

Monoly Case Study

- **Client**
Larbi El Falaki
- **Niche**
Marketing And Advertising
- **Year**
2021
- **Website**
<https://www.blue-face-media.com/>



2432
Prospects



158
Conversations



38
Appointments

Customer Story

Monoly is a full-service Facebook ads agency. They develop effective strategies for forward-thinking companies and have a proven track record of increasing traffic and conversion.

They work in areas as diverse as Facebook ads campaigns, Facebook marketing, Instagram marketing, and digital marketing.

However, they encountered challenges like low brand visibility and trouble interacting with target customers in a cutthroat industry.

The collaboration with Exotto generated outstanding results, including increased lead generation and an improved market position.



In one month, EXOTTO helped Monoly to create a pipeline of continuous, compelling prospects.

The Challenge

- ✓ Directly contact the decision-makers of companies providing financial services.
- ✓ Develop various email and LinkedIn lead-generation strategies in a financial niche in a particular geographical location.

The Solution

- Created a multi-channel campaign, including email and LinkedIn outreach, targeting CEOs, founders, and managing directors.
- Initiated a conversation with decision-makers of companies in Dubai, the Gulf, and the UAE.

The Results

- 38 Appointments
- 158 Conversations
- Outreached 2432 Prospects