



## WAYFINDER COACHING CASE STUDY



**7026**  
Prospects



**552**  
Conversations



**143**  
Appointments

- **Client**  
Andrew Hilson
- **Niche**  
Coaching
- **Year**  
2023
- **Website**  
<https://www.wayfindercoaching.org/>

### The Solution

**Planning:** Exotto conducted detailed research to identify and segment the target audience, ensuring engagement with the right professionals in recruiting and career coaching fields.

**Targeted LinkedIn & Email Outreach:** We executed personalized LinkedIn and email campaigns, optimizing messaging to attract senior recruiters looking for career growth and leadership opportunities.

**Conversations & Follow-ups:** Exotto facilitated conversations with decision-makers and professionals interested in career coaching, ensuring high-quality interactions and securing meaningful appointments. We also followed up with the prospects who showed interest.

### Customer Story

Wayfinder Coaching provides job seekers an opportunity to stand out and secure employment. They provide them with the right tools, strategies, and outreach methods needed to land interviews with top companies. They target recruiters and senior professionals looking to advance their careers into leadership roles or looking for professional growth. However, they were having difficulties connecting with the right decision-makers. That is when Exotto stepped in.

To effectively connect with the right audience and improve its appointment-setting process, Wayfinder Coaching partnered with Exotto in search of an effective lead-generation strategy.

### Challenge

- Difficulty in precisely targeting recruiting professionals and senior recruiters.
- Needed an efficient outreach strategy to engage professionals seeking career growth.
- Limitations in LinkedIn search filters for narrowing down the ideal audience.
- Acquiring prospects via email and LinkedIn through targeted outreach.

### The Results

- 143 Appointments
- 552 Conversations
- Outreached 7026 Prospects

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*By collaborating with Exotto, Wayfinder Coaching successfully refined its outreach strategy, engaged with high-value professionals, and increased its appointment bookings.*

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