



Helping Businesses **Stand Out**

Work portfolio





Campaigns

Worldwide Structures Ltd

Multi-channel campaign

Flamingo Marketing Strategies

Scorecard campaign

8 ENQUIRIES WORTH
> £655,000 <

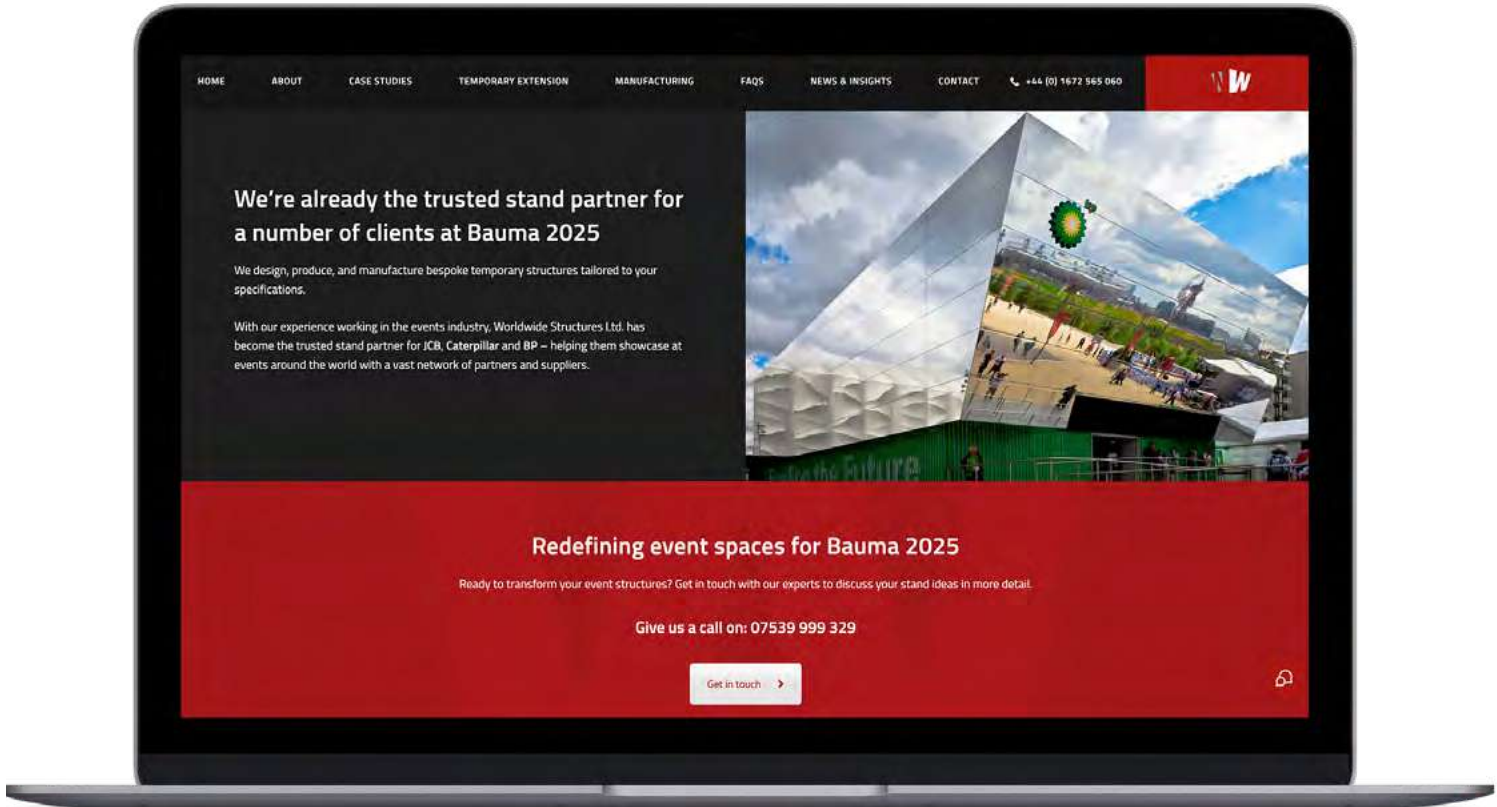
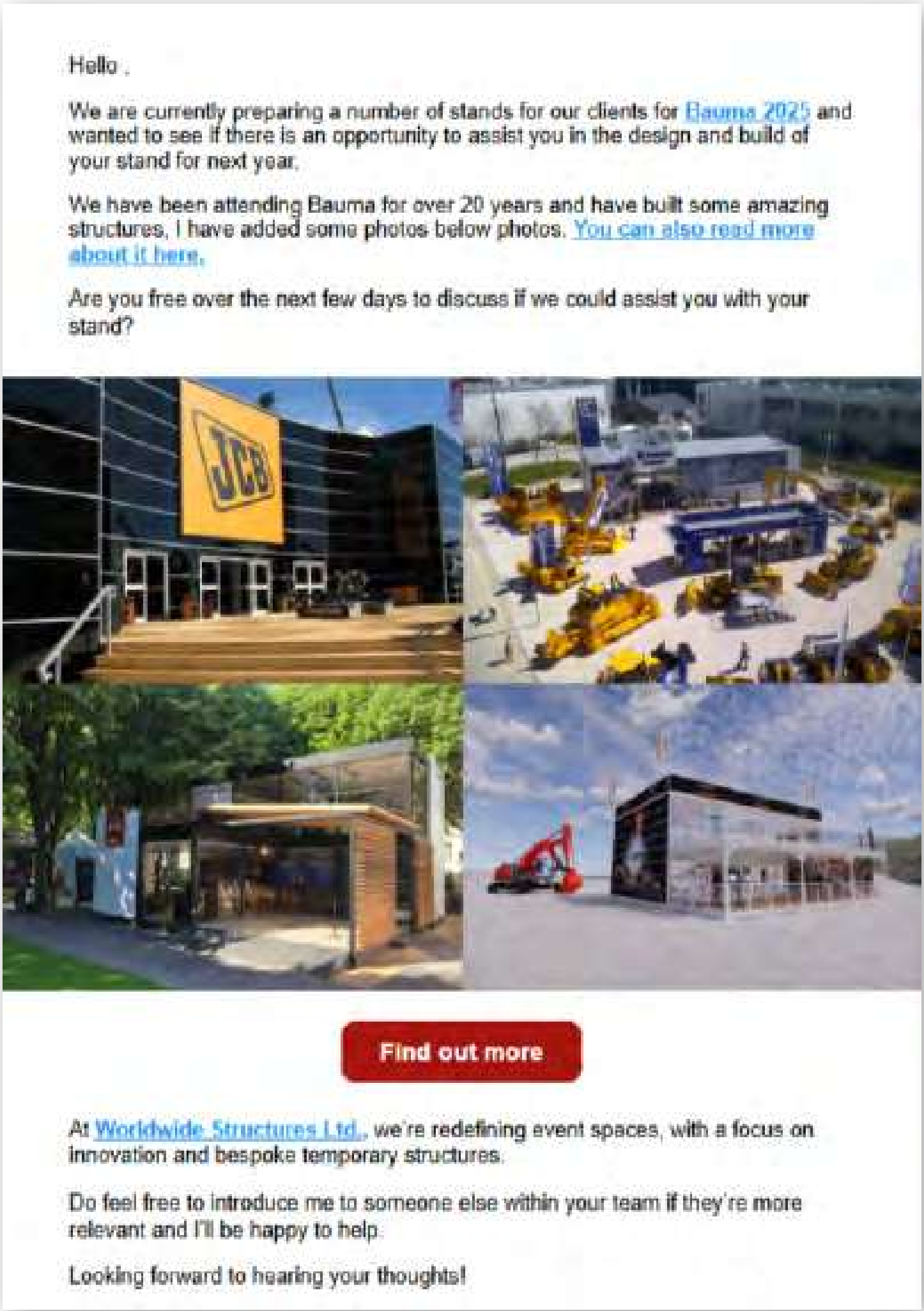
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Project: Multi-channel campaign,
Bauma 2025

Worldwide Structures builds custom structures for prestige businesses at a variety of motoring events, trade fairs and product launches.

Ahead of their project at the world’s leading construction machinery trade fair, Bauma, we created a multi-platform campaign consisting of emails, social posts and web pages.

Our email campaign saw an 8% click rate, 20% open rate and generated eight enquiries totalling £655,000.



Project: Scorecard campaign,

As experts in marketing, the Flamingo team decided to share our knowledge and guidance with this educational multi-platform campaign.

We created a scorecard campaign to help business leaders measure the proficiency of their current marketing efforts.

This campaign consisted of the scorecard itself, a website landing page, PDF reports and follow-up emails.

Hello Abby,

We recently connected on LinkedIn and I shared our exclusive B2B Marketing Performance Report. I'd love to know how you got on!

If you haven't had a chance to finish it yet, [I've linked it here for you.](#)

START NOW

- Created by marketing experts for businesses like yours
- Discover opportunities for success with marketing
- Receive a tailored report with actionable steps for improvement

[Click here](#) to find out how your marketing compares to your competitors!

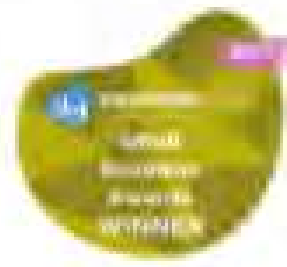
If you have any feedback about your personalised PDF Report you'd like to share with us, we'd love to hear what you thought of the scorecard.

Have a great day,

Emma Sansom
Managing Director



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If you'd no longer like to receive emails from us - [you can unsubscribe here.](#)

Thanks for taking the B2B Marketing Performance Report

Your current B2B marketing strategy looks like this
(Scroll down for a snapshot of your results)



← BACK

Off the top of your head, could you tell us how your content is performing?

Of course, as I've said, we track everything

It's doing its job

To be honest, I don't even know why we need this content in the first place

Not the foggiest

[Add answer](#)

B2B Marketing Performance Report

Here's a breakdown of your B2B Marketing Performance Report

Each category score reflects your current performance and pinpoints specific areas for improvement.



Lead Generation:

88%



Targeting:

87%



Strategy:

51%



Research & Reporting:

30%



Growth:

91%

Welcome to your B2B Marketing Performance Report

Unlock the full potential of your marketing strategy with this performance analysis, tailored for business leaders and marketing professionals.

This report you will get:

An in-depth evaluation of your B2B marketing performance across the six most important areas of your marketing.

Actionable insights to:

Pinpoint gaps in your current marketing strategy

Uncover opportunities for how to improve your marketing

Implement data-driven strategies for measurable growth

Feedback for each area, accompanied by expert recommendations to drive your marketing forward.





Print Marketing

FutureMotiv

Magazine and event collateral

Builders Merchant Federation

Brand, brochure, folder, advert

Project: Magazine and Brochure

Our long-standing client, FutureMotiv, are pioneers in the world of developing clean automotive technology.

We create an annual magazine to update clients, investors and potential prospects, showcasing the ongoing work and development.

As a regular at automotive events, FutureMotiv also require regular branded collateral such as brochures, flyers and event stands.



Project: Brand, brochure series, Folder, Advert

The BMF (Builders Merchants Federation) is the only trade association representing merchants and suppliers in the UK and Ireland.

They asked us to write and design a range of service brochures, print adverts and a folder to promote their partnerships and refresh their brand.





Social Media Marketing

The Halo Group

Facebook, Instagram, LinkedIn

Our Training Department

LinkedIn

Project: Copywriting and Design for Social Media

Our client, The Halo Group, create bespoke temporary structures for a wide range of events.

They were keen to improve the professionalism and consistency of their social media content, so we were tasked with copywriting and designing social media posts for Facebook, Instagram and LinkedIn to help raise their social following, and educate and engage their audience on current / past events.

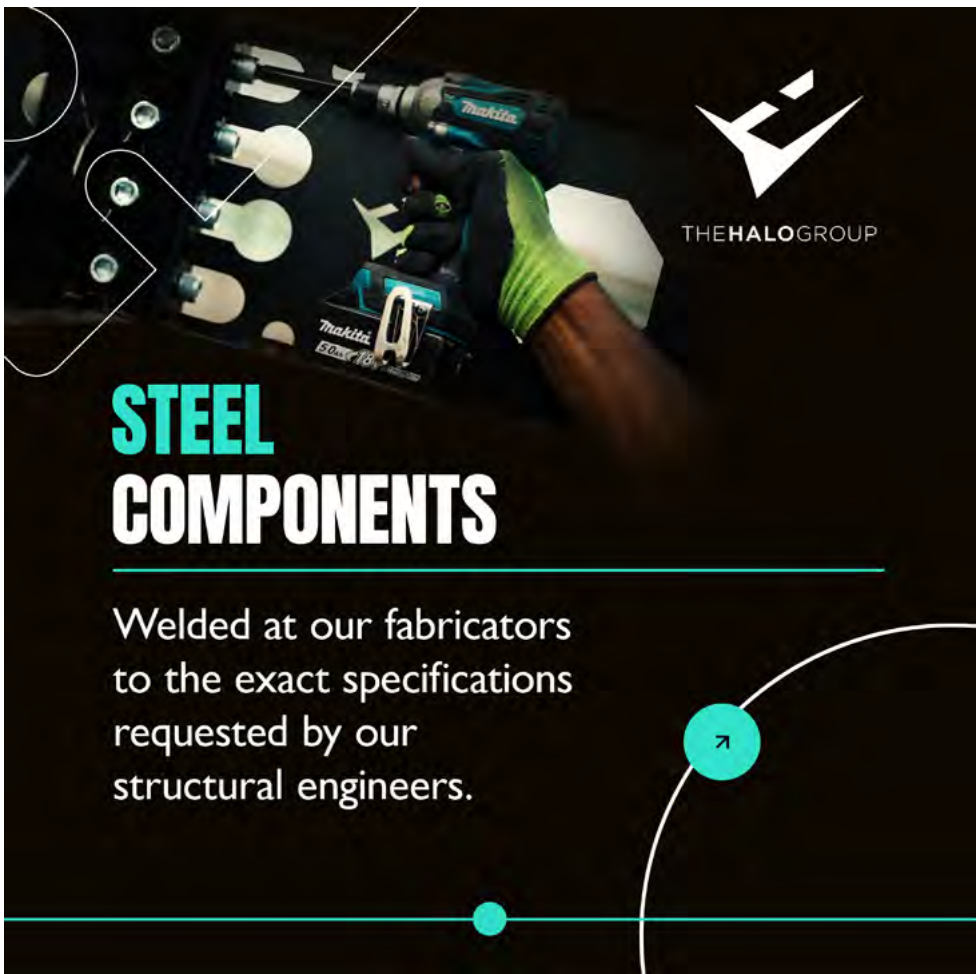
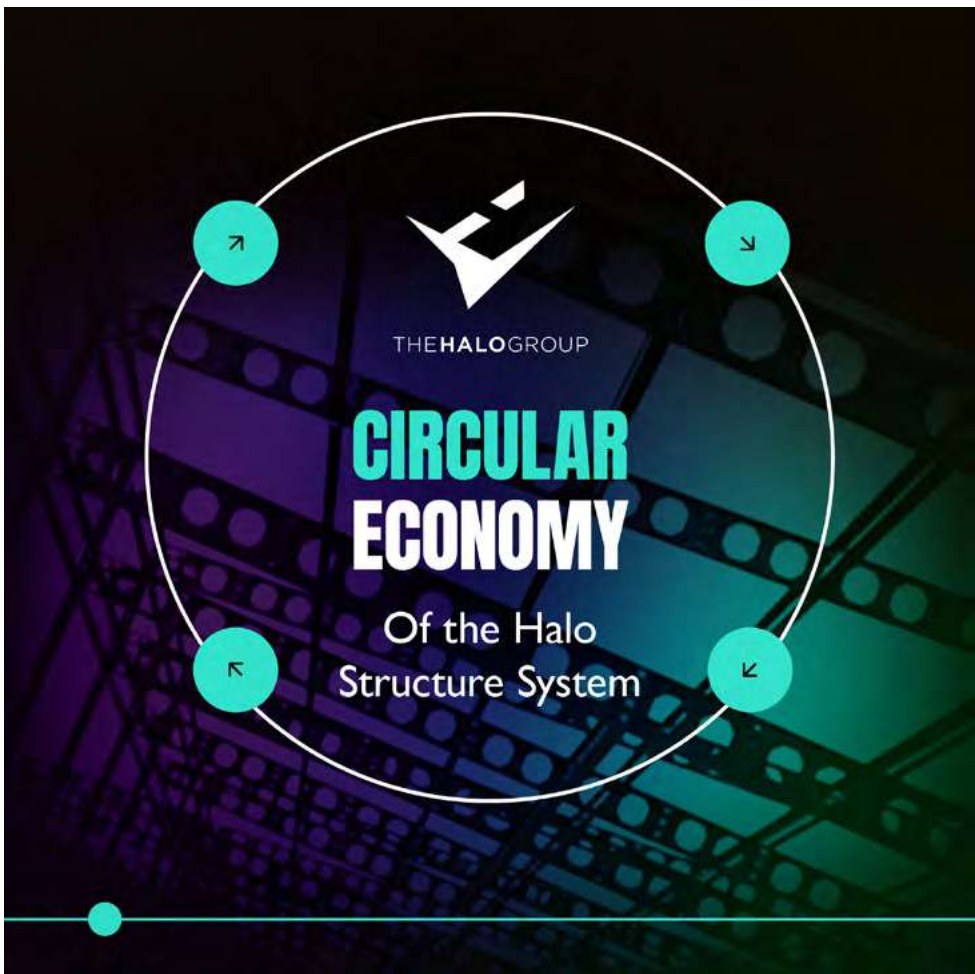
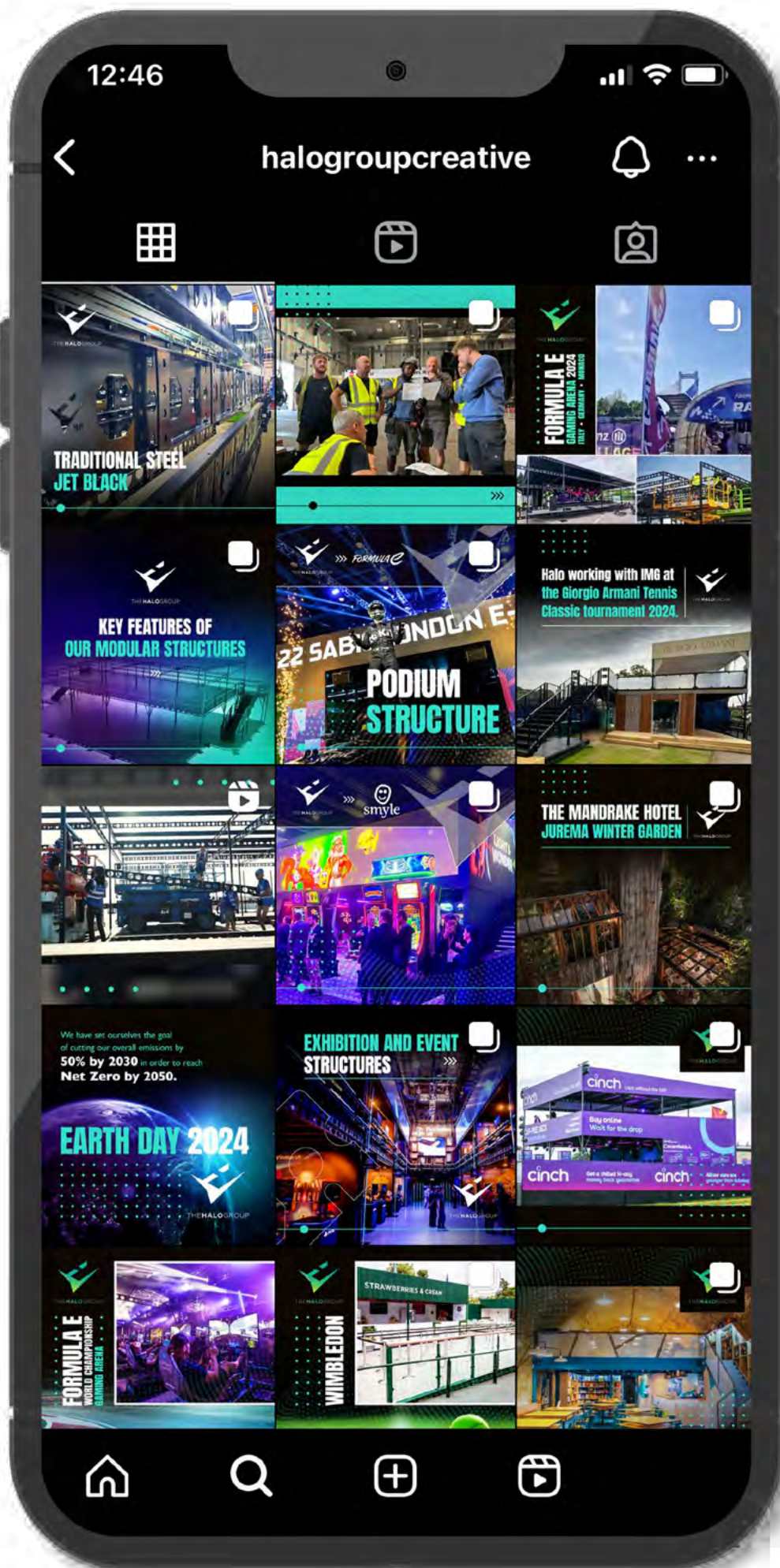


halogroupcreative

halogroupcreative Swipe through to discover the circular economy of the Halo Structure System 🖱️

Sustainability is high on our priority list. The Halo Structure, our steel structure system, is fabricated in the UK and with regular servicing and maintenance delivered by our team, each component retains a minimum 10-year lifespan. Plus – the modular nature of our kit means every component is used multiple times throughout many different builds.

#SustainabilityFirst #CircularEconomy
#UKManufacturing



Project: Copywriting and Design for Social Media



OTD are a Midlands-based coaching and training company, proud to be inspiring lasting behavioural change in people across the world.

We create social media posts and graphics for their Carpe Diem Coaching™ programme, contributing to a 20% increase in LinkedIn followers in just four months.



Our Training Department

1,473 followers
4mo · 🌐

+ Follow ...

What can you do in seven minutes? 🕒

You could scroll on social media, go for a quick walk, make a cup of coffee or...

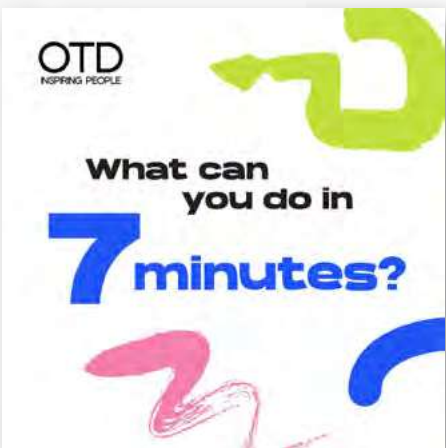
Make the first step towards a lasting personal breakthrough.

OTD's Carpe Diem Coaching™ programme doesn't beat around the bush.

Broken down into seven-minute sessions, Carpe Diem Coaching™ creates lasting behavioural change, laying the foundations for wholesale cultural transitions within your business, increasing job satisfaction and boosting your ROI in just 20 days.

Find out more: <https://lnkd.in/etnWXzWW>

#BusinessCoaching #CoachingProgrammes #GoalSetting
#BusinessImprovement



> **20%** INCREASE IN FOLLOWERS
IN JUST 4 MONTHS <



Our Training Department

1,473 followers
2mo · 🌐

+ Follow ...

There's one word that should always be a theme in coaching – momentum.

Without it, the learnings that come from coaching can fall by the wayside.

But the statistics show that, when real momentum is established, it continues long beyond the last coaching session.

Here's the proof:

A report by the Chartered Institute of Personnel and Development found that:

- 80% of organisations with high-quality coaching programs reported an increase in productivity
- 77% reported improved communication
- 64% reported increase employee engagement

...and a Gallup poll says that engaged employees outperform their peers by 147%!

With our City & Guilds-approved Carpe Diem Coaching™ programme, we provide you with regular feedback through the coaching period, plus a personal coaching report and an individual action plan for ongoing development and follow-up.

Find out more: <https://lnkd.in/etnWXzWW>

#Coaching #PersonalDevelopment #EmployeeEngagement #Productivity
#Communication



Website Design

Callwell

WordPress website

Pain Cloud®

WordPress website

Project: Website Design

Callwell is the leading lead management solution for Estate Agents in the UK.

They tasked us with redesigning their website to provide greater clarity for their services and package options.


The site was launched in spring 2024 with a simplified and educational user journey, enhanced with a clean branded aesthetic.



Instant Call

Converts email enquiries into an instant call to your branch with 80% connection rate

Most popular



Sales OR Lettings Pro


All the functionality of Essentials plus additional lead management tools for Sales OR Lettings.

£100 per month

[Start trial](#)

This includes:

- ✓ 400 minutes per product per month
- ✓ Choose Sales OR Lettings and get all the features you need to handle your leads



Sales AND Lettings Pro

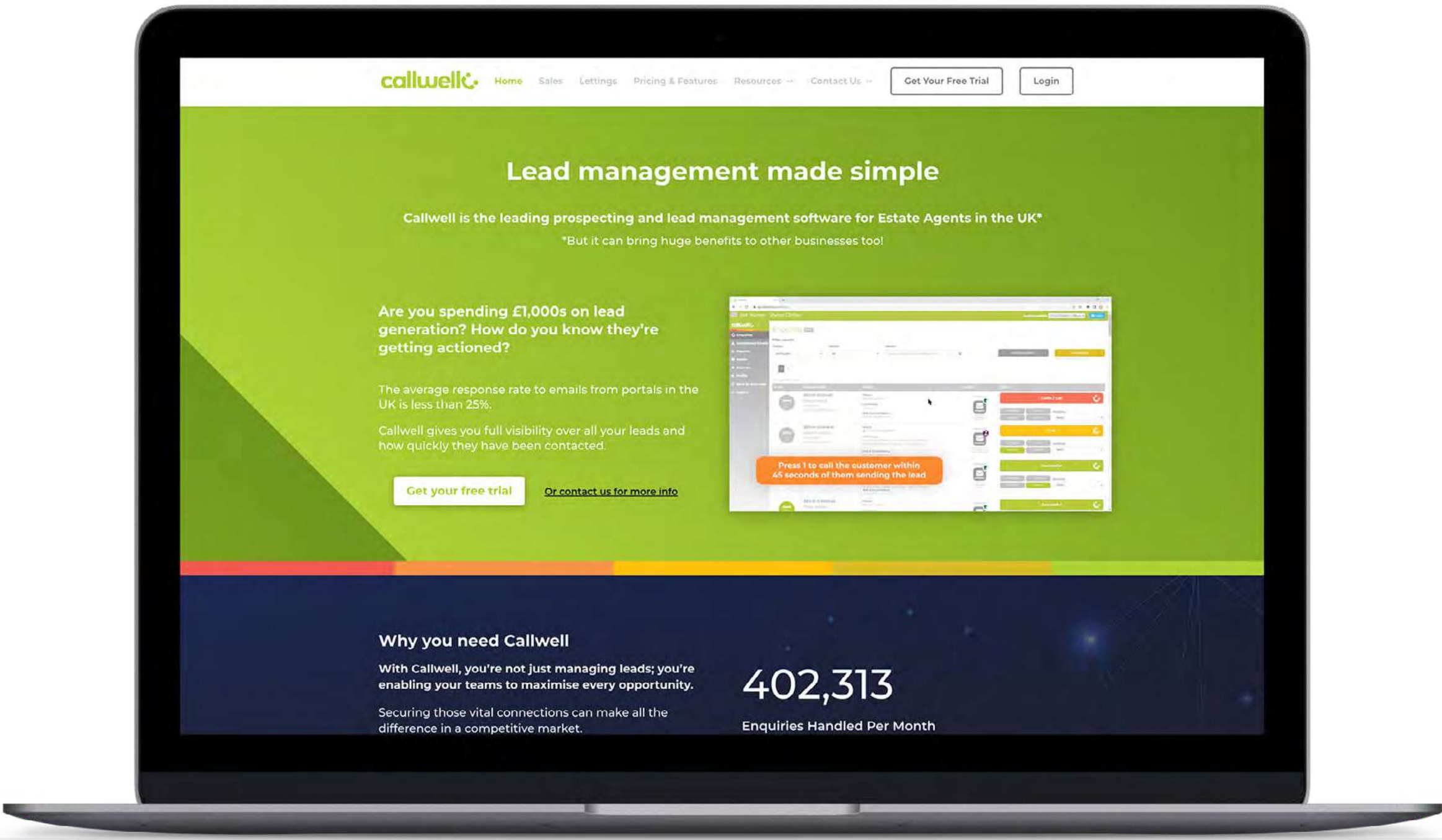
All the functionality of Essentials plus additional lead management tools for Sales AND Lettings.

£180 per month

[Start trial](#)

This includes:

- ✓ 800 minutes per month
- ✓ Our full product suite, everything you need to handle ALL Sales & Lettings leads

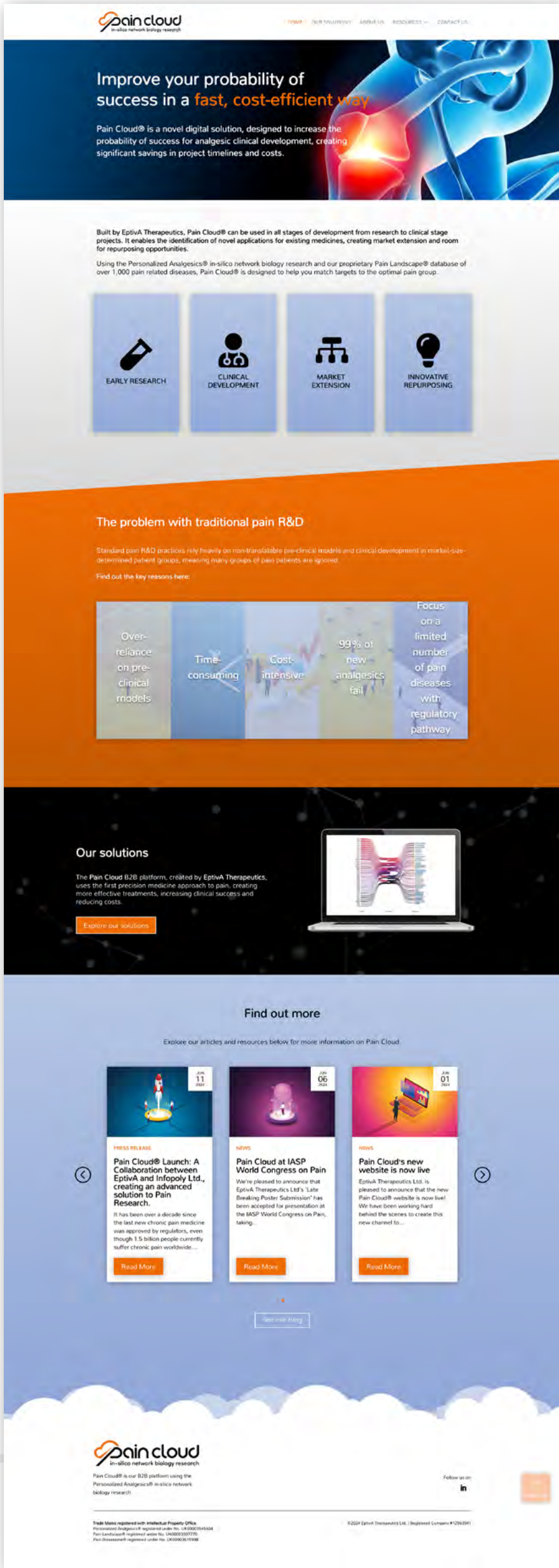
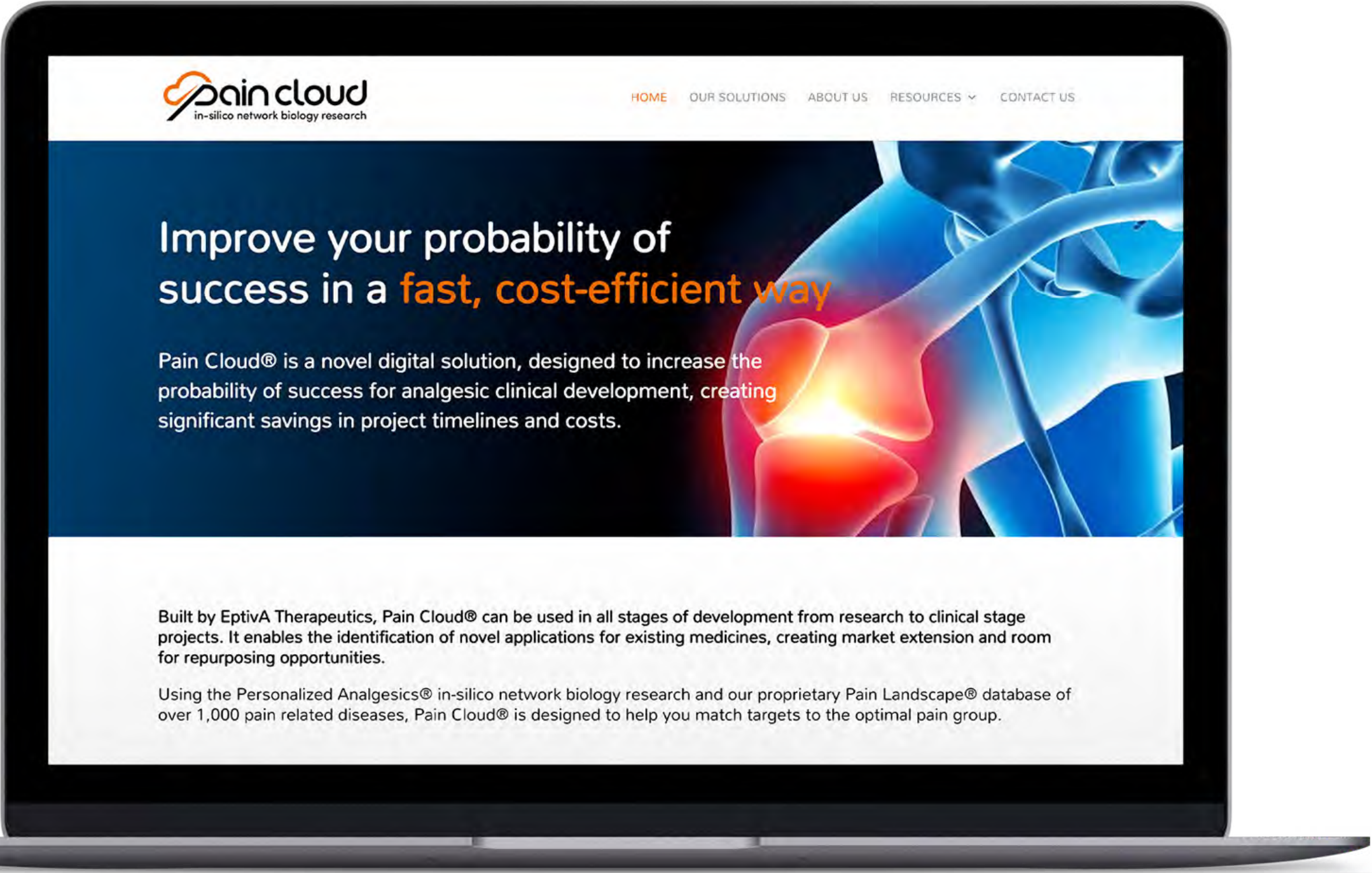


Project: Website Design

In 2024, EptivA Therapeutics launched their sub clinical development solution, Pain Cloud®.

We created branding which gave Pain Cloud its own standing whilst linking closely to the existing EptivA brand.

From the brand, we created a website to provide the company with an online shop front for Pain Cloud.





Event Collateral

CPA Engineering Solutions

Exhibition stand design

The Giles' Trust Brain Tumour Fund

Event branding



Project: Exhibition Stand Design

CPA specialise in providing air solutions to promote productivity, cost saving and efficiency for businesses.

Our partnership has seen us create a wide range of event collateral, such as this large format stand which showcases their products, as well as posters and roller banners.

Project: Event Branding

The Giles' Trust Brain Tumour Fund run themed events to raise money to help brain tumour research.

We have produced design collateral for Ascot Day and Grease Party Night events.

Marketing assets included flyers, event programmes, pull up banners , seating plans and place cards.

"Flamingo were an absolute delight to work with on our Ascot Charity Day project. We were delighted to be their charity of choice this year and we are benefitting from their generous offer to provide our designs free of charge.

Our Ascot Day designs were superb with great design from the outset and attention to detail throughout the job.

Richard was professional and provided us with excellent service."

Karen Jones, The Giles' Trust





Grow your brand with us in 2025

[BOOK A CALL](#)