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exotto



# THE VISIONARY PLANNER CASE STUDY



**21053**  
Prospects



**2056**  
Conversations



**64**  
Appointments

- **Client**  
Mike L. Murphy
- **Niche**  
Course Creators / Authors
- **Year**  
2021
- **Website**  
[www.visionaryplanner.com](http://www.visionaryplanner.com)

## The Solution

Exotto developed and executed a customized approach to address these challenges:

- **Research and Planning:** Conducted extensive market research to understand Mike's audience and developed a marketing strategy aligned with his goals.
- **Email Campaigns:** Designed a three-step email sequence targeting multiple niches. These campaigns were regularly optimized to ensure alignment with Mike's focus on quality over quantity.
- **Lead Generation:** Implemented a comprehensive lead generation strategy across LinkedIn and email to boost brand visibility and generate interest from targeted demographics.
- **Audience Engagement:** Facilitated outreach to a diverse group of speakers, authors, health and wellness mentors, and consultants, nurturing relationships and building trust.

## The Results

- **64** Appointments
- **2056** Conversations
- **Outreached 21053** Prospects

“ **By partnering with Exotto, Mike L. Murphy was able to overcome challenges, achieve exceptional results, and position his business for long-term success.** ”

## Customer Story

Mike L. Murphy, founder of The Visionary Planner, helps individuals package their expertise and passion into online brands that create a global impact. With a background in working on blockbuster movies like Lord of the Rings, Harry Potter, and Ironman, Mike has developed systems that empower small businesses to scale to 6-, 7-, and even 8-figure revenues—all without stress or overwhelm.

Mike L. Murphy was looking to take his business to new heights. He was searching for a B2B SaaS marketing company with strong expertise in executing marketing campaigns and generating B2B marketing leads on Email and LinkedIn.

Follow along as we explore his challenges and how Exotto stepped in to provide game-changing solutions.

## Challenge

Mike L. Murphy had built a solid reputation with *The Visionary Planner*, but he faced a critical roadblock: scaling his business further by reaching new audiences and securing high-value clients. His primary challenge was twofold:

### Generating Leads via LinkedIn and Email:

Mike needed a focused strategy to engage and attract specific target audiences, including course creators, coaches, speakers, consultants, and authors. However, identifying and reaching out to this diverse audience was no small task. Each group had unique needs and required tailored messaging to spark interest and initiate meaningful conversations. Mike wanted a solution that could effectively communicate his value proposition to these niches and convert them into qualified leads.

### Building Brand Awareness:

While Mike's expertise and success stories were unparalleled, they were not reaching a broader audience. Many potential clients were unaware of *The Visionary Planner* and its ability to help them scale their businesses without overwhelm. Mike needed a way to position his brand as a trusted authority in the market, making a strong and lasting impression on prospective clients