

AXTONNE

&

exotto

AXTONNE CASE STUDY



7878
Prospects



169
Conversations



12
Appointments

- **Client**
Zach Miller

- **Niche**
Manufacturing

- **Year**
2021-2022

- **Website**
<https://www.axtonne.com/>

Customer Story

Axtonne, led by Zach Miller, provides high-quality custom manufacturing solutions for engineering, prototype development, and production needs. With expertise in blow molding, compression molding, tooling, and precision manufacturing, Axtonne helps businesses looking for some of the fastest plastic & compression molding services in their product development and production processes.

Their objective was to target businesses and manufacturers that needed quick and dependable plastic and compression molding services. However, they were unable to identify and reach high-intent buyers who needed custom solutions. To overcome this, Axtonne collaborated with Exotto to create a systematic outreach strategy.

The Solution

Strategic Research & Planning: Exotto researched Axtonne's Ideal Customer Profiles (ICPs), market trends, and manufacturing pain issues. Then, a targeted outreach plan was implemented aligning Axtonne's goals.

Targeted Email & LinkedIn Campaigns: We built highly targeted email and LinkedIn outreach campaigns to reach companies looking for quick, high-quality molding and customized manufacturing solutions.

Engagement & Follow-ups: Exotto initiated discussions with decision-makers in the manufacturing sector, which resulted in effective conversations and securing high-value appointments.

Challenge

- Inability to target businesses that were actively looking for quick plastic & compression molding services.
- Required a strategic outreach strategy to influence product developers and manufacturing decision-makers.
- Needed a customized engagement strategy to produce high-quality leads.
- Acquiring prospects through LinkedIn and email using targeted outreach to manufacturers, product engineers, and businesses requiring bespoke solutions.

The Results

- 12 Appointments
- 169 Conversations
- Outreached 7878 Prospects

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Through a collaboration with Exotto, Axtonne optimized its outreach strategy, enhanced its pipeline, and reached businesses looking for solid and efficient custom manufacturing solutions.

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