

# PROGLOBAL BUSINESS CASE STUDY



23,13,500  
Prospects



57,005  
Conversations



7,478  
Appointments

- **Client**  
Malcolm Reid Sr
- **Niche**  
Coaches/Consultants
- **Year**  
2021-25
- **Website**  
[www.proglobalbusinessacademy.com](http://www.proglobalbusinessacademy.com)

## Customer Story

Malcolm Reid Sr., founder of ProGlobal Business Advisors, is a seasoned marketing coach with a mission to help small business owners boost their annual revenue by at least \$50,000—without spending a single dollar on marketing or advertising. And he guarantees results! Malcolm along with his team of professionals in finance, operations, and business development are br explicitly on the lookout for home services businesses with revenue between \$1.5M to \$20M and are keen on acquiring and investing in them.

Facing the need for a robust lead generation system, ProGlobal Business Advisors turned to Exotto for a transformative solution. With a focus on leveraging advanced technology and data-driven strategies, Exotto addressed ProGlobal's core challenges and set the stage for growth.

## The Solution

Exotto designed a seamless, multi-step lead generation strategy tailored to ProGlobal's goals. Key components included:

**Targeted Email Campaigns:** A sophisticated three-step email series to engage and qualify prospects.

**Video Campaigns:** High-quality, personalized video content to create a stronger connection with prospects.

**Daily Outreach Efforts:** Sending over 1,000 emails and LinkedIn requests each day to maintain consistent engagement.

**Content Marketing:** Leveraging ProGlobal's Facebook account to share value-driven content and attract leads.

**CRM Optimization:** Implementing and continuously refining their CRM system to improve data tracking and maximize efficiency.

## Challenge

**Need for a Dedicated Outreach Team:** Required a specialized team to generate high-quality, pre-qualified leads.

**Target Audience:** Focused on small and medium-sized businesses (SMBs) with growth potential in the United States, particularly in coaching, accounting, and marketing industries.

**Channel Optimization:** Required effective use of LinkedIn and email outreach to engage with prospects.

**Geographic Focus:** Targeted businesses primarily located in the United States.

**CRM Enhancement:** Needed daily optimization of their CRM system to streamline lead management and engagement tracking.

## The Results

- 7,478 Appointments
- 57,005 Conversations
- Outreached 23,13,500 Prospects

“ *Witness the transformative power of Exotto's solution as ProGlobal Business conquers challenges, achieves exceptional results, and secures a thriving future.* ”