

FOCAL POINT UK CASE STUDY



17827
Prospects



2232
Conversations



87
Appointments

- **Client**
James Onslow
- **Niche**
Business Coaching/Consulting
- **Year**
2023
- **Website**
www.uk.focalpointcoaching.com

The Solution

Exotto developed a targeted outreach strategy focusing on LinkedIn and email campaigns:

- **Targeted Campaigns:** Crafted personalized LinkedIn messages and email templates aimed at engaging experienced managers and leaders, with clear and compelling CTAs.
- **Precision Targeting:** Used advanced filters and data enrichment tools to identify and personalize outreach for relevant prospects.
- **A/B Testing:** Tested multiple variations of messages and templates to optimize response rates.
- **Multi-Touchpoint Engagement:** Coordinated follow-ups across LinkedIn and email to maintain visibility and encourage responses.

The Results

- 87 Appointments
- 2232 Conversations
- Outreached 17827 Prospects

Customer Story

Focal Point Coaching and Training takes the proven business coaching techniques of the world-famous business trainer and author Brian Tracy and blends them with their coaches' business skills and experience.

Their Coaches are experienced, business-minded professionals who are experts in Strategic Planning, Revenue Generation, Increasing Productivity, Sales Management, Financial Management, etc. Their clients are business owners, executives, and managers who need clarity and support.

However, they faced obstacles such as limited brand visibility, stagnant growth, and difficulty reaching target audiences in a competitive market.

The partnership with Exotto yielded remarkable outcomes, such as higher lead generation and a strengthened market position.

Challenge

Focal Point Coaching and Training faced significant difficulties in generating high-quality leads, especially when targeting experienced professionals in leadership positions. Their key objectives were:

1. **Reaching Professionals with 15+ Years of Experience:** The target audience consisted of seasoned managers and leaders who were typically busy and selective in engaging with new opportunities.
2. **Engaging Leaders Across Diverse Industries:** The campaign needed to attract leaders from various sectors, requiring precise targeting and personalized messaging to resonate with different professional profiles.
3. **Leveraging LinkedIn and Email Outreach:** These platforms were chosen as the primary channels for lead generation due to their effectiveness in connecting with professional audiences. However, standing out amidst the noise on these platforms was a major challenge.
4. **Converting Prospects into Conversations and Appointments:** Beyond generating interest, the ultimate goal was to convert initial outreach into meaningful discussions and scheduled appointments, ensuring a strong pipeline of leads.

“ 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. ”