

Northwestern Wellness Coaching Company has Major 2017 Growth Plans

Being professionals with character is crucial in our selection of the various SMEs we choose to incorporate into our group on various initiatives. We believe that if we begin every mission with people of integrity, we have a stronger foundation by which to facilitate client success.

We take great pride in understanding our clients' needs. We help them to grow both their revenue streams and the reputation of their brand by partnering with us. It is our passion to help others meet their goals while maintaining a sense of integrity in everything we do.



Challenge

A growing Wellness Coaching Company added several new services in Q4, 2016 and wanted to expand into several markets across the U.S. Sales were steady but from the existing services as they had built their brand on them. The new services, however, thrust them into new verticals and geographic regions. They needed an upgrade to their brand awareness, increased sales of the new services, and up-sell cross-sell strategies for existing clientele. They needed technology and SMEs to deploy on their behalf to reach their growth goals. Limited staff and internal executives kept them from being in a position to reach their 2017 goals.

Solution

Steps planned and implemented by The Templar Group as part of a customized solution for meeting the Challenge:

- Deployed our Proprietary LinkedIn Strategies for profile for 2 SVPs of Sales and connected with each up to 1200 invites per month.
- Connected each profile with approximately 400 new connections per month, resulting in 30-40 new conversations each month for each profile.
- Instituted email campaign for LinkedIn connection to increase direct booked appointments.
- Booked Appointments for SVPs via Outbound Prospecting & Reconnaissance (OPR) with monthly outbound dialing.
- Instituted a Calling Mission to All New LinkedIn connection Who were Unable to be reached via email.
- Deployed Proprietary Social Media tool to penetrate Facebook, Twitter, LinkedIn and Instagram to capitalize on growing customer base.
- Used Paid Ads to boost Brand Awareness in New Verticals & Geographic Regions.

Results

Wellness Company Exceeds 2017 Goals and has A Healthy Year!

Key benefits to the client as a result of EagleONE Deployment:

- 40% increase in consistent, social marketing solutions in Facebook, Twitter & Instagram.
- 40% increase in captured sales from inbound Customer service calls.
- 15% increase in sales from up-sell and cross-sell strategies.
- 100% increase in consistent, data-centric marketing solutions in two distinct marketing venues in the U.S.
- 100% increase in LinkedIn networking and appointments being booked for SVPs.
- 100% increase in Outbound Outreach in appointment setting to U.S. Based Companies and LI Connections.