



# THE EDIRECTOR CASE STUDY



**7980**  
Prospects



**715**  
Conversations



**20**  
Appointments

- **Client**  
Mike Buffo
- **Niche**  
Coaching
- **Year**  
2022-23
- **LinkedIn**  
[/company/the-edirector/](#)

## Customer Story

The eDirector provides a business education service that assists professionals and businesses. It allows professionals to convert knowledge into scalable and marketable digital education products through its e-learning solutions. The eDirector's objective was to transform the way people learn online, The eDirector offers advice on course creation, publishing, and sales of online courses that produce ongoing revenue streams.

They provide technical service educational solutions and enable leading entrepreneurs to deliver high-quality education to their students anywhere. It assists business leaders in attracting, enrolling, educating, and nurturing students efficiently, amplifying their impact while providing meaningful and results-focused learning experiences.

However, The eDirector struggled with reaching its prospects and generating high-quality appointments with industry experts. To fill the gap, they collaborated with Exotto for an effective lead-generation outreach campaign.

## Challenge

- The challenge was reaching out to U.S.-based life coaches, business coaches, fitness coaches, nutrition coaches, book authors, writers, teachers, and professors who stand to gain from eLearning solutions.
- The necessity of having a very focused outreach strategy to reach qualified professionals who are actively seeking to introduce online education programs.
- Challenges in turning outreach efforts into valuable conversations and scheduled appointments.
- The need to create quality leads through email and LinkedIn by engaging with recent teachers, professors, and college graduates.

## The Results

- 20 Appointments
- 715 Conversations
- Outreached 7980 Prospects



*Through the partnership with Exotto, The eDirector effectively reached the proper audience, making professionals able to turn their skills into online education courses.*

