

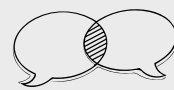


ProGlobal Business Case Study

- **Client**
Malcolm Reid Sr
- **Niche**
Coaches/Consultants
- **Year**
2021-22
- **Website**
<https://proglobalbusinessacademy.com/>



533445
Prospects



46424
Conversations



4966
Appointments

Customer Story

Malcolm Reid Sr., the founder of ProGlobal Business Advisors, is a marketing coach who helps small business owners increase their annual revenue by \$50,000 or more, WITHOUT spending a cent on marketing or advertising... GUARANTEED!

Along with a group of highly experienced finance, operations, and growth experts, Malcolm is looking to acquire and invest in businesses with revenues of \$1,500,000 to \$20,000,000 in the home services industry.

ProGlobal Business adopted Exotto's transformative solution, leveraging cutting-edge technology and data-driven insights to address its challenges.



In 27 months, EXOTTO helped ProGlobal Business to create a pipeline of continuous, compelling prospects.

The Challenge

- ✓ Need of a dedicated team to reach out to targeted audiences to provide high-quality, pre-qualified leads.
- ✓ Focus on small and medium companies (SMBs) with strong development potential and industry specialization in coaching, accounting, and marketing, primarily in the United States.
- ✓ Use LinkedIn and email outreach to reach the target audience.

The Solution

- Designed an elegant, streamlined process and created a three-step email campaign
- A video campaign to engage with the prospects.
- 1K email outreach and LinkedIn requests a day.
- Content marketing through the Client's Facebook account.
- Implementing and optimizing their CRM on a daily basis.

The Results

- 4966 Appointments
- 46424 Conversations
- 533445 Prospects Outreached