



BANKRUPTCY PPC-24 CASE STUDY



2500
Prospects



230
Conversations



13
Appointments

- **Client**
Isadore Petite
- **Niche**
Bankruptcy Attorneys/Firms
- **Year**
2021
- **Website**
www.bankruptcyppc.com

Customer Story

BankruptcyPPC has a fantastic reputation in the PPC advertising space by bankruptcy attorneys and law firms. They are well aware of the legal industry and have been helping many clients improve their online presence to attract high-quality leads. Friendly, reliable customer service has also made them an attorney favorite for building practice.

After all, BankruptcyPPC faced their own share of challenges, particularly when it came to scaling their business to reach smaller bankruptcy law firms. They struggled to connect with the right decision-makers and attract suitable clients for their services. Recognizing the need for a targeted approach to improve lead generation and appointment setting, they turned to Exotto for help.

The Solution

Exotto applied a comprehensive strategy to overcome these challenges and help BankruptcyPPC connect with the right prospects. The solution included:

- **LinkedIn Sales Navigator:** Exotto leveraged LinkedIn Sales Navigator to extract targeted data, focusing on the specific needs and niches of BankruptcyPPC's ideal clients.
- **LinkedIn Lead Generation:** Exotto used proven LinkedIn lead-generation strategies to identify and engage with bankruptcy attorneys.
- **Targeting the Right Firms:** The campaign specifically targeted bankruptcy firms with 1-50 employees, ensuring that the outreach was highly relevant and tailored.

Challenge

Bankruptcy PPC faced several key obstacles in expanding their business:

- **Data Extraction:** They struggled to efficiently extract relevant data on bankruptcy attorneys and law firms, particularly targeting those most likely to benefit from their services in a fragmented legal market.
- **Reaching Decision-Makers:** Connecting with the right decision-makers, such as senior attorneys or managing partners, was challenging, especially in small to mid-sized firms with limited marketing staff.
- **Targeting Small Firms:** BankruptcyPPC aimed to focus on bankruptcy firms with 1-50 employees, but reaching and engaging these smaller firms with tailored marketing proved difficult.

To overcome these challenges, BankruptcyPPC partnered with Exotto for a more targeted and strategic approach.

The Results

- 13 Appointments
- 230 Conversations
- Outreached 2500 Prospects

“*A winning partnership that achieved exceptional results with Exotto's tailored solutions.*”