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MSL CONSULTING CASE STUDY



14988
Prospects



587
Conversations



23
Appointments

- **Client**
Jairemy Drooger
- **Niche**
Coaching / Consulting
- **Year**
2022-2023
- **Website**
<https://www.mslnslng.com/>

Customer Story

MSL Consulting, founded by Jairemy Drooger, focuses on executive coaching, organizational advising, team alignment, and strategic direction through fractional CXO engagements. With years of experience in establishing and growing high-performing teams, MSL Consulting assists organizations in optimizing internal operating systems as well as aligning talent with purpose and strategy.

To further grow and increase its client base, MSL Consulting needed a solution to engage decision-makers who want to outsource, grow their organization, align their people and strategy, and build their teams bigger. This resulted in MSL Consulting's collaboration with Exotto to have a systematic lead generation and outreach strategy.

The Solution

Strategic Research & Planning: Exotto researched MSL Consulting's Ideal Customer Profiles (ICPs), the latest trends, and the best channels for outreach.

Targeted Email & LinkedIn Campaigns: We designed highly segmented email and LinkedIn campaigns for business leaders, executives, and decision-makers seeking advisory services. We segmented the audience and refined the messaging to increase the response rate.

Follow-ups: Exotto initiated in-depth conversations with the ideal prospects, developed relationships, and booked quality appointments with executives and business owners seeking fractional leadership services.

Challenge

- Required a scalable method to appeal to businesses seeking executive coaching and business advisory services.
- It was challenging to find and engage with the decision-makers interested in fractional CXO engagements.
- Needed a systematized outreach approach to find qualified leads.
- Looked for alignment between their services and entities seeking growth and team optimization.

The Results

- 23 Appointments
- 587 Conversations
- Outreached 14,988 Prospects

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MSL Consulting along with Exotto extended its reach, engaged valuable prospects, and gained high-quality appointments.

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