

VISIONS TO EXCELLENCE CASE STUDY



83,576
Prospects



3,572
Conversations



1,957
Appointments

- **Client**
Doreen Milano
- **Niche**
Business Coaches/Consultants
- **Year**
2023
- **Website**
<https://www.visionstoexcellence.com/>

The Solution

1. **Strategic Research & Planning:** Exotto researched extensively to draw Visions To Excellence's Ideal Customer Profiles (ICPs), determine industry trends, and create data-driven marketing tactics to align with Visions To Excellence's business objectives.
2. **Targeted Email & LinkedIn Campaigns:** We crafted and launched segmented outreach campaigns on email and LinkedIn, refining messaging, subject lines, and personalization strategies to increase engagement, response rates, and conversions.
3. **Engagement & Follow-ups:** We directly communicated with decision-makers, guaranteeing significant conversations and booking high-value meetings with small business owners, business coaches, and consultants.

The Results

- **1,957 Appointments**
- **3,572 Conversations**
- **83,576 Prospects Outreached**

Customer Story

Doreen Milano heads Visions To Excellence and helps small to mid-size companies with personalized strategies for boosting top-line revenue and bottom-line profits. Visions To Excellence assists companies throughout the United States, providing customized solutions to boost revenue, enhance company morale, and strengthen leadership in organizations.

By giving entrepreneurs an external eye, Visions To Excellence assists in determining vital challenges, initiating practicable solutions, and establishing growth milestones. Their business consulting and coaching experience allows entrepreneurs, executives, and community-based organizations to excel in competitive business environments.

Knowing that there was a need to have an optimized lead generation strategy, Visions To Excellence joined forces with Exotto to streamline targeting strategies, improve the effectiveness of outreach, and fuel engagement with the ideal crowd.

Challenge

- The challenge is connecting with and engaging high-quality decision-makers.
- Requirement of an effective outreach strategy to engage small business owners and consultants.
- Need for bespoke marketing to promote meaningful engagement.
- Increasing reach through email and LinkedIn by engaging consultants, business coaches, and entrepreneurs.

“ *Visions To Excellence was able to effectively maximize its lead generation strategy, fortify its market position, and acquire profitable business opportunities with credible prospects.* ”