

TARIQ SULTAN

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TARIQ SULTAN CASE STUDY



9,656
Prospects



445
Conversations



29
Appointments

- **Client**
Tariq Sultan
- **Niche**
Career Coaching & Business Consulting
- **Year**
2023
- **LinkedIn**
[tariq-sultan-3b6951228/](https://www.linkedin.com/company/tariq-sultan-3b6951228/)

The Solution

Strategic Planning: Exotto researched and established Tariq's Ideal Customer Profiles (ICPs), studied industry trends, and developed a marketing strategy that matched his services.

Targeted Email & LinkedIn Campaigns: Exotto targeted career professionals, business owners, and aspiring entrepreneurs. Exotto segmented and personalized outreach campaigns and ensured engagement optimization, response rates, and conversions.

Engagement & Follow-ups: Exotto enabled one-on-one conversations with qualified prospects, which guaranteed significant conversations and quality appointments with professionals and business owners.

Customer Story

Tariq Sultan provides career coaching and business consulting services to individuals looking to advance their careers, change jobs, or start and grow their businesses. He offers Career Packages, Business Packages, and Written Services (CV/LinkedIn optimization). He works with any small-medium business owner or people, looking to start businesses fresh businesses.

To attract more qualified leads for his Ideal Customer Profile and grow his client base, Tariq partnered with Exotto for the right decision-makers and a targeted lead generation strategy.

Challenge

- Difficulty in reaching out to career professionals who are actively looking for career progression.
- Required a systematic outreach strategy to reach business owners and aspiring entrepreneurs.
- Needed a winning strategy to schedule more consultations and turn leads into paying clients.
- Acquiring prospects through email and LinkedIn to reach professionals and small business owners globally.

The Results

- 29 Appointments
- 445 Conversations
- Outreached 9656 Prospects

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By collaborating with Exotto, Tariq successfully increased his lead generation efforts, connected with the right audience, and increased consultations with career professionals and business owners. ”