

## COTERIE CONSULTING CASE STUDY



**13036**  
Prospects



**783**  
Conversations



**29**  
Appointments

- **Client**  
Robert W Baker Jr
- **Niche**  
Business Coaching/Consulting
- **Year**  
2023
- **Website**  
<http://linkedin.com/in/rob-baker-024b867>

### Customer Story

Coterie Consulting specializes in helping distressed companies regain stability and achieve long-term success. Despite their expertise, they struggled with lead generation, client campaign management, and maintaining consistent communication. They needed a more effective way to reach and engage decision-makers in companies facing challenges.

By partnering with Exotto, Coterie Consulting was able to streamline its lead generation process. Exotto's tailored approach quickly initiated contact with 783 prospects through email outreach. This led to 29 warm leads, resulting in valuable appointments that positioned Coterie Consulting as a trusted partner for businesses in need of recovery and growth strategies.

Exotto's targeted, data-driven outreach strategy helped Coterie Consulting connect with the right audience, improve internal processes, and secure qualified leads, enabling them to focus on delivering their services effectively.

### The Solution

Exotto created a customized outreach strategy to address these challenges:

- **Data-Driven Insights:** Using LinkedIn Sales Navigator, Exotto identified a comprehensive list of companies fitting Coterie Consulting's ideal client profile.
- **Targeted Outreach Strategy:** Exotto analyzed the behavior, preferences, and needs of the target audience to understand how, where, and why they search for solutions offered by Coterie Consulting.
- **Multi-Channel Campaigns:** Email and LinkedIn campaigns were designed to ensure the messaging reached decision-makers effectively. The messages were personalized to emphasize Coterie Consulting's value proposition.

### Challenge

- **Identifying Prospects:** Struggled to find up-to-date data on distressed companies.
- **Reaching Decision-Makers:** Difficult to connect with key decision-makers due to gatekeepers and busy schedules.
- **Effective Messaging:** Needed tailored messages that addressed pain points and showcased expertise.
- **Resource Limitations:** Internal resources were stretched, limiting focus on lead generation and strategy refinement.

### The Results

- 29 Appointments
- 183 Conversations
- Outreached 13036 Prospectss

“ *By Partnering with Exotto, Coterie Consulting built a strong pipeline of potential clients and ultimately grew their business.* ”