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DRIP DIGITAL MEDIA CASE STUDY



6409
Prospects



611
Conversations



65
Appointments

- **Client**
Michael Minter
- **Niche**
eCommerce/Business Coaches
- **Year**
2021
- **Website**
www.dripdigitalmedia.com

Customer Story

Drip Digital Media is a successful digital marketing agency that creates both paid and unpaid marketing solutions for clients globally. They work with various channels such as Facebook, Instagram, Google, YouTube, TikTok, LinkedIn and even email campaigns.

Drip Digital Media, despite all its sturdy skills, is experiencing immense difficulties in client campaigns and optimization of internal processes besides not having communication with their customers consistently. To address these issues, Exotto partnered with Drip Digital Media to enhance operational efficiency and help them reach their target audience effectively.

Exotto launched a comprehensive campaign that generated hundreds of leads and steadily improved results over time. Through targeted email outreach to over 6,400 prospects, more than 65 leads turned into booked appointments with high-value prospects, creating meaningful growth opportunities.

The Solution

Strategic Outreach:

Exotto executed a highly targeted email campaign that reached over 6,400 prospects, focusing on engaging CEOs and other decision-makers in digital media and related industries.

Campaign Optimization:

By conducting A/B testing on messaging, Exotto maximized engagement rates and ensured that communications resonated with the target audience. A team of specialists monitored and optimized campaign performance daily to achieve the best results.

Lead Nurturing:

The campaign successfully engaged over 6000 warm leads through personalized email communication, building trust and fostering relationships. This effort resulted in 65 booked appointments with high-value prospects, including business coaches, consultants, and decision-makers.

Challenge

- Connect with individuals seeking long-term business relationships and scalable growth strategies.
- Target CEOs, business owners, and decision-makers in digital media companies aiming to expand beyond referrals through automation of their marketing and sales operations.

The Results

- **6,409** Prospects Reached
- **611** Warm Leads Generated
- **65** Appointments Booked

“By leveraging Exotto's appointment-setting services, Drip Digital Media improved operational efficiency, enhanced client satisfaction, and significantly boosted its campaign performance. This partnership showcases the impact of targeted outreach and strategic marketing efforts in driving business growth.”