strategy, personalized email marketing, extensive lead-generation techniques, and cooperative interaction after collaborating with Exotto.



In seven months, EXOTTO helped EPL Partners to create a pipeline of continuous, compelling prospects.

The Challenge

- ✓ Generated leads on LinkedIn and email by engaging with CEOs and other decision-makers of the companies.
- ✓ Targeted audiences in particular niches like B2B Technology, business services, and industrial software firms with 2-500 employees.

The Solution

- Engaged with various B2B company leaders, business services, etc.
- Conducted extensive research and developed a marketing plan that matched the client's objectives.
- Designed email campaigns to target different markets.
- Developed a thorough strategy to generate leads and raise brand awareness.

The Results

- 82 Appointments
- 839 Conversations
- Outreached 23483 Prospects