



# ROLLING SANDS CONSULTING CASE STUDY



**2804**  
Prospects



**162**  
Conversations



**12**  
Appointments

- **Client**  
Tracey Copeland
- **Niche**  
Marketing/ Branding
- **Year**  
2022
- **Website**  
[www.ollingsandsconsulting.ca](http://www.ollingsandsconsulting.ca)

## The Solution

**Team Building:** Assisted in hiring and establishing a robust marketing team to support long-term growth.

**Brand Trust Development:** Created strategies to build credibility and trust with the target audience.

**Precision Targeting:** Focused on companies with 1-75 employees, specifically targeting roles like Founders, CEOs, CMOs, Directors or Heads of Marketing, COOs, and General Managers.

**Content Strategy:** Conducted audits to refine branding efforts and ensure strategic content distribution.

## The Results

- 12 Appointments
- 162 Conversations
- Outreached 2804 Prospects

## Customer Story

Rolling Sands Consulting is a one-person consultancy specializing in Brand Communications, Strategy & Planning, Coaching, and Workshops. With experience spanning startups and multinational organizations, it helps businesses establish new brands or revitalize existing ones.

Despite its expertise, the consultancy faced challenges in scaling. As a solo operation, balancing client work and business growth was difficult. It needed a strong marketing team, a more defined personal brand, and strategic lead generation focused on the Canadian market to reach decision-makers effectively.

Exotto partnered with Rolling Sands Consulting to tackle these challenges. By understanding its goals, Exotto implemented targeted outreach, built trust with prospects, and guided the creation of a robust marketing team. Together, they transformed growth ambitions into measurable results, helping the consultancy build credibility and expand its reach.

## Challenge

Rolling Sands Consulting faced several challenges:

- **Lead Generation for a Specific Location:** The business needed targeted lead generation focused on Canada to reach the right audience.
- **Strategic Hiring:** As a one-person operation, there was a pressing need to develop a strong, hierarchical marketing team to support scaling efforts.
- **Brand Building:** To establish itself as a trusted authority in its niche, Rolling Sands required strategic audits to enhance its content and outreach efforts.

“*Rolling Sands Consulting partnered with Exotto to achieve outstanding results. Learn how they built a strong marketing team and targeted the right audience.*”