



BE BRIGHT COFFEE CASE STUDY



7245
Prospects



128
Conversations



23
Appointments

- **Client**
Frank La

- **Niche**
Hospitality

- **Year**
2022

- **Website**
<https://bebrightcoffee.com/>

Customer Story

Be Bright Coffee is a coffee solution company that assists restaurants, cafes, hotels, and offices to discover good-quality coffee solutions. With more than a decade of hospitality experience, Be Bright Coffee provides personalized solutions that amplify the coffee experience for its clients and customers.

Being a developing business, Be Bright Coffee had to reach out to the right partners, i.e.; small cafes, brunch places, and bakeries throughout America. They required a strategic outreach strategy to reach out to cafe managers, owners, general managers, assistant general managers, and lead baristas. So, Be Bright Coffee reached out to Exotto to figure out a lead generation strategy designed specifically for their business to gain exposure and higher-quality leads.

The Solution

Strategic Research & Planning: Exotto carried out market research to establish Be Bright Coffee's Ideal Customer Profiles (ICPs) and developed a data-driven outreach approach targeting smaller businesses in the food and hospitality sector.

Targeted LinkedIn Outreach: We used LinkedIn's powerful search filters to target and connect with cafe managers, owners, and decision-makers in the cafe and brunch sector.

Engagement & Follow-ups: Exotto initiated conversations with the right partners, building relationships and acquiring high-quality appointments with stakeholders.

Challenge

- Limited ability to reach the appropriate niche audience: cafes, brunch restaurants, and bakeries.
- Required a focused approach to reach small business owners and decision-makers.
- Needed a scalable process to establish genuine relationships and get appointments.
- Obtaining prospects through LinkedIn by using focused search criteria to find cafe managers, owners, and lead baristas in the United States.
- Limited audience on LinkedIn for this niche.

The Results

- 23 Appointments
- 128 Conversations
- Outreached 7245 Prospects

“

With its collaboration with Exotto, Be Bright Coffee was able to effectively grow its network, connect with high-value prospects, and acquire strategic partnerships in the cafe and brunch sector.

”