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VWH CONSULTING CASE STUDY



14480
Prospects



934
Conversations



330
Appointments

- **Client**
Vicki Wright Hamilton
- **Niche**
Business Coaching/Consulting
- **Year**
2023
- **Website**
<https://vickiwrighthamilton.com/>

Customer Story

VWH Consulting is a life and professional coach who helps in individual and professional growth. They guide clients in identifying and overcoming self-imposed limitations while assisting them to build self-confidence and self-awareness. They work with people who feel stuck or lost, providing them with a sense of clarity, purpose, and direction.

The mission at VWH Consulting is to share a wealth of personal and professional experiences to support entrepreneurs in achieving their goals.

VWH needed assistance locating leads within their specific market, leading them to partner with Exotto. With this collaboration, VWH achieved growth through personalized email campaigns, different lead-generation strategies, and collaborative efforts.

The Solution

Exotto developed a customized marketing strategy to generate qualified appointments for VWH.

1. Strategic Research & Planning: We conducted in-depth research to understand the ICPs, industry trends, and customer persona. Then, we developed a marketing strategy that aligned with the objectives of the client.

2. Targeted Email Campaigns: We designed and executed multiple email campaigns targeting the right audience. We segmented the audience and customized the campaigns according to the segments. Also, we optimized email content, subject lines, etc, to increase the open rates, reply rates, and engagement.

3. Engagement & Followups: We scheduled appointments with the decision-makers who were business coaches, consultants, agency owners, or B2B professionals. We also engaged them in meaningful discussions to explore business opportunities.

Challenge

- Difficulty in targeting high-quality decision-makers.
- Targeting professionals such as Coaches/Consultants.
- Need for personalized marketing strategies.
- Acquired prospects via email and LinkedIn by interacting with business advisors, coaches, and marketing consultants and agencies.

The Results

- **330 Appointments**
- **934 Conversations**
- **Outreached 14480 Prospects**

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By Collaborating with Exotto, VWH achieved the results they desired.

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