



CASE STUDY: EXECUTIVE COACHING



THE CHALLENGE

Word of mouth and referrals were not generating enough consistency in David's executive coaching business. He was looking for a predictable way to find clients.

THE SOLUTION

We undertook a detailed strategy process with David to outline exactly which level of decision-makers he wanted to reach in his business.

From there, we leveraged his LinkedIn account to start engaging with his ideal clients - C-Level decision makers in the financial services industry.

Our copywriting team crafted go-to-market messages and we split-tested them to the market, landing on messaging that was converting at over 7% and generating consistent conversations with C-Level decision makers into David's calendar on a weekly basis.

So far, the campaign has delivered a 400% return on David's campaign investment.

AT A GLANCE

Challenges

- Referrals not predictable.
- Reaching C-Level clients.

Results

- 400% Return On Investment.
- \$190,000 in revenue.



"After two years and eight months. Outpace has been excellent in all respects. These include message creation, LinkedIn connection generation, number of live leads...AND...being a pleasure to interact with. In other words, wonderful service. My ROI with Outpace is in excess of 400% per annum."

David Feld

Audenreid Advisory