



MARRINER MARKETING CASE STUDY



14780
Prospects



366
Conversations



12
Appointments

- **Client**
David Melnick
- **Niche**
Hospitality
- **Year**
2022-2023
- **Website**
<https://www.marriner.com/>

The Solution

Strategic Research & Planning: Exotto did market research to determine Marriner's Ideal Customer Profiles (ICPs), such as food & beverage manufacturers, retailers, distributors, and hospitality companies like hotels, attractions, and chain restaurants.

Targeted Email & LinkedIn Campaigns: Then, we created targeted email and LinkedIn outreach to reach marketing decision-makers managing budgets of \$750,000+.

Engagement & Follow-ups: Exotto engaged marketing executives in conversations and discovered the follow-up techniques to guide ideal prospects toward conversion.

Customer Story

Marriner Marketing provides brand strategy and marketing services to food, beverage, and hospitality companies. They assist their clients in optimizing their marketing presence by retaining long-term and long-scoped relationships.

Marriner wanted to reach high-level marketing decision-makers overseeing large budgets (\$750,000+ per year) to win long-term contracts. But it was difficult to reach the right decision-makers, So, they joined forces with Exotto to execute a structured and targeted outreach program.

Challenge

- Acquiring prospects through email and LinkedIn by direct outreach to the major players in the Food, Beverage, and Hospitality industries.
- It was a trouble reaching and engaging top marketing executives.
- A highly focused approach was required to win clients with large marketing budgets.
- Needed Long-term partnerships over short-term project-based relationships.

The Results

- 12 Appointments
- 366 Conversations
- Outreached 14780 Prospects

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With Exotto's strategic outreach, Marriner Marketing was able to effectively reach further, connect with decision-makers, and become a go-to agency for high-value, long-term relationships.

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