

# Structure Leadership & Management

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## STRUCTURE LEADERSHIP & MANAGEMENT CASE STUDY



**350%**  
increase in new users



**8000+**  
new connections



**1000+**  
group members

- **Client**  
Joel Rottenberg
- **Niche**  
Marketing
- **Year**  
2020-21
- **Website**  
[https://www.linkedin.com/groups/89666\\_51/](https://www.linkedin.com/groups/89666_51/)

### The Solution

Exotto crafted a comprehensive growth plan tailored to Joel's needs:

**Connection and Funnel Building:** We managed Joel's LinkedIn outreach, enabling him to connect with thousands of targeted professionals and grow his network significantly.

**Facebook Group Growth:** Our team designed strategies to attract and engage an active community, growing his Facebook group to over 1,000 members within months.

**Marketing Materials Development:** We created impactful content for social media to enhance brand visibility and establish Joel as a thought leader in his field.

**Email Marketing:** While email campaigns were not used for lead generation, they played a key role in nurturing relationships with existing clients by providing regular updates and valuable insights.

### Customer Story

Joel Rottenberg teaches entrepreneurs how to systemize, scale, and grow their businesses and get them out of daily operations to make more money and have more time and freedom.

Joel faced challenges in expanding his audience and building meaningful connections to promote his coaching programs effectively. Structure Leadership Management, his brand, was eager to reach a broader audience through LinkedIn, email campaigns, and Facebook.

Recognizing these hurdles, Joel partnered with Exotto to develop and implement a tailored growth strategy. In just eight months, Exotto helped transform his online presence, boosting his LinkedIn connections from 2,500 to over 8,000 and growing his Facebook group to more than 1,000 members.

### Challenge

Joel's primary objectives were clear:

1. Expand his audience to increase brand visibility and influence.
2. Reach out to potential clients through LinkedIn, Facebook, and email marketing.
3. Launch a successful coaching program by driving engagement and interest.

However, he struggled with creating a strong strategy to manage these tasks while maintaining focus on his coaching responsibilities.

### The Results

- 350% increase in new users.
- 8000+ new connections
- 1000+ group members
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“By partnering with Exotto, they overcame challenges, achieved remarkable results, and transformed their business landscape.”