

A woman with blonde hair, wearing a dark purple dress, is smiling broadly and holding a bottle of champagne. She is surrounded by falling confetti. The background is dark with red and white light effects, including a large red feather graphic on the right side.

Emma Sansom

From £nil to £half a mill in 5 years

**Top tips on how to reach
your turnover goals!**

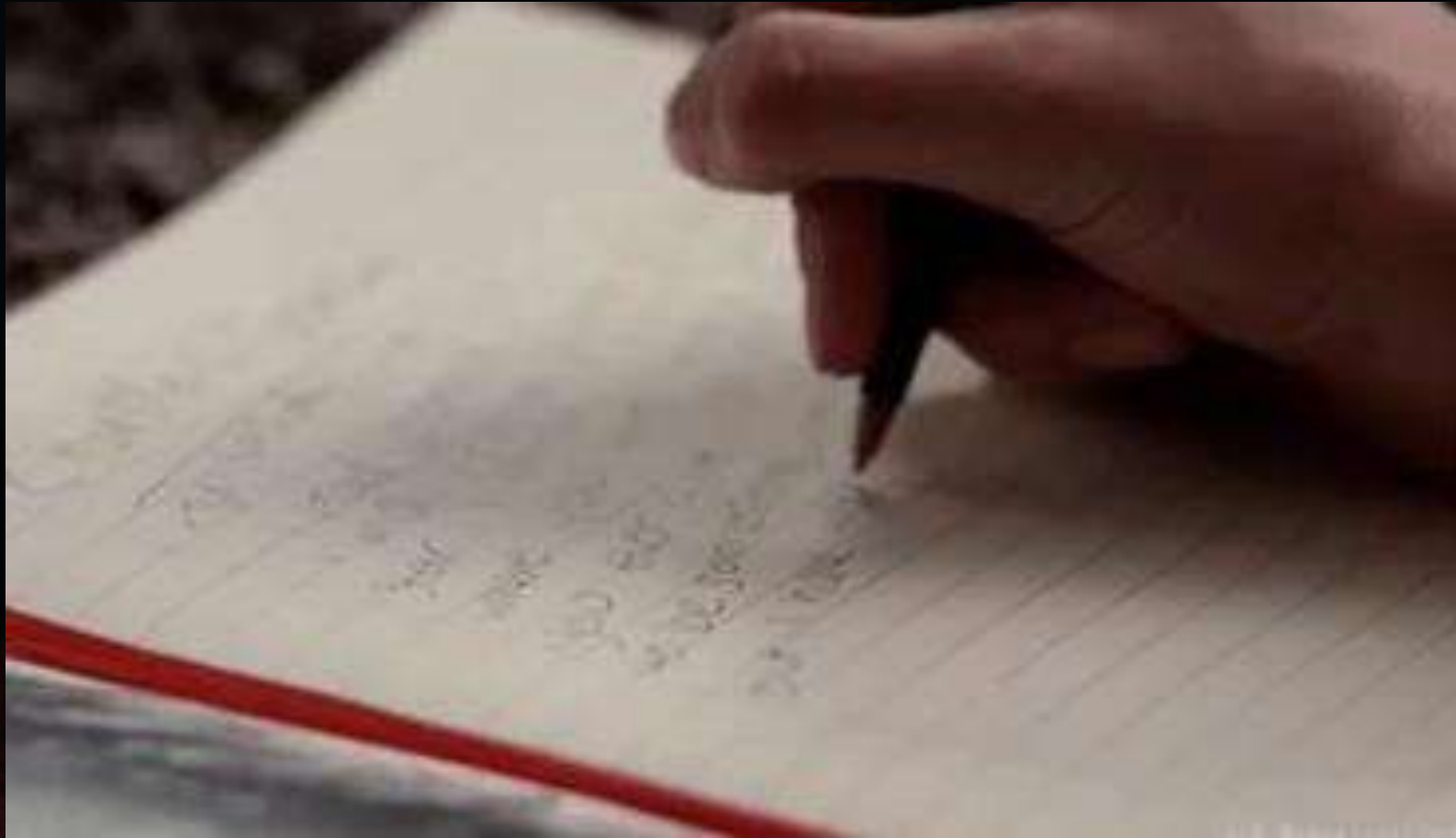


During the next 30 minutes:

1. Brief Intro about why I chose the topic
2. 7 lessons I learnt along the way
3. 3 tips to increase your turnover
4. 60-second introduction to Flamingo
5. Q&A (if we have time...)



Slides available afterwards..



A bit about you...

Plan to start

Under a year old

1-5 years

Over 5 years

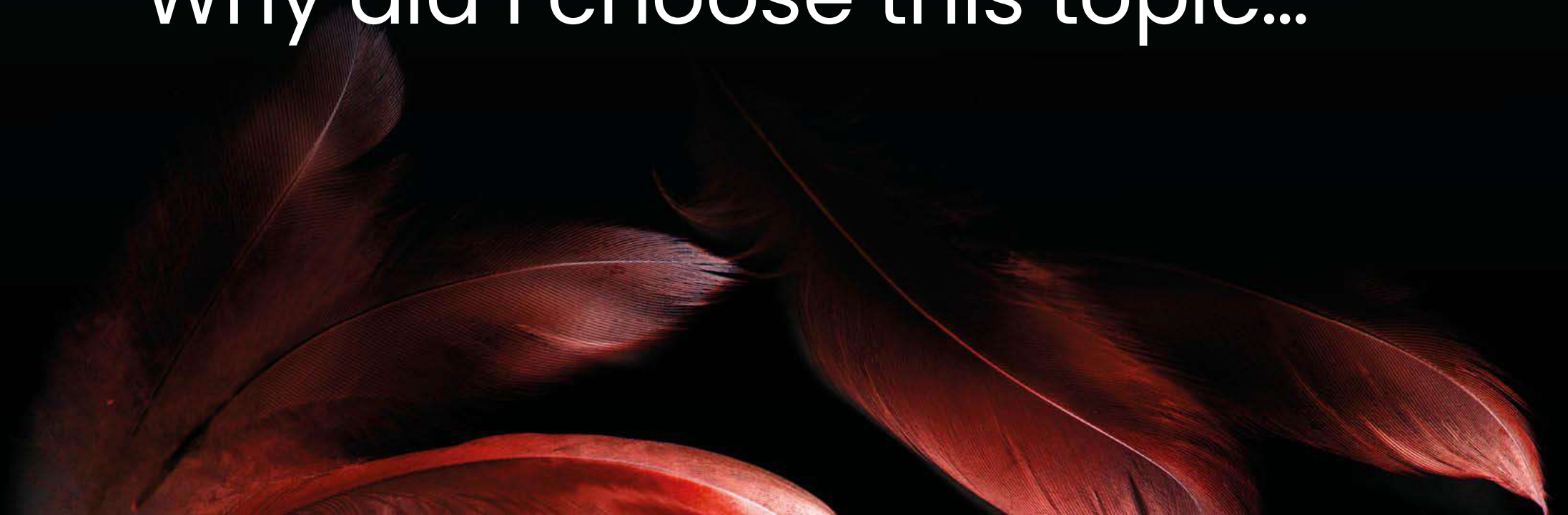
Happy being a team of one!

Employ a team

Want a team but not there yet...



Why did I choose this topic..





20% of businesses fail in the first year

60% of businesses fail in the first
three years



Our Journey to £500,000...



Y1 - £102,000



Y2 - £223,000



Y3 - £262,000

4 YEARS OF FLAMINGO



Y4 - £364,000



Y5 - £504,000

Our Journey to £500,000...



Y1 - £102,000



Y2 - £223,000



Y3 - £262,000

4 YEARS OF FLAMINGO



Y4 - £364,000



Y5 - £504,000

7 Lessons I Learnt Along the Way





#1 – Surround yourself with the right support network

You can't be good at everything!

Finance | Sales | Marketing | HR



- Family
- Friends
- Spouses/Partners
- Freelancers/Associates
- Great Networking Groups!

You become who you surround yourself with.
Smartest person in the room?
You need a new room!





#2 – Be prepared to accept that things won't be easy

The pandemic completely shook things up – fight or flight

Half our clients – left/paused within 6 weeks – this resulted in 16h days

Software we used changed – we had to cut our invoices in half

End of Y1 to End of Y2



Y1 - £102,000

118.6%
INCREASE

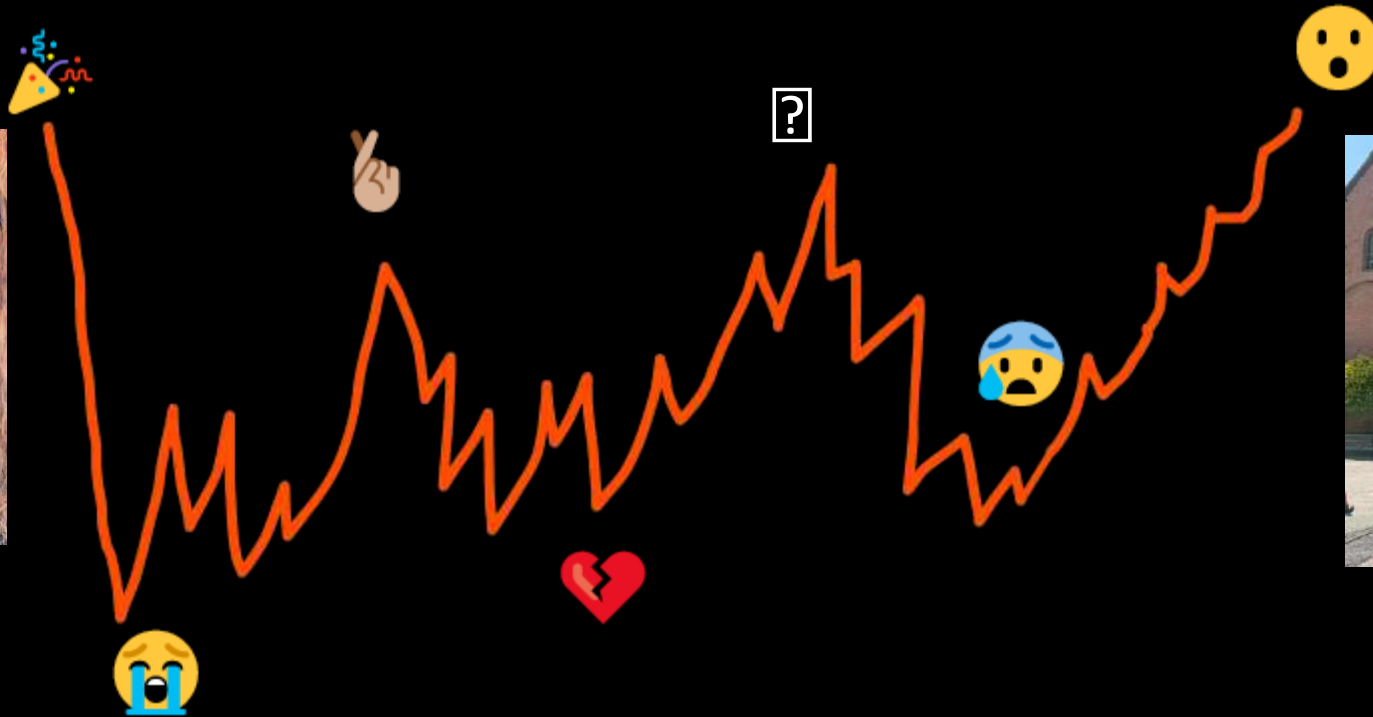


Y2 - £223,000

End of Y1 to End of Y2



Y1 - £102,000



Y2 - £223,000

Celebrate the little wins | Everyone's journey is different





#3 – Avoid working with partners friends and family



Your relationships MASSIVELY affect your success...



#4 – Protect your empire

Recruitment – toughest part of growth

Polly

Every Cloud..



Contracts + Processes = Protection

3-step interview process



#5 – You get out what you put in

No room for laziness – put in the work now...

10 days off in a year, now it's closer to 30!

Create the space to focus...

Be prepared for the bumps and have faith in yourself to overcome them...

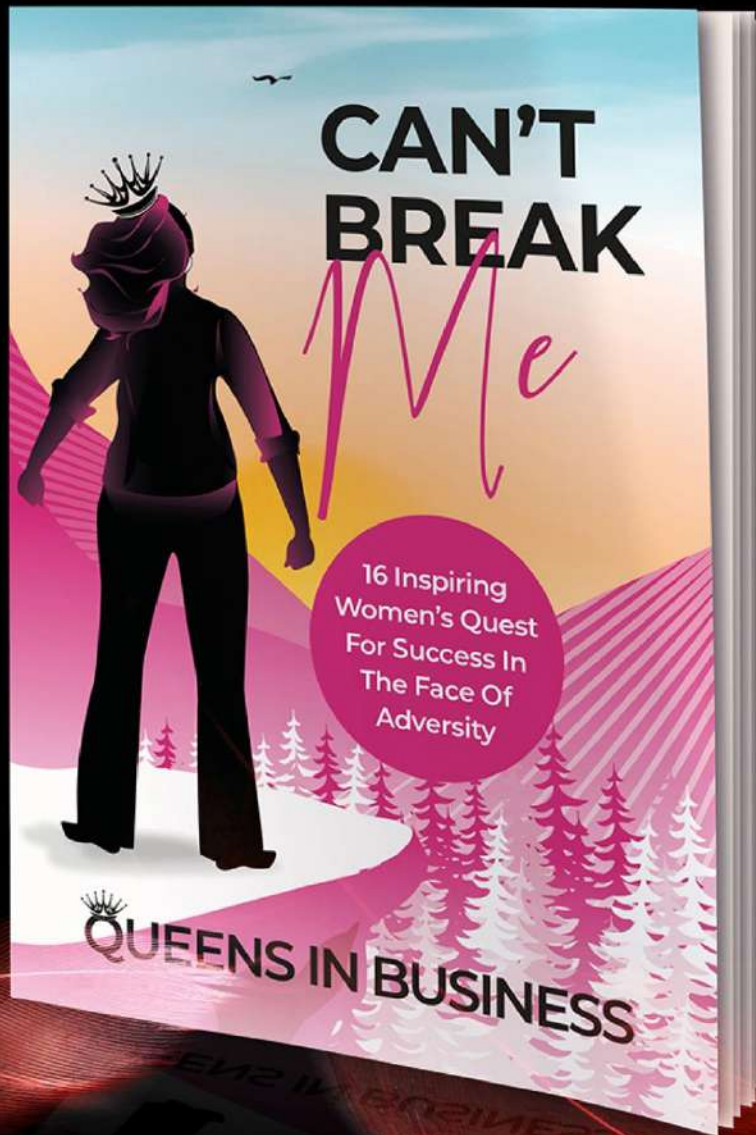
“Emma – you’ve survived worse, you’ll get through this – you always do...:”

Lift you up & inspire you





**“ Sometimes you have
to unfollow people
in real life ”**





#6 – Get up, shake it off and move on

You can't control anything EXCEPT for how you handle it!

Learn to not take things personally.

Learn from your mistakes but focus on looking forward!



#7 – Find your reason!



What are you doing it for?



**“ If you love what you do,
you’ll never work a day
in your life ”**

3 Tips to Increase your Turnover



1. FOCUS ON YOUR EXISTING NETWORK

- Who do you know already – website/brochure example
- Who is already paying you... upsell/cross-sell
- Who do they know... referral opportunity



2. RE-WORK YOUR PRICING

- Hours VS Outcomes

£3,000 / Hourly Rate
= 35 hours(ish)



Monthly Packages

£3,000 +VAT £5,000 +VAT £7,500 +VAT

LEAD GENERATION

	1 Profile	2 Profiles	3 Profiles
Prospect100 LinkedIn Campaign			
Email Marketing	✓	✓	✓
Database building	✓	✓	✓
Paid ads (Facebook/LinkedIn/Google)		✓	✓
One-off campaigns (eg. reviews/upsells/industry-specific)		✓	✓
Sales calls to warm prospects			✓

BRAND AWARENESS

	1	2	3
No. of articles a month (LinkedIn/Blog/Email Marketing)			
Social media creation and posting	✓	✓	✓
Advanced social strategy per platform		✓	✓
LinkedIn followers campaign (250 invites a month)	✓	✓	✓
Graphic design and branding of marketing/sales assets	✓	✓	✓
Website support and maintenance		✓	✓
Photography and Videography services		✓	✓
Print/Direct mail campaigns		✓	✓
Exhibition stand design and support with assets/merch			✓
PR support			✓

STRATEGY

	Monthly	Fortnightly	Weekly
Strategy meetings online			
Content meetings online	Monthly	Monthly	Fortnightly
Monthly overview of objectives	✓	✓	✓
MD – 1 day a month in your office working with your team			✓
Competitor research analysis		✓	✓
Support with office branding and culture			✓

ONE TEAM APPROACH

	✓	✓	✓
Quarterly face-to-face meeting with MD	✓	✓	✓
Sales support and inbox management		✓	✓
Biannual lunch with MD		✓	✓
Marketing presence in board meetings			✓
Team training for your marketing team			✓

RESULTS

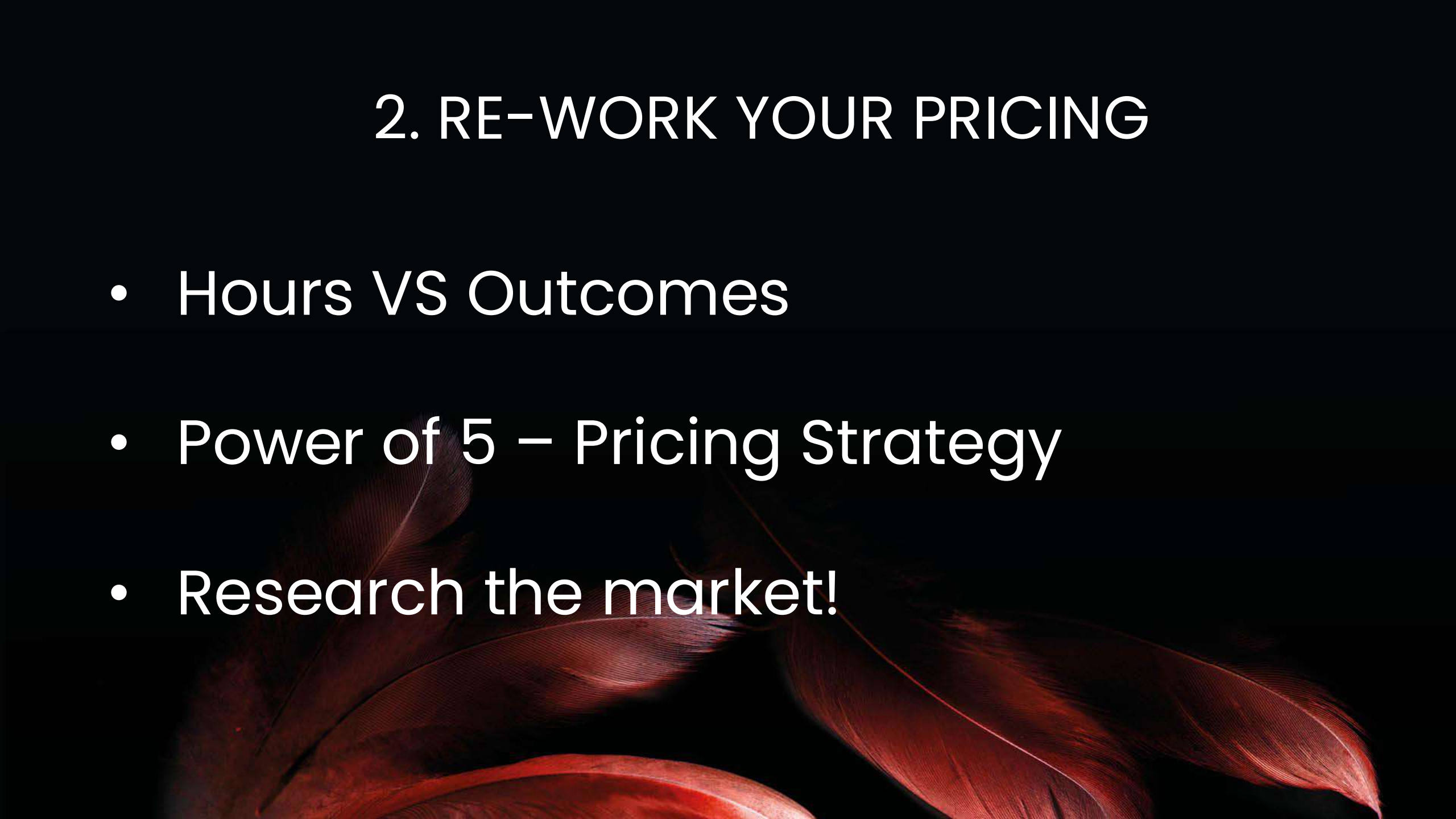
	✓	✓	✓
Monthly reporting insights	✓	✓	✓
Advanced quarterly branded report	✓	✓	✓

Work setting

For your investment of **£3,000+VAT**, in the **month of July** we will deliver the following **key objectives**:

- Social Media: 6-8 posts
- Content: Publish Chronic Pain Patient Waiting Times Blog
 - Supporting emails x 2
 - Supporting social posts x 4
- Content: Blog TBC
 - Supporting emails x 2
 - Supporting social posts x 4
- Content: Blog TBC
 - Supporting emails x 2
 - Supporting social posts x 4
- Database: Planning to get more out of Mark's list
- LinkedIn Outreach: LinkedIn Outreach (and adding new data to email funnel)
- LinkedIn Outreach: Potential to export Harald 1st Degs for our database
- LinkedIn Outreach: Work on new connections campaign
- LinkedIn Outreach: Follow company page (250 invites)

2. RE-WORK YOUR PRICING

- Hours VS Outcomes
 - Power of 5 – Pricing Strategy
 - Research the market!
- 

3. GET SOME HELP!

- Friends and Family with skills
- Freelancers – upwork / fiverr
- Bring in the experts

upwork™
fiverr.



Recap

1. 7 lessons I learnt along the way

1. Surround yourself with the right support network
2. Be prepared to accept that things won't be easy
3. Avoid working with partners, friends and family
4. Protect your empire
5. You get out what you put in
6. Get up, shake it off and move on
7. Find your reason!

2. 3 tips to increase your turnover

1. Focus on your existing network
2. Re-work your pricing
3. GET SOME HELP!

A bit about us

- 5 years old
- Multi award-winning agency (email marketing & Business Resilience 2024!)
- Co-author – Can't Break Me
- Not your typical agency
- Everything under one roof
- Waiting list
- Be a Flamingo in a flock of pigeons!



Our **Services**



Lead Generation.

Don't wait to be found. Reach your target audience directly through our lead generation services. We'll identify and connect with your target market, creating a strong network of potential clients to engage with, market and sell to.

Creative.

We are experts in all things creation, whether you're looking for stand-out branding, websites and socials or stunning videos, photos and print media. We put passion and personality into everything we do, guaranteeing you'll stand out from the crowd.

Prospect100.

Want 100 new engaged prospects each and every month? We'll contact potential customers on your behalf, engaging with them via valuable content rather than direct sales. Once they're interested, we'll add them to your network of faithful followers for further future success.

Email Marketing.

Email is still an incredibly effective way in getting your message in front of your target audience. We will craft useful and informative email content for you, so that when the time is right, you're at the forefront of their mind when they are looking for your products or services.

Branding.

We can help with everything from creating your brand name and logo to designing your website and determining your company values. Whether you're just starting a new business or are ready for a refresh, our branding services ensure you stand out.

Content Creation.

Our team of creative writers, photographers and videographers is here to support you with your each and every content need. They go above and beyond to capture your brand voice, putting passion and flair into everything they do.

Events & Exhibitions.

Planning for an event or exhibition? We'll take care of all your printing needs, from posters and stands to brochures and leaflets. We'll even source and brand event merchandise and assist with event management and planning everything they do.

Photography.

We have our own in-house studio where we can produce beautiful images for your business, whether you want to capture people's attention online or at a physical, in-person event. Good photography makes all the difference when it comes to standing out.

Print.

We don't just specialise in digital media. We also design and print physical products, such as brochures, leaflets, flyers, posters, banners, business cards and branded merchandise. The perfect addition to your online marketing strategies.

Social Media.

Connect with your audience, grow your following, earn trust and boost your reputation, all with the help of our expert social media managers who know just what to do to grab people's attention. Not only will they make you stand out, but they'll grow your sales too.

Websites.

Our websites not only look amazing, but they perform amazingly too. Our designers will come up with the best logos, colour schemes and iconography for your business before our SEO team optimises your new site to keep it running at peak performance.

Video Marketing.

From detailed, 4k footage of your products for your website to high-quality, creative video content for your social media channels, our expert videographers know just how to ensure you stand out from the crowd. We can come to you or you to us.

Let's connect



Emma Sansom

Helping SMEs grow their businesses, with their own bespoke Marketing Strategy

Bishops Tachbrook, England, United Kingdom · [Contact info](#)

[Visit our website](#) 

8,419 followers · 500+ connections

Open to

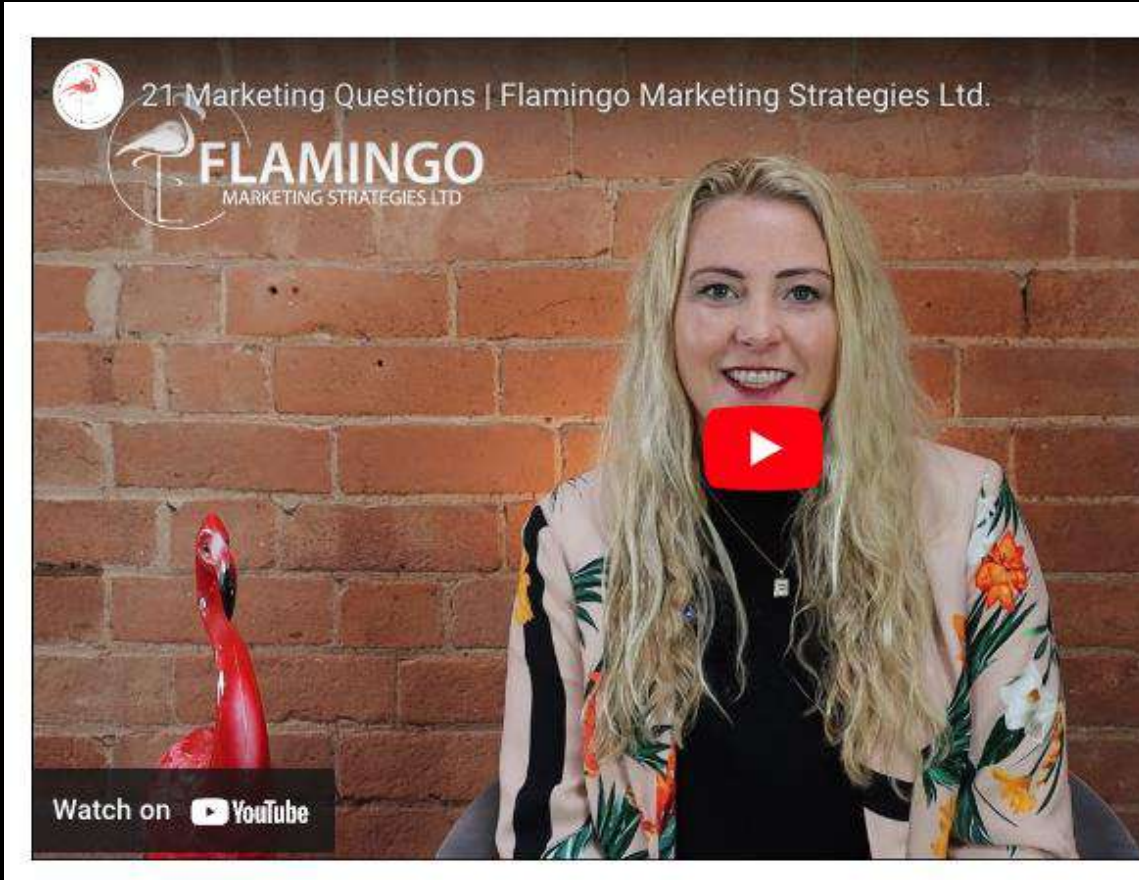
Add profile section

More



Flamingo Marketing Strategies Ltd

Something for you...



Need some help? Book in a call...



Suitable for:

- 0-2 marketing people currently in place
- T/O - £750k+ per annum
- Age: 2+
- Looking for growth in the form of lead generation, brand awareness or both
- Ready to get started in within the next two months

Thanks for joining

Any questions?

