



ONJIN CASE STUDY



15232
Prospects



1030
Conversations



93
Appointments

- **Client**
Shawn M Smith
- **Niche**
Entertainment
- **Year**
2022
- **Website**
<https://weareonjin.com/>

The Solution

- **Strategic Outreach:** A two-pronged strategy involving both email and LinkedIn campaigns was used to drive reach and engagement.
- **LinkedIn Optimization:** Onjin's LinkedIn page was optimized to resonate with its target market and enhance conversion rates.
- **Precision Targeting:** Strategies were aimed at starting conversations with decision-makers like CEOs, founders, and managing directors of mid-sized entertainment businesses in the U.S.
- **Scalable Engagement:** Exotto maintained regular, meaningful interactions that fostered relationships with prospects at scale.

Customer Story

Onjin is a specialist in brand awareness, digital networking, lead nurturing, and revenue acceleration. They are a full-service marketing firm that assists businesses in attaining growth with creative strategies. Onjin has over 100 years of collective team experience and enables sales professionals to connect with their best-fit prospects through impactful, scalable conversations.

Even with their professionalism, Onjin encountered a number of challenges that worked against them. They lacked good brand exposure, poor marketing efforts, and inadequate customer outreach, which presented challenges in engaging their target customers.

Exotto came in to fill these gaps. Optimizing outreach into the right pool of leads through targeted email and LinkedIn campaigns, Exotto got Onjin's calendar chock-full of pre-qualified leads, allowing their team to concentrate on substantial conversations with decision-makers.

Challenge

- Establishing significant LinkedIn connections by reaching out to decision-makers within mid-sized entertainment and media firms.
- Finding optimal prospects and booking qualified meetings to fuel business growth.

The Results

- **93** Appointments
- **1030** Conversations
- Outreached **15232** Prospects



By partnering with Exotto, Onjin overcame challenges, achieved exceptional results, and solidified its position in the market.

