



OPPILO
MARKETING



MHQ Gets “Ideal” Clients and More Than 10x the ROI with OPPILO Outreach



CUSTOMER PROFILE



Management HQ
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MHQ provides niche management services to non-profit professional and trade associations:

- ✓ 100+ years of collective experience managing associations
- ✓ Focuses on government, information sciences, education, human services, and identity-based associations
- ✓ Launched 2013
- ✓ 7 employees

CHALLENGES

Acquire more “ideal” clients

Identify and connect with “ideal” prospects

Grow LinkedIn network

SOLUTION

Oppilo:

Prospect Research,
LinkedIn Outreach,
Appointment Setting

RESULTS



Signed new “ideal” clients
10x ROI in 10 months
40% increase in LinkedIn network

Right now, MHQ has all the business it can handle because Oppilo Marketing delivered more than 10 times the ROI as well as several “ideal” clients in 10 months.

“In five months, Oppilo provided so many high-quality leads that we asked them to stop reaching out for MHQ so that we could follow up,” says Dara Rudick, CEO, Management HQ (MHQ), who has repeated the prospect-pause cycle twice to date. **“We’re now in the same position as an Oppilo reference that told me she’d stopped working with Oppilo because they’d brought them enough business.”**

MHQ needed to target professional associations and boards that required sophisticated management but didn’t have in-house staff that could provide it. MHQ wanted to connect with individuals that volunteered on association boards. However, it was hard to find them because their LinkedIn profiles rarely include their association board experience.

"We turned to Oppilo to find our ideal clients, because we didn't have the in-house knowledge, resources or capacity to identify and target the associations that met our very narrow definition of the ideal MHQ client," says Dara, who notes she's a higher-touch client with a lot of very specific requests.

MHQ knew Oppilo would provide the highly customized, personal service Dara wanted after she talked to MHQ's owner.

"He took the time to understand the type of association that is the best client for MHQ and knew how to find those prospects," says Dara.



Dara Rudick
CEO, Management HQ

SMART, STRATEGIC PROSPECTING

To start, Oppilo used online directories for national and international associations to find associations that met MHQ's criteria. Next steps included visiting the associations' websites to confirm their boards had fewer than 10 members and getting board members' names and titles.

Oppilo searched for board presidents', vice-presidents', chairs' and secretaries' profiles on LinkedIn. The company then assessed their LinkedIn activity and engagement. Why?

In Oppilo's experience, it's more likely these board members will see and open Oppilo's highly customized LinkedIn invitations, messages and InMails. Active LinkedIn board members' acceptance rate was 26% higher and their response rate was 15% higher than inactive individuals.

"Oppilo told us what they would do for us, and that's exactly what they did," says Dara.

A true partner, Oppilo welcomed MHQ's association-specific insights which ensured every piece of content reflected MHQ's association experience. As a result, Dara's LinkedIn network increased 40% with 700 new connections.

"My LinkedIn network now includes more of the people who sit on association boards, and that's exactly who I want to be connected with," says Dara. **"The connection request and acceptance numbers are very high with Oppilo."**

CRITICAL KPIs AT A GLANCE

Oppilo's comprehensive service includes monthly reports and real-time access to Oppilo's lead tracking and management dashboard. At a glance, Dara was able to scan the most critical KPIs, such as the "sent" and "accepted" connection requests. Oppilo's "lead labelling" also helped Dara organize her leads, while the Oppilo dashboard kept Dara's MHQ and personal LinkedIn outreach/communications separate. The Oppilo data provided the information Dara needed to schedule her discovery calls.

"I'd recommend Oppilo to my peers and friends, but not my competitors," says Dara.