



# TRANSFORMATIONAL IMPACT LLC CASE STUDY



**64496**  
Prospects



**2234**  
Conversations



**1264**  
Appointments

- **Client**  
Robert McFarland
- **Niche**  
Coaching / Consulting
- **Year**  
2023-2025
- **Website**  
<https://transformationalimpactllc.com/>

## The Solution

**Strategic Research & Planning:** Exotto undertook deep market research to review industry trends and craft a targeted outreach approach. By recognizing Robert's Ideal Customer Profiles (ICPs), we made sure outreach was targeted toward the right business owners, i.e.; those who are already looking for growth strategies and want to increase their revenue.

**Targeted Email & LinkedIn Campaigns:** Exotto started a customized multichannel strategy- LinkedIn and Emails. These campaigns included thoughtfully crafted messages to resonate with the pain points of business owners, and emphasizing Transformational Impact LLC's value proposition. By segmenting prospects according to their business requirements and pain areas, Exotto made sure each message was relevant and compelling, resulting in higher response rates.

**Engagement & Follow-ups:** Exotto created a systematic follow-up process, and the initial contacts became valuable conversations. Interested prospects who were not yet ready to buy were developed over time through value-based interactions. This continuous engagement created trust and credibility, leading to a consistent pipeline of qualified leads.

“ **With Exotto, Transformational Impact LLC effectively changed the process of generating and setting appointments.** ”

## Customer Story

Robert McFarland started Transformational Impact LLC, where he assists entrepreneurs in implementing the correct strategies for maximum growth. With years of experience, Robert has crafted strategies that allow business owners to triple their leads, double sales, and increase revenue by \$100,000 or more without investing more in marketing. His solution is centered around executing strategic business practices in the correct sequence for long-term growth and scalability.

While providing high-value business growth solutions, Transformational Impact LLC struggled to reach the right audience at scale. Robert's approach was very effective, but the firm required a more formalized process of outreach and lead nurturing. The firm was restricted from scaling quickly and reaching a broader audience. Pinpointing the most suitable decision-makers who needed Robert's services was much of a challenge.

To put such obstacles out of the way and establish Transformational Impact LLC as a lead choice for consultants and business coaches alike, Robert entered into a business partnership with Exotto.

## Challenge

- The challenge is locating and connecting with high-potential business owners who require strategies for growth.
- Did not have a structured, data-driven process for lead generation to guarantee continuous revenue growth.
- Required a mechanism to establish Transformational Impact LLC as a leader in the space of business coaching.
- Engaging with the cold leads to initiating conversations.
- Low response and engagement rates in outreach efforts through LinkedIn and email.

## The Results

- 1264 Appointments
- 2234 Conversations
- Outreached 64496 Prospects