

# Amber Perry

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## AMBER PERRY CASE STUDY



**4394**  
Prospects



**271**  
Conversations



**20**  
Appointments

- **Client**  
Amber Perry
- **Niche**  
Women Entrepreneur
- **Year**  
2022
- **Website**  
<https://www.instagram.com/amberwperry/>

### Customer Story

Amber Wallace Perry is an Entrepreneur and a Network Marketing Professional. While she has been working passionately in tech for a greater part of her career, her true joy is to help people form new genuine connections and help them with multiple income streams.

The client's focus was to meet the self-driven, eager, and desirous women leaders who understand the value of multiple income streams and have the fearless conviction to do whatever it takes to get what she wants.

The goal was to have conversations with qualified candidates- one who is open to doing anything as long as it's a legitimate opportunity that can help them achieve more..

### The Solution

To overcome these challenges, we implemented a strategic and personalized outreach campaign focused on connecting Amber with her target audience. The key steps included:

- Targeted Campaigns on Email and LinkedIn
- We created a precise outreach strategy targeting women entrepreneurs based in Nashville, Tennessee. By focusing on this specific demographic, we ensured that Amber's message resonated with the right audience.
- Optimizing Amber's LinkedIn Profile
- To boost her visibility and credibility, we optimized Amber's LinkedIn profile to reflect her expertise and passion for empowering women. This step positioned her as a thought leader and attracted her ideal candidates.
- Exclusive LinkedIn Campaigns
- We launched a dedicated LinkedIn campaign targeting women entrepreneurs in the Nashville area. This allowed us to connect with professionals who were likely to align with Amber's vision.
- Qualifying Leads through Connector Messages

### Challenge

- **Identifying Qualified Candidates:** Finding women entrepreneurs who were genuinely open to exploring legitimate income opportunities.
- **Building Genuine Connections:** Establishing meaningful relationships with self-driven individuals willing to take action.
- **Target Audience Engagement:** Narrowing down the audience to women leaders in Nashville who aligned with Amber's mission.
- **Time Efficiency:** Ensuring that outreach efforts focused only on high-potential leads to maximize productivity and results.
- **Streamlining Communication:** Developing a system to initiate and maintain conversations effectively with qualified prospects.

### The Results

- **20 Appointments**
- **271 Conversations**
- **Outreached 4394 Prospects**

“ *By partnering with Exotto, she overcame challenges, achieved remarkable results, and established a strong foundation for future growth.* ”