

BUSINESS RESULTANTS CASE STUDY



35027
Prospects



8399
Conversations



3394
Appointments

- **Client**
Scott Lippitt
- **Niche**
Business Coaches/Consultants
- **Year**
2022-23
- **Website**
www.businessresultantsllc.com

Customer Story

Business Resultants train a few hand-selected Virtual Business Advisors on a proven, results-based program that allows advisors to sign up all the small business advising/coaching clients they can handle.

They help business owners DOUBLE or triple their net profits WITHOUT spending an additional dollar on marketing or advertising. Business Resultants needed help finding the leads in their niche. That is when Exotto came in. Business Resultants witnessed substantial growth through a data-driven approach, customized email campaigns, comprehensive lead-generation strategies, and collaborative engagement.

The Solution

Exotto developed a customized strategy to help Business Resultants achieve its lead generation goals.

1. **Targeted Outreach Strategy:** We started off by doing a thorough research about the client's niche and the professionals they intended to contact. It was based on this information that we developed an email campaign targeting coaches, consultants, accountants, and business brokers.
2. **Lead Generation Campaigns:** Exotto deployed LinkedIn outreach and email campaigns, designed to foster meaningful conversations and drive appointments. These campaigns were not only highly personalized but also designed to resonate with the pain points and goals of the target audience.
3. **Ongoing Engagement:** Regular meetings with Business Resultants ensured that our efforts remained aligned with their evolving goals. This collaboration allowed us to continually refine the campaigns and improve engagement rates.
4. **Strategic Follow-Ups:** We implemented strategic follow-up sequences to ensure that no opportunity was missed. By nurturing relationships through consistent communication, we kept prospects engaged throughout the decision-making process.

Challenge

- Difficulty in generating high-quality leads in a specific niche.
- Targeting professionals such as coaches, consultants, agencies, accountants, and business brokers.
- Need for a scalable lead generation strategy without extra marketing costs.
- Desire to increase brand visibility and secure more appointments with qualified prospects.

The Results

- **3394 Appointments**
- **8399 Conversations**
- **Outreached 35027 Prospects**

“*The transformative impact of this partnership solidified Business Resultants' position as a leader in the business coaching industry, showcasing their ability to deliver exceptional results for their clients.*”