



Driven to capacity

CASE STUDY: **JOHNSONS COACHES**

Johnsons Coaches, one of the Midlands' longest running and most popular coach hire companies, first approached Flamingo Marketing Strategies Ltd. as they were keen to further develop one strand of their business to meet the success of the rest.

Despite mastering their B2C marketing, they had identified that there was still untapped potential in the B2B space. And in just 18 months of working with the Flamingo team, they have experienced a remarkable transformation of their B2B division.

Johnsons Coaches' services are now so in-demand that our marketing efforts have taken a backseat due to the flood of inbound requests.

“Working with Flamingo Marketing Strategies has completely revolutionised Johnsons' marketing for the B2B side of our business. We had become quite repetitive and outdated with our campaigns, however, since working with Emma, Chris and the team, we have sourced the power of LinkedIn to find many high-quality leads!”

Lauren Davies,
Head of Business, Johnsons Coaches

Within 18 months we achieved...



- **680%** increase in emails delivered
- **145%** increase in email contacts
- Average email open rate of **38%**
- **12,250** emails sent
- **38%** increase in social media followers
- **8,417** social media engagements
- **14,011** Private Hire Movements

Charting new routes

A key target for Johnsons Coaches was to promote their private hire service, which hadn't had the push it needed. We decided the most effective route in for this would be to target schools and event planners in and around the West Midlands. This dictated where we focused our efforts in building an engaged database for us to promote Johnsons' private hire to.

Using our lead generation expertise, we not only **expanded Johnsons Coaches' LinkedIn following by 510 B2B contacts** but also **introduced 307 highly engaged** event planners and school prospects **into their email database.**

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

Lauren Davies,
Head of Business, Johnsons Coaches



Driving success: Direct results of working with Flamingo

The impact of our collaboration goes beyond statistics. Johnsons Coaches' journey from a one-person marketing team to a three-member powerhouse, with Lauren now at the helm as Head of Business, is a testament to our shared success. Their B2B

division is now brimming with activity, reaching a point where they have to turn away business. **If that isn't success, we don't know what is.**

With a shared interest in marketing development, Flamingo's

MD, Emma Sansom, and

Lauren have developed a great working relationship, attending marketing events and talks together too.



The impressive results of our collaboration have extended beyond Johnsons Coaches, paving the way for us to embark on a new journey with their sister company – aiming to replicate similar growth and success through the development of their own tailored marketing strategy.

But don't just take our word for it – **the BBC have even published an article** about Johnsons Coaches' most successful year to date. 2023 saw Johnsons take £17 million, a 25% increase on the previous year! Flamingo Marketing Strategies couldn't be happier to hear this news and play a small part in what has been the most profitable year in their 115-year history.

Helping businesses stand out is at the heart of what we do, and our work with Johnsons Coaches has facilitated a transformation so drastic that our marketing efforts are now being focused elsewhere.

If you think marketing might be the key to unlocking your business's full potential, **book in a 60-minute strategy call with Emma here.**

