

STRUCTURE LEADERSHIP & MANAGEMENT

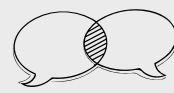


Structure Leadership & Management Case Study

- **Client**
Joel Rottenberg
- **Role**
Marketing
- **Year**
2020-21
- **Project URL**
<https://www.linkedin.com/groups/8966651/>



350%
increase in new
users



8000+
new
connections



1000+
group
members

Customer Story

Joel Rottenberg teaches entrepreneurs how to systemize, scale, and grow their businesses and gets them out of the daily operations to make more money and have more time and freedom.

Structure Leadership Management faced significant obstacles in its pursuit of growth. He wanted to expand his audience and reach out to as many people as possible via LinkedIn, Email, and Facebook.

Exotto built his audience on his Facebook group to 1000+ and increased his connections on LinkedIn from 2500 to 8000+ in 8 months.



In eight months, EXOTTO helped Structure Leadership & Management to create a pipeline of continuous, compelling prospects.

The Challenge

- ✓ Expand his audience.
- ✓ Reach out to people via LinkedIn, Email and Facebook.

The Solution

- Handled his connection and funnel building and assisted in his coaching program launch too.
- Worked on social media platforms to expand his prospect base and develop his marketing materials.
- Through Facebook, we created strategies to increase the number of followers and interactions for the company.
- Used email marketing to provide news and updates to his current client base, not to generate leads.

The Results

- 350% increase in new users.
- 8000+ new connections
- 1000+ group members