



**FLAMINGO**  
MARKETING STRATEGIES LTD

**wealthwide**  
Life Unboxed



# All smiles

## CASE STUDY: **WEALTHWIDE**

**Based in Birmingham, the Wealthwide team are experts in financial advice, helping principal dentists get to grips with their finances and get the best out of life.**

They support clients with financial planning, wealth management, NHS pensions, mortgages and more.

Having established **Wealthwide** as leaders in their field, Managing Director, Thomas Dickson was eager to **work with a marketing team to grow the brand even further.**



## Since joining forces, we've worked with Wealthwide to:



- Generate **65 warm leads** from their ideal target audience, leading to **30 calls** booked through our newly-implemented marketing platform
- Grow their email database by **300%** in just one month
- Achieve an average email open rate of **43%**
  - One email achieved a **53%** open rate
  - The lowest has been **33%**, still **13%** higher than our **20%** target
- **Double** LinkedIn company page follower count in 9 months



## CASE STUDY:

## WEALTHWIDE

## What the duck?

**As Thomas prepared to exhibit at DentalForum UK in Alicante, we set out to create a unique marketing campaign ahead of the event to help him stand out from the crowd.**

After bouncing around a few ideas, we decided to send merchandise items to event attendees as part of a postal campaign.



Next, we started connecting Thomas with **event attendees on LinkedIn**, sourcing their business addresses and executing a **direct mail campaign**, sending postcards and tiny plastic ducks to each of his new connections.

There was a little **mysterious challenge** within the campaign though: by **not including the company name** on the postcard, and the letters of 'Wealthwide' written on the bottom of the ducks, attendees would need to **'get their ducks in a row' to discover who had sent them.**

The campaign was a **resounding success**, setting up Thomas with plenty of **promising conversations** at the event.

*"We ran a unique engagement and postal campaign with Flamingo which was a massive success. Emma and her team frequently use the slogan 'helping businesses stand out' and that's just what they did!"*

*Amongst hundreds of dental suppliers, we were recognised for our efforts on LinkedIn before the event and had a lot of excellent conversations."*

**Thomas Dickson**

Managing Director, Wealthwide

**During the month of the campaign, we achieved:**

- **50%** email open rate
- **7%** click-to-open rate
- **34%** LinkedIn connection rate

And at a recent awards ceremony we attended with Thomas's team, multiple people **recognised him as 'the duck man'**, a great reminder of how a creative marketing campaign can stick in someone's mind.

Although finance is a serious subject, we're always delighted to work on such **fun and engaging marketing ideas** for Wealthwide and we're thankful Thomas is on board with them.

***We're excited to be planning the next campaign!***

## CASE STUDY:

## WEALTHWIDE

## Spreading the word

As part of our work, Thomas wanted us to assist with his contributions to **Dentistry.com**, a publication for dentists for which he hosts webinars and posts articles.

We have begun **writing these articles**, **creating adverts** for Wealthwide's services, and helping Thomas **promote his webinars** via social media.

This partnership with Dentistry.com continues to put Wealthwide front and centre within their field.

*"We're flying! We're getting so many leads. Working with Flamingo is working out as well as, if not better, than I'd hoped."*

**Thomas Dickson**  
Managing Director, Wealthwide

## Coffees and catch-ups

At Flamingo, we operate with an **open-door policy**. Each of our clients is more than welcome to visit – and we'll always have **biscuits ready on the table!**

Based less than an hour away in Birmingham, Thomas often finds it useful to **visit our office** and **collaborate** with us in person, brainstorming ideas, sharing feedback and reviewing our work.

We're quite old-fashioned in that we believe **in-person meetings** will always reign supreme – and we're happy Thomas agrees!

## Being recognised

It's always a pleasure to see our clients recognised for their brilliant work.

In 2024, Wealthwide was nominated for awards in **three categories** at the **FMC Dentistry Dental Industry Awards!**

- Dental Brand of the Year
- Product or Service of the Year
- Outstanding Business of the Year

We were excited to see Wealthwide walk away with the honour of **'Highly Commended for Product or Service of the Year'**.

We're proud to have helped them get there and it was an honour to accompany the team to the ceremony on the night.



If this has inspired you to push your marketing a step further, **book a 60-minute marketing strategy call with Emma.**

