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# EMERALD COVE CASE STUDY



**3220**  
Prospects



**337**  
Conversations



**39**  
Appointments

- **Client**  
Daniel Stephenson
- **Niche**  
Marketing
- **Year**  
2021
- **Website**  
[www.emeraldcoveco.com](http://www.emeraldcoveco.com)

## The Solution

To meet Emerald Cove's objectives, Exotto designed a multi-step, personalized approach to lead generation that was focused on understanding the needs of potential clients in the SaaS space. Here's how the solution unfolded:

1. **Lead Generation:** Exotto began by targeting SaaS product owners, particularly those in decision-making positions within companies that fit the criteria of 1-50 employees. The team used a combination of data enrichment tools and tailored outreach strategies to ensure the highest quality prospects.
2. **Outreach Strategy Development:** Exotto crafted a clear and effective outreach strategy, which included a combination of cold emailing and LinkedIn campaigns. The intention of this strategy is to increase the visibility of the services that are provided by Emerald Cove and to start dialogue with key decision influencers.
3. **Campaign Execution:** The team came up with email and LinkedIn messages that were custom made and embedded in the bios of the volunteers and which were relevant to the target audience. These campaigns focused on educating the prospects about the benefits of working with Emerald Cove and how they could help solve their unique challenges.

## Customer Story

Emerald Cove is a B2B digital marketing company that specializes in helping other businesses boost their sales through tailored digital strategies. They have successfully partnered with renowned brands such as TalkTalk, Petplan pet insurance, LNER trains, Renault, Dacia, and Red5 gadget shop, driving these companies to beat their sales targets and achieve lasting success.

Despite its impressive track record in helping clients generate sales leads and drive growth, Emerald Cove faced a challenge of its own: it needed assistance in generating leads for its own business. Despite being experts in digital marketing, they found it difficult to effectively generate high-quality leads for their services.

That's when Emerald Cove turned to Exotto. With Exotto's expertise in outbound and inbound marketing, Emerald Cove was able to adopt a data-driven approach to lead generation. By working closely with Exotto's team, Emerald Cove developed a comprehensive and customized strategy that focused on targeted outreach, email marketing campaigns, and LinkedIn engagement—all key components to driving effective results.

## Challenge

- Target SaaS Product Owners such as CEOs, Founders, Directors, etc.
- Generate leads of the decision-makers in companies with 1-50 employees.

## The Results

- 39 Appointments
- 337 Conversations
- Outreached 3220 Prospects

“*Discover how Exotto helped Emerald Cove uncover hidden assets and maximize revenue potential.*”