

TREDIGITAL

&

exotto

TREDIGITAL CASE STUDY



7600
Prospects



204
Conversations



34
Appointments

- **Client**
Matt Dykstra
- **Niche**
Business Coaches/Consultants
- **Year**
2022
- **Website**
<http://tredigital.com/>

Customer Story

Matt Dykstra, CEO of Tredigital, works with clients who are CEOs and business owners, business coaches, and consultants and helps them become global industry leaders. With an impressive background, that includes multi-million dollar sales and recognition in the business world, Tredigital has developed a unique approach to help businesses grow beyond their regions. They are the trusted partner for both emerging and established brands.

Tredigital partnered with Exotto to employ effective strategies for lead generation, appointment setting, client acquisition, and increased market reach.

The Solution

1. **Research & Planning:** Exotto planned and carried out research to outline Tredigital's Ideal Customer Profiles (ICPs), analyzed the market, and created an outreach strategy that fits the company's expansion goals.
2. **Targeted Campaigns:** We created and implemented targeted email and LinkedIn outreach campaigns to connect with top-level executives interested in gaining access to growth strategies. We increased engagement through personalization, response rates, and subject line optimization.
3. **Engagement & Follow-ups:** Exotto initiated productive conversations with business owners, consultants, and entrepreneurs enabling them to book sales discussions. We also follow up with the qualified decision makers so they don't forget you and open the scope to book the call whenever required in the future.

Challenge

- Had to attract top business leaders trying to expand their reach beyond their regions.
- Needed a scalable strategy for lead generation to increase growth.
- Target business coaches, consultants, and entrepreneurs via email and LinkedIn to capture prospects.

The Results

- 34 Appointments
- 204 Conversations
- Outreached 7600 Prospects

“By collaborating with Exotto, TreDigital was able to generate the right leads and connect with high-value prospects looking to scale their business.”