



FLAMINGO

MARKETING STRATEGIES LTD

**YOUR SUCCESS
STARTS **HERE****



We are **Flamingo Marketing Strategies Ltd.**

Our number one goal is to help you stand out from the crowd. Experts in all aspects of marketing, we boost your brand image, connect you with your target audience and create a **100% bespoke marketing strategy guaranteed to meet your individual goals** – in order to make your business stand out like a flamingo in a flock of pigeons.

Our approach is made up of **5 key elements**:

**Lead
Generation**



**Brand
Awareness**



Strategy



**One-Team
Approach**



Results



The **one-stop shop** for your marketing needs

The Flamingo team are a dedicated bunch of marketing experts, driven to provide results, build relationships, and help to grow the businesses we work with.

If you're ready to elevate your brand, Flamingo have the ideas and the creative marketing experience to make it happen.

"Within 48 hours of starting our lead generation marketing campaign, we had secured meetings with senior contacts from THREE world-renowned multi-billion-pound companies. We would highly recommend Flamingo Marketing Strategies Ltd. to anyone looking to grow their business."

Mattan David, Digipal Solutions





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"Our first month saw a 400% return on investment from our very first campaign. Within two weeks of working with Emma's team, I got an enquiry from someone I'd consider to be a 'dream list' client."

Andy Chandler, Andy Chandler Associates

Why choose **us**?

We are **not just** a marketing agency... we are **your outsourced marketing department**

At **Flamingo Marketing Strategies Ltd.**, we take pride in being different from the rest.

We only work with a select number of clients and we don't work with your competitors. Providing an individual service created just for you, we work to make you stand out.



"We are continually increasing our targets and hitting them year on year. Emma (the MD) is great at spotting opportunity we wouldn't necessarily think to look for and she works closely with us to get the best results."

Natasha Palmer, Mortgage Capacity Assessments



Our Managing Director, Emma, is hands-on and involved in all strategy meetings. She works closely with you to ensure that targets and deadlines are met and that your campaigns are performing at their best.

We treat your business as if it were our own, ensuring you get the brand visibility you deserve and generate the leads and sales you want.

We're all about building relationships. We prefer face-to-face meetings and we always welcome our clients to drop by our office for a chat and some coffee and biscuits. Based in Leamington Spa, Warwickshire, we are easy to get to from the Midlands and further afield.

Choose Flamingo Marketing Strategies Ltd., and experience a fresh, unique approach to marketing that prioritises your success above everything else.

"Within the first seven months of working with Flamingo, we've quoted over £300,000 worth of work from the leads they have generated for us. If they convert, that will be a massive 1,805% return on investment."

Stuart Sowerby, Worldwide Structures Ltd





Let's get to know **each other!**

Before we consider working together, we want to get to know you first and make sure it's the right fit.

We offer a 60-minute marketing strategy call where you can talk us through your current strategy (or lack of one!). The calls are with Emma and during your discussion she will get to know your business and understand your goals for growth.

On the call, Emma will share loads of ideas that you can implement yourself, however, if you like the idea of working with our team of marketing experts, she will talk you through the options available at the end of the session.

Interested?

Book in a marketing strategy call today and let's see where it goes...



"I learnt more about marketing during a 20-minute call with Emma than I have from working with numerous marketing agencies over the last 20 years!"

Dr. David Scrimshire, TEC Transnational



Are we **the right fit for you?**

If any of the following statements are **true...** then it's time to bring in the Flamingos:



We know we need to do some marketing but we don't have the time or resource



We have a junior marketing person/team but they need a bit of a steer



We have always relied on word of mouth, we don't have a proper marketing strategy



We aren't hitting our business growth goals, so something needs to change



We want a marketing strategy that is unique to us, that will make us stand out!



Are you **the right fit for us?**

If any of the following statements are **true**... then we'd love to hear from you:



We have a product or service that already sells, we just need to sell it more!



We have been running for over 12 months



We turnover between £500,000 and £15million per year



We want to invest in a long-term strategy and hand the marketing over to the experts



We want to build a great relationship with the people we choose to work with

Lead Generation

Our lead generation services connect prospects directly with your business, adapting to your needs and the market as they change.

As a data-driven team, we apply tried-and-tested tactics to consistently deliver exceptional material and impressive results.

We appreciate a collaborative relationship with our clients and listen to your struggles and pain points to create an engaging marketing strategy that reflects your business ethos and values.

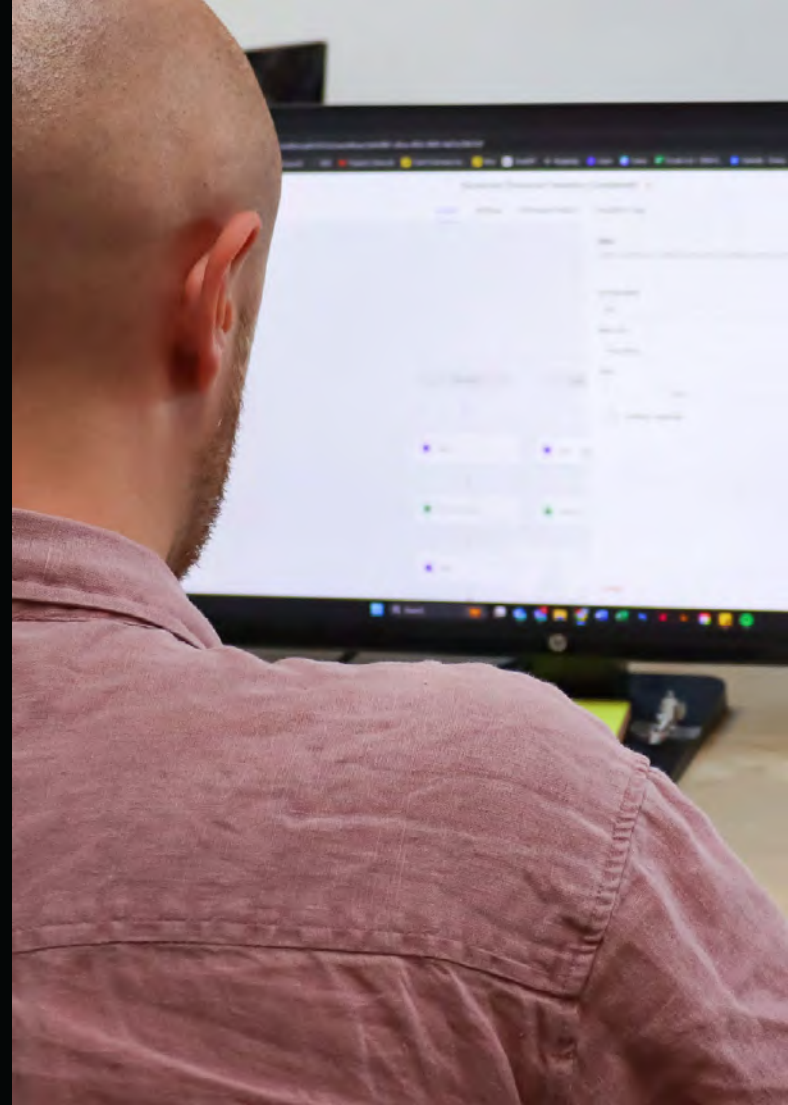
When you work with us, we become an extension of your team.



Prospect100

People like to know who you are, what you do and how you can help them before they're willing to engage with your brand. Cold calling, therefore, tends to result in being given the cold shoulder. We understand that it can be difficult to build a database of potential clients who you can communicate with naturally. That's where our innovative Prospect100 service comes in. Increase your brand's value and reputation with **Prospect100**, which connects you with 100 engaged prospects on LinkedIn, every single month.

Take advantage of a much more organic form of brand awareness whilst avoiding the purchase of unreliable contact databases. We help nurture relationships through your connections which we then use to create a marketing funnel that **drives sales and builds a loyal network of contacts**.

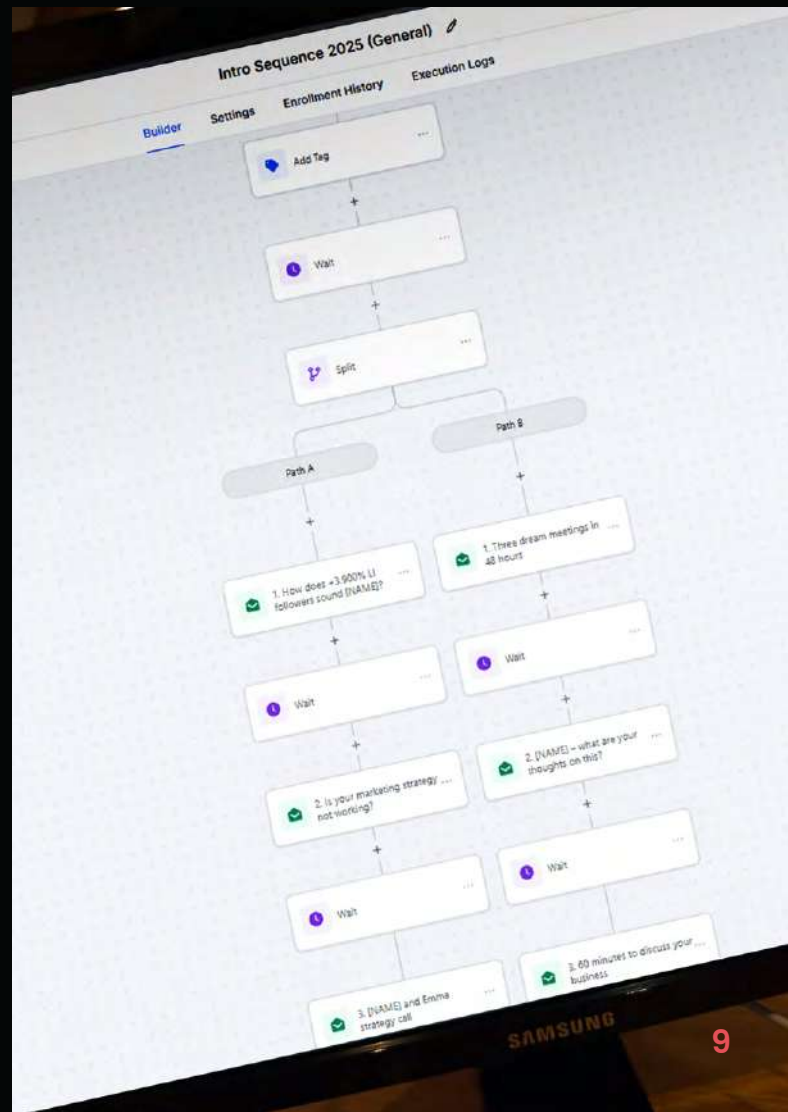


Database Building

Flamingo is all about getting you seen. We create a marketing database for you by gathering existing contacts and targeting potential customers for effective results. We identify specific audience segments for targeted messaging and boost brand loyalty with relevant content.

This softer sales tactic positions **your brand as an authority in your field**. The content we publish adds value for the contacts in your database, further lifting your reputation.

When used alongside our **Prospect100** service, this will really power up your lead generation efforts.





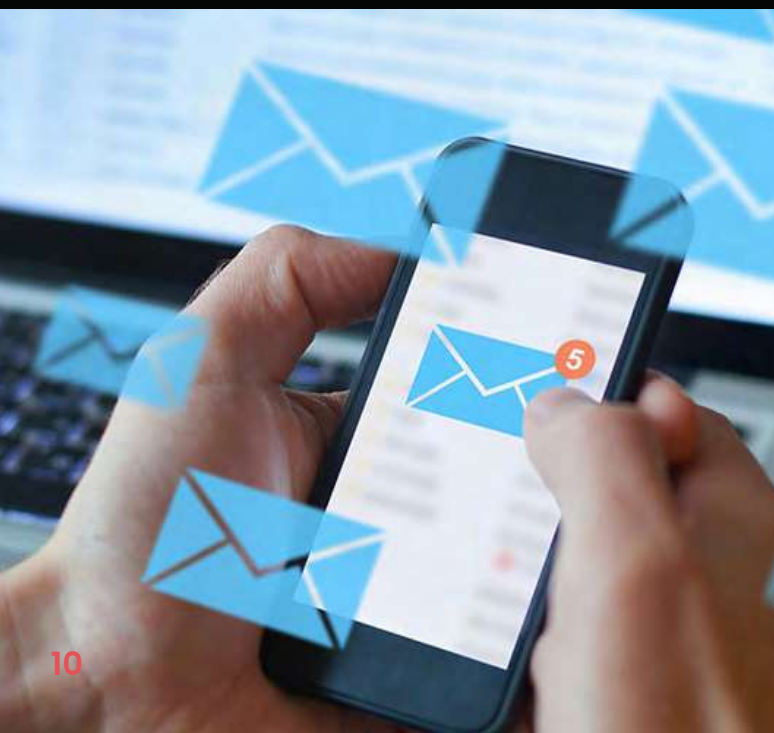
Content Creation

We create consistent and persuasive content that showcases your products and captures your brand's values. Our copywriting team uses tailored storytelling to **create a personal connection with your audience and drive sales**. We also integrate your content marketing strategy with your other marketing efforts and use relevant keywords to improve your SEO.



Social Media

Social media is a convenient way for your business to engage with potential customers and create personal relationships. **Grab your audience's attention, make your brand more memorable and support your other digital channels**. We create social media marketing strategies that help you stand out, with both organic and paid campaigns.



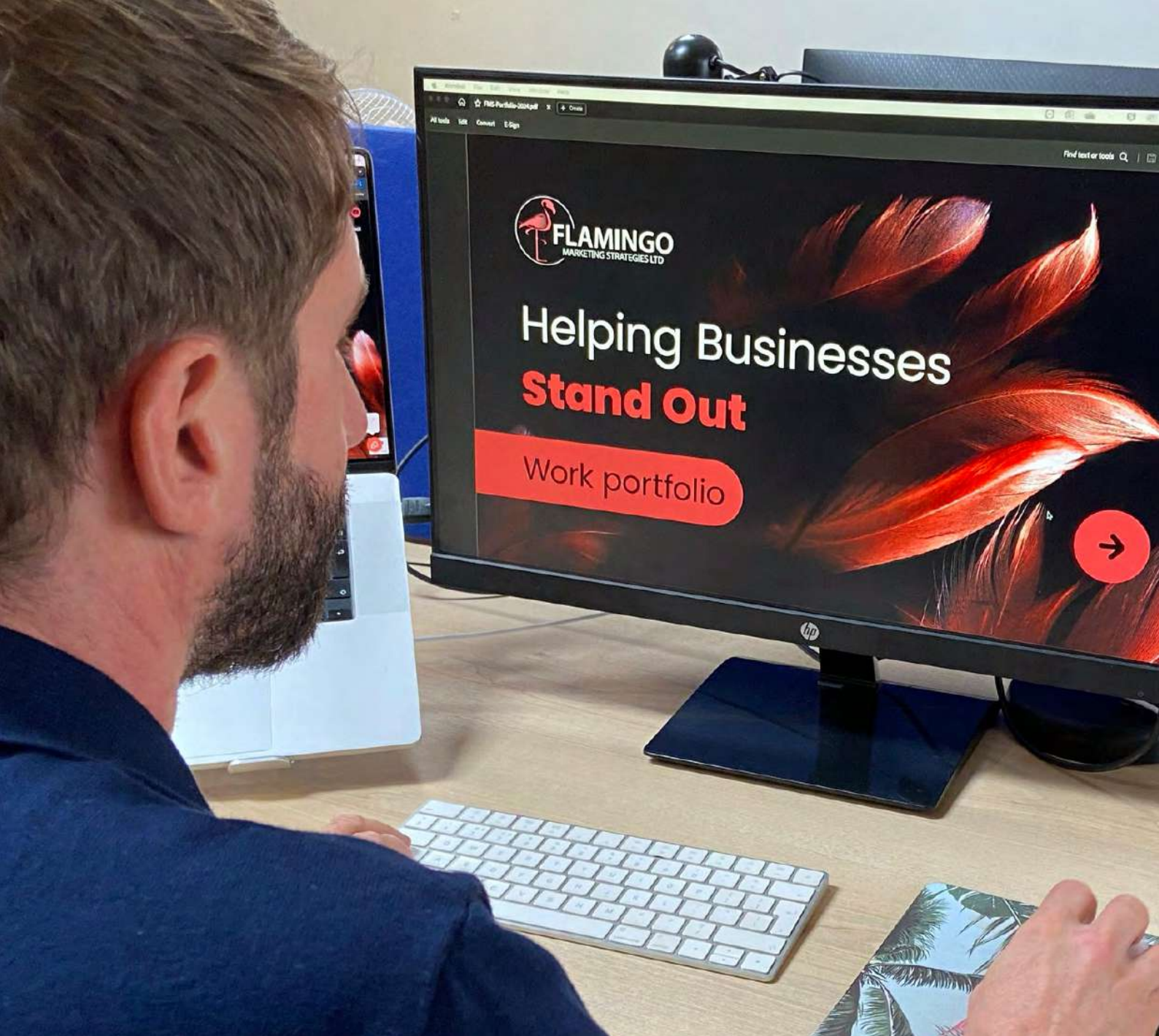
Email Marketing

One of the key pillars of lead generation, we specialise in creating effective email marketing campaigns for B2B and B2C businesses. Our team will target your database with custom messaging and templates **to set you on the path to email marketing success**.

Creative

At Flamingo, we help businesses communicate their message effectively to their target audience through creative marketing strategies. From clever content creation to impactful branding, our team can elevate a business's personality, with a focus on lead generation and client relationships. Working with the Flamingo team, businesses can benefit from a **one-stop-shop of creative marketing excellence** through various marketing mediums, including video, print, and digital content.





Branding

We help craft you the perfect name and logo for your company, design branded packaging, and provide website design and brand awareness services. Whether you need a completely new brand identity, a refresh, or wish to develop your brand further, we work with you to ensure that everything is appropriate and consistent with your values and vision. We can also help get your brand further visibility through social media, print marketing, or other branded assets.

Print

Whether you want to give potential customers something physical they can take away or outline your different service packages in a visually engaging way, printed marketing material has a variety of purposes. Flamingo's stunning print marketing can make a lasting impression and differentiate your brand from the competition.

Whether you need support crafting engaging brochures, flyers and leaflets, business cards or presentation folders, we have plenty of suggestions when it comes to printed marketing assets that will help you stand out. Whatever you need, Flamingo can design and print it.



Events and Exhibitions

Planning for an event or exhibition? Don't stress! Let the experts at Flamingo take care of everything for you with our professional event marketing services.

We offer a range of exhibition assets, such as stands, banners, brochures, leaflets and branded merchandise to engage potential customers. Our professional and **eye-catching materials will attract visitors to your stand and spark meaningful conversations.**

Stand out and be remembered with stunning marketing materials.

 **FLAMINGO**
MARKETING STRATEGIES LTD

**HELPING BUSINESSES
STAND OUT**

LEAD GENERATION Targeted Campaigns Email Marketing Database Building Paid Advertising Events & Exhibitions	BRAND AWARENESS Content Creation Social Media Print & Branding Websites Video & Photography
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**BOOK YOUR
60-MINUTE STRATEGY CALL**

FREE VALUE TO HELP YOU
GROW YOUR BUSINESS

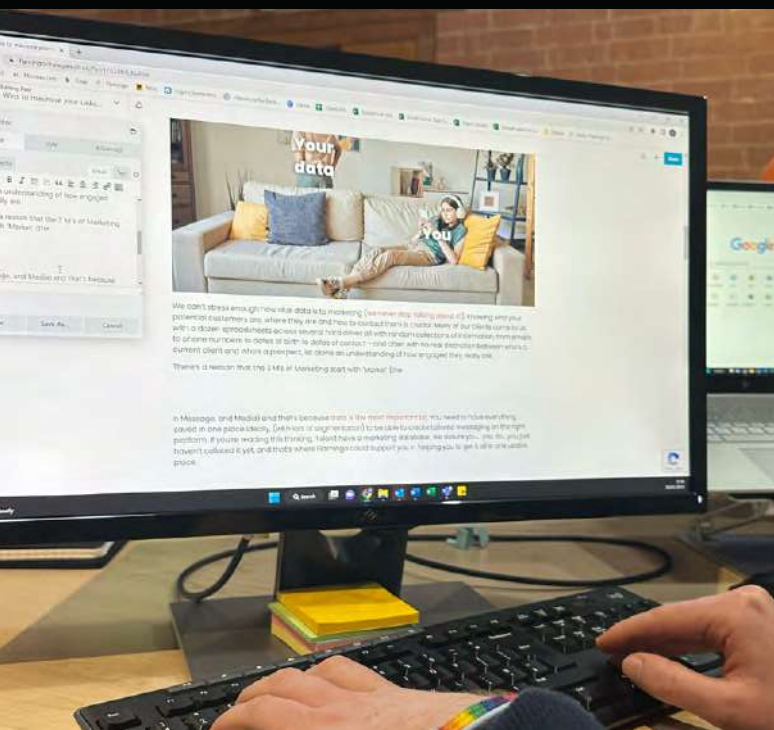

SCAN ME

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Paid Advertising

Paid digital advertising – it's the perfect way to get your business seen. Reach the right audience faster and increase your brand awareness. By integrating social media advertising into your overall marketing strategy, you can **generate a measurable impact on your business.**



Websites

Your website is your online shop window and the first place potential customers will visit. Our team will work with you to develop a website that not only directs traffic to your business but is built from the ground up to convert those prospects into leads. At Flamingo, our website services include **custom-built websites optimised for SEO, user experience and e-commerce.**



SEO

SEO aims to attract more customers to your website by improving its ranking in search results. To achieve this, you need informative content, high-quality backlinks, and a user-friendly design. We create a comprehensive, goal-oriented strategy to **increase organic traffic and boost your company's credibility** whilst monitoring progress and improvements with your SEO.

Photography and Video Marketing

We produce a range of video content, from social media ads to product footage and training videos. To see true success, however, it needs to be part of a broader marketing strategy. Our expert team uses market research and brand understanding to **create targeted, high-performing content that guarantees engagement and conversions.**

We create comprehensive marketing strategies that meet all your needs. Offering photography services, including website and social media images, headshots, and team photography, we help **you stand out from the crowd and build connections with your target audience through high-quality visual content.**



Meet your **Team**



Emma Sansom

Managing Director

As Founder and Managing Director of Flamingo, Emma's main priority is to set the strategy with the clients each month, make sure all deadlines are met, ensure that the team are able to do their jobs successfully and most importantly, make sure everyone is happy! Emma has always led from the front and isn't afraid to get stuck into the hard work.



Chris Cooper

Head of Marketing & Clientele

As Flamingo's Head of Marketing & Clientele, Chris works closely with Emma to set the strategy with clients, and then manages the work through to completion with the rest of the team. An all-round marketer, Chris can create campaigns; craft engaging copy; jump onto any design work; manage your website, emails, socials and more!



Eddy Parker-Bray

Marketing Manager

With a diverse marketing background, Eddy has a proven track record of delivering and managing high-impact digital marketing strategies, including a focus on original content creation to boost brand awareness and website traffic for conversions. His responsibilities have grown and he now also ensures all work promised to clients is completed.



George Hartley

Copywriting Executive

A true wordsmith, George's average day could include drafting an article or a press release, crafting compelling website copy or creating a set of marketing emails that encourage engagement. He even has comprehensive experience in podcasting, so if you're looking to take to the airwaves, George is your man.



Richard Bowater

Creative Executive

With over 20 years of design experience, Rich is Flamingo's resident creative. He works closely with all of our clients to bring content to life through graphic design, photography and video. As a brand expert, your company's image will always be skilfully presented and consistent.



Rebecca Crichton

Graphic Designer

Rebecca is a passionate and dedicated creative with a relentless drive to improve design in all its forms. She has developed her skills through a wide range of apprenticeships, courses, and hands-on roles. A well-rounded ambitious designer, she now brings that experience to Flamingo.



Eden Shepherd

Marketing & Sales Assistant

As Marketing & Sales Assistant, Eden works closely with Emma to ensure seamless business operations. Highly organised and with a passion for CRM systems, Eden thrives in being an all-rounder in the life of administration. With a background in sales and finance, she brings drive and a keen eye for growth in all areas of Flamingo.

Our Company **Values**

Here at **Flamingo Marketing Strategies Ltd.** we work hard to have a great company culture, so to ensure this, **we live and work by our three core company values.** Each of these break down into smaller values that are easier to track and monitor to get fantastic results, create a happy work environment and produce the best work for each of our clients.



WE HELP YOU STAND OUT

We are professional with a creative edge that will get you noticed

We stay up to date and are open-minded to trying new things

We create original, on-brand marketing campaigns for every client



WE GO ABOVE AND BEYOND

We are efficient and proactive in doing whatever needs to be done

We treat our clients' businesses as if they are our own

We communicate well and will always answer calls and emails quickly



WE ARE AN EXTENSION OF YOUR TEAM

We work well collectively to hit deadlines and deliver results

We invest time and effort into building relationships with our clients

We work to find the smartest solution, rather than the easiest

Monthly Packages

£1,750
+VAT

£3,250
+VAT

£5,500
+VAT

PLANNING & STRATEGY

Monthly overview	✓	✓	✓
Strategy map presentation		✓	✓

LEAD GENERATION – PROSPECT100

Campaigns and accounts	1 campaign, 1 account	1 campaign, 2 accounts	1 campaign, 3 accounts OR 2 campaigns, 2 accounts
LinkedIn optimisation	✓	✓	✓
New connections campaign	✓	✓	✓
First degrees campaign	✓	✓	✓
LinkedIn invites to follow page (250 per month)	✓	✓	✓

CONTENT CREATION

Drafting of articles		1 article	2 articles
Social posts	4-6 posts	6-8 posts	8-10 posts
Company page	✓	✓	✓
Personal profiles		✓	✓
Email newsletter	Quarterly	Quarterly or monthly	Monthly
Email campaigns (such as revival sequence for old data, Google reviews and seasonal campaigns)		✓	✓
Client onboarding and upsell email campaigns			✓
Email campaign to cold data (plus 1,000 new contacts per month)			✓

CRM

Licence, set up and training	✓	✓	✓
Website forms and team calendars, with automations and follow-ups		✓	✓
Pipeline		✓	✓
Lead management		✓	✓
Data cleaning and enrichment			✓

£1,750
+VAT

£3,250
+VAT

£5,500
+VAT

WEB

Website audit and fixes, general web management and landing page creation



General web management



Website review and refresh pages



GRAPHIC DESIGN

Brand guidelines



Design of print collateral, such as brochures, flyers, business cards, letterheads and more



Design of digital assets, such as image banners, sales decks, guides, infographics and more



Print and digital ads



DREAMLIST CAMPAIGNS

Targeted ideal client campaign, including finding data, messaging, print / merch assets and landing page creation as needed

Every 6 months

PHOTOGRAPHY & VIDEOGRAPHY

Photos and video content creation

2 sessions per year

3 sessions per year

PROJECT MANAGEMENT & REPORTING

Onboarding meeting in person



Monthly content call



Monthly reports and presentation



Reporting meeting

Quarterly

Quarterly

Annual get together with the Flamingo team



If items aren't covered in your package of choice, we can add on other services should you need them, including:

- Graphic design
- Exhibition or event stands and assets
- Print
- Merchandise

Whatever you need to elevate your brand, we'll make it happen.

FAQs



No doubt you have a number of questions. Here are some of the most frequently asked, however, if you have any others, just get in touch with us on **01926 350 040**.

What are the benefits of using Flamingo over hiring internally?

At Flamingo, you get a team of talented marketers who are all experts in their field, from copywriting, design, social media, to strategy and beyond. It's very unlikely you would be able to pay for an individual (or small group of individuals) who can do all of this exceptionally well. Once you throw in the cost of the tools you need to run successful campaigns that are easy to track, you'd be looking at surplus of £200,000 a year on marketing costs. Whereas our prices start from £3,000+VAT a month for our premium services.

Will you work with members of my team too or only the MD of the business?

We know how busy you are, therefore we will happily work with any members of your team to ensure you don't create a bottleneck. The amount of work we can do in a month is also defined by how much time/support you give us to sign things off. So to ensure that you get the most out of your package, if you need to involve another senior team member or a marketing team member – go for it!

How soon do you expect to see results?

It varies for each client and depending on how much you already have in place marketing-wise. If we can create some quick-win campaigns, you'll see results in the first few months. If we need to do a lot of building first (e.g. if nothing currently exists), we would expect you to start getting results after 3-6 months of working with us. We've had situations where a new client has generated 3 incredible leads within 2 weeks of working with us, and others that have won a client worth £250k after 8 months of working with us. So it really does vary. However, our tracking and reporting gives us clear visibility on what's working and what isn't.



What makes Flamingo different to any other agency we could work with?

At Flamingo, we practice what we preach. We don't blend in with other marketing companies, instead providing high quality marketing campaigns designed to make you stand out. We go above and beyond in everything we do, getting to know you personally to ensure the difference we make really matters. We only work with a select number of clients, enabling us to continue offering a personalised service created just for you. Our Managing Director, Emma, oversees everything and our open-office policy means we're always available to talk. We're not just a marketing agency – we're your own, external marketing department, 100% dedicated to you. We never work with your competitors, and your campaigns are always fully bespoke to you so that we can make you shine.

What is a marketing strategy call and how do I book one?

It's a 60-minute free online call with our MD. We'll spend the first half an hour learning everything we can about you, from what you do and the services and products you sell, to the people you're targeting and the company image you want to convey. We'll work out what's going well and what isn't, which will give us a better idea of the services you need to start standing out from the crowd. We're completely transparent about our ideas, which we will share openly with you in the second half of the call. As such, you're guaranteed to gain valuable insights, whether or not you decide to work with us.

Book your call today on our website.



"The creation of some very creative digital brochures, email campaigns and social has really improved our B2B communications. We are so happy to be continuously working with the team and recommend them to anyone looking for support with their marketing campaigns."

Lauren Davies, Johnsons Coaches

Take the **first step**

Our monthly packages range from **£3,250+VAT** up to **£8,000+VAT** so no matter how big or small you might be, we're here to help. If you'd like information on our package options, email info@flamingostrategies.co.uk for a cost breakdown.

After your free strategy call, you'll receive a comprehensive proposal outlining the steps we'll take to achieve your goals before we begin working on your account. As our valued client, you'll have access to our entire team of marketing experts, and every aspect of your project will be overseen by our Managing Director, Emma, to ensure flawless quality.

We can't wait to hear from you!

Emma & the team

01926 350 040

www.flamingostrategies.co.uk



"Flamingo have transformed our online marketing capabilities within the last 12 months. They've connected us with over 1,300 new relevant business owners on LinkedIn and the email marketing engine they've built has driven impressive engagement rates. These activities have extended our reach and delivered a substantial return on our investment."

Jenny Millar, Untapped Pricing







@dontbeapigeon



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