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HIGHER ARC CASE STUDY



10,628
Prospects



120
Conversations



24
Appointments

- **Client**
James Lee Kawski
- **Niche**
Coaching
- **Year**
2023
- **Website**
<https://www.higher-arc.com/>

Customer Story

Higher Arc specializes in executive coaching, team coaching, business coaching, and making connections with high-end like-minded professionals. They help executives, finders, business coaches, and business owners to develop their leadership skills and drive business success.

Higher Arc enables decision-makers to build their business better and accomplish more in shorter periods. But to expand its reach, target the right decision-makers, and enhance lead generation strategy, it partnered with Exotto.

The Solution

Strategic Research: Exotto conducted in-depth research to define Higher Arc's Ideal Customer Profiles (ICPs), analyzed industry trends, and personalized strategies according to the ICPs to resonate with senior executives and founders.

Multichannel Outreach: We launched a multi-channel outreach campaign via LinkedIn, using different filters to connect with high-level professionals in tech, biotech, and transition phases. We personalized the messages and emails to maximize engagement and response rates.

Engagement & Follow-ups: Exotto initiated meaningful conversations with decision-makers, nurtured relationships, and scheduled high-value appointments with executives, founders, and business owners.

Challenge

- It was hard to reach senior-level executives, founders, and business owners.
- Needed a more focused approach to get decision-makers in the biotech and tech industries involved.
- Needed a strategic outreach campaign with higher appointment conversion rates.
- Capturing prospects on LinkedIn through focused outreach to professionals in transition, tech, and biotech professionals.

The Results

- 24 Appointments
- 120 Conversations
- Outreached 10,628 Prospects

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By collaborating with Exotto, Higher Arc successfully expanded its reach, connected with key decision-makers, and secured valuable business opportunities within a highly competitive niche.

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