

Zero to Hero

Case Study: Untapped Pricing

Since Flamingo Marketing Strategies Ltd. launched four years ago, we've had the pleasure of working with a huge range of clients. Seeing them develop their brand, generate more leads, and find success with our help is exactly why we love what we do. And **Untapped Pricing** are a perfect example of this.

Untapped Pricing are a consultancy that help businesses demystify their pricing strategy – and in fact, it was an interest in pricing strategy that first led Emma to meet Jenny Millar, Untapped Pricing's Founder.

Emma was invited by a mutual contact to take part in a webinar hosted by Jenny on pricing strategy and afterwards, she connected with her on LinkedIn and added her into Flamingo's email nurture funnel. For six months, Jenny received value-focused emails on marketing strategy, alongside information on what we do at Flamingo.

By January 2021, Jenny had booked in a marketing strategy call with Emma, and within 15 minutes of the call, she signed up to be a client. From reading and engaging with our emails, she had already learnt everything she needed to about what working with Flamingo was like – and which aspects of her current marketing strategy needed more support.

When Untapped Pricing first came onboard, they didn't have a marketing database, just 260 contacts spread across multiple systems. We collated this information and their details were used to start building an email marketing list.

"Flamingo have transformed our online marketing capabilities."

Jenny Millar, Untapped Pricing

One of Untapped Pricing's most useful marketing tools already existed before we even reached out to them, their 'Pricing Scorecard'. This simple and interactive questionnaire helps business owners and teams self-identify pricing problems. The only issue was that it was hidden away on their website.

Flamingo crafted an outreach campaign through LinkedIn around showing contacts the Pricing Scorecard and letting them use the tool themselves, before taking them on an email marketing journey. Since launching the campaign on Jenny's account, she **increased her network by over 7,000 connections.**



Within two and a half years, we achieved...



3,700+ LinkedIn connections



Email CTR 11%
Open rate 32%



7,000+ email contacts



300% return on investment

Untapped Pricing had a lot of useful knowledge they could offer to potential leads, so we planned to focus on offering that value and educating prospects whilst using our expertise to transform it into a strong sales strategy. We knew that contacting and offering information to leads would be better suited with improvements to Untapped Pricing's website. We worked with the company's existing website provider to develop the site to include blogs, updates and videos that the team had created.

"The email marketing engine Flamingo have built has driven impressive engagement rates with our key audiences (open rates consistently 32%+ and click-to-open rates 11%)."

Jenny Millar, Untapped Pricing

Our automated email funnel alone has seen well over 500 people clicking links, 100+ of which clicked to book in conversations with her and hundreds more visiting the website. But it's not just emails; we've also helped grow Jenny's social media engagement and managed Jenny's social posts for her too.

After two and a half years, Untapped Pricing and Flamingo Marketing Strategies have both grown tremendously. **Untapped Pricing now has over 7,000 contacts in a database** and has seen a huge variety of leads generated by the email nurture funnel that Flamingo created.

In total, **Untapped Pricing has seen a 300% return on investment on the work we've done for them** – seeing enough growth to move to hiring a full-time in-house marketer.

It's not easy to say goodbye to a client we've had for nearly three years, but it is the best reason to lose a client – when they've seen so much success. It's been a great pleasure working with Jenny and seeing Untapped Pricing grow year on year. She welcomed the Flamingo team into her business and treated us like Untapped Pricing's own marketing department, not an external agency.

Helping businesses stand out is at the heart of everything we do, and our work with Untapped Pricing has helped them find success. 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.](#)