



&



# FULLY BOOKED DOCTORS CASE STUDY



**3436**  
Prospects



**165**  
Conversations



**12**  
Appointments

- **Client**  
Caroline Barbera
- **Niche**  
Healthcare/ Medspa
- **Year**  
2022
- **Website**  
[www.fullybookedoctors.com](http://www.fullybookedoctors.com)

## Customer Story

Fully Booked Doctors is a reputable organization specializing in patient generation for Plastic Surgeons and MedSpa Owners. With years of experience and deep industry knowledge, they excel in addressing the unique challenges faced by professionals in this competitive field.

Offering a revenue guarantee, Fully Booked Doctors ensures clients see measurable returns on investment. Their free reputation shield further enhances the online presence of Plastic Surgeons and MedSpa Owners, enabling them to attract more patients. Despite their expertise, the company sought a strategic partner to scale their outreach efforts and connect with more cosmetic surgery professionals in the U.S.

Collaborating with Exotto, Fully Booked Doctors accessed tailored lead-generation solutions that delivered remarkable results, propelling their business to greater heights.

## The Solution

To tackle these challenges, Exotto implemented a multi-faceted approach:

1. **A/B Testing:** Several email prospecting messages were tested to determine the most effective tone and content.
2. **Targeted Outreach:** The team developed a strategy to reach MedSpa owners directly while tailoring campaigns for Plastic Surgeons.
3. **Omnichannel Campaigns:** A comprehensive prospecting campaign was launched using email and LinkedIn, targeting the niche audience in the U.S. cosmetic surgery industry.

## The Results

- **12** Appointments
- **165** Conversations
- **Outreached 3436** Prospects

## Challenge

Fully Booked Doctors faced several hurdles in expanding their reach in the competitive cosmetic surgery and MedSpa industry:

1. **Reaching Decision-Makers:** Connecting with busy Plastic Surgeons and MedSpa Owners required standout messaging to capture attention amidst similar outreach.
2. **Establishing Credibility:** Building trust with professionals in a high-stakes industry was essential to engage this niche market effectively.
3. **Targeted Outreach:** Tailoring campaigns to address regional and demographic variations within the U.S. market added complexity.
4. **Standing Out in a Saturated Market:** Differentiating their services in a crowded industry was crucial for successful lead generation.

To overcome these challenges, Fully Booked Doctors partnered with Exotto for a strategic, data-driven solution.

“ **Fully Booked Doctors, in partnership with Exotto, successfully reached business owners in the cosmetic surgery industry and elevated their business to new heights.** ”