



EPL PARTNERS CASE STUDY



23483
Prospects



839
Conversations



82
Appointments

- **Client**
Eric Lundbohm
- **Niche**
Business Coaching/Consulting
- **Year**
2022-23
- **Website**
www.ericlundbohm.com

Customer Story

Eric Lundbohm is a specialist in B2B marketing with hands-on experience in launching products and increasing sales. He has various experiences, from Fortune 500 companies to start-up settings in the information, SaaS, and cybersecurity sectors. Eric assists businesses as a "fractional CMO" marketing consultant to improve marketing strategy and execution or to start or hasten growth.

EPL Partners required assistance locating leads in their niche.

EPL Partners saw significant growth through a data-driven strategy, personalized email marketing, extensive lead-generation techniques, and cooperative interaction after collaborating with Exotto.

The Solution

- Engaged with various B2B company leaders, business services, etc.
- Conducted extensive research and developed a marketing plan that matched the client's objectives.
- Designed email campaigns to target different markets.
- Developed a thorough strategy to generate leads and raise brand awareness.

The Results

- 82 Appointments
- 839 Conversations
- Outreached 23483 Prospects

“*Discover how Exotto helped EPL Partners generate quality leads with targeted B2B audiences and their journey to success in the appointment setting and marketing realm.*”

Challenge

To meet the client's needs, Exotto implemented a multi-faceted approach that combined outreach, personalization, and targeted lead-generation efforts:

- **Lead Generation Strategy:** Exotto began by engaging with key decision-makers across LinkedIn and email, targeting C-suite executives and senior managers in the B2B Technology, business services, and industrial software industries.
- **Personalized Email Campaigns:** Exotto created tailored email marketing campaigns that resonated with different segments of EPL Partners' target audience. These campaigns were designed to engage, inform, and encourage action, leading to higher response rates and fostering initial conversations.
- **Comprehensive Market Research:** A deep dive into industry trends and prospect needs allowed Exotto to craft a marketing plan that aligned with EPL Partners' objectives. This plan was not just about reaching out—it was about building relationships and trust within specific markets.
- **Cooperative Interaction:** Exotto worked closely with EPL Partners to ensure that all communication, from emails to follow-ups, was in line with their brand voice and goals. This close partnership ensured that the outreach efforts were both strategic and aligned with the company's long-term objectives.
- **Lead Nurturing:** By establishing an ongoing conversation with prospects, Exotto helped nurture relationships that led to scheduled meetings and conversions.