





# THE EDIRECTOR CASE STUDY









**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.

### **The Solution**

Strategic Research & Planning: Exotto researched market trends to determine the ideal customer profiles (ICPs) for the The eDirector. Through studying industry trends, behavior patterns, and target audience demographics, Exotto developed a customized outreach approach meant to connect with education professionals and business coaches.

Targeted Targeted Email & LinkedIn Campaigns: A multichannel campaign strategy was launched utilizing targeted email and LinkedIn campaigns. Exotto segmented the audience and customized the messages and emails according to the needs of the ICPs. They also optimized subject lines, email sequences, and LinkedIn messages to ensure maximum engagement and response rates.

Engagement & Follow-ups: Exotto's team initiated conversations with professionals in the industry, concentrating on developing relationships and learning about their objectives. Through sharing insightful information and customized follow-ups, Exotto booked high-value appointments with prospects who were interested in eLearning business solutions.

## 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

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