

Developing a Thought Leader



CASE STUDY: **FutureMotiv**

The automotive industry has experienced significant shakeups over the last few years, the most significant of which being the widespread adoption of alternative fuel vehicles.

One company supporting manufacturers and startups in the electric vehicle space are FutureMotiv, a company based opposite us here at the American Barns in Warwickshire.

They offer vehicle manufacturers a wide range of support from designing high-voltage batteries to infotainment systems – all for hybrid, electric or even hydrogen-powered vehicles.



In just two years of working with FutureMotiv we have:

- Grown their LinkedIn Company Page's following by **158%**
- Increased the company's strategic connections by **180%**
- Seen average monthly impressions on social posts of almost **17,000!**
- Increased website sessions by over **180%** and achieved an average email open rate of **40%**



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Finding opportunities

Established in 2019, we began working with FutureMotiv in May 2022, when they approached us looking to build their presence in the automotive space.

Their Managing Director, Mark Basten, had a storied career across the automotive industry and, because of this, already had around **2,000 connections** on his **LinkedIn** account, many of whom would be relevant to our marketing.

Other than this, they were without a database of prospects to approach.

We took the time to search through Mark's connections on LinkedIn to find all of those **who would be relevant** and began to build a list to market to.

Because of the breadth of knowledge that the team at FutureMotiv had, we had the perfect opportunity to create some really **engaging and interesting content** for their audience.

Content Creation

Whilst working with FutureMotiv, we have released a well-researched article or case study each month which has given us a huge bank of content to share on LinkedIn.

We have created **multiple lead gen magnets** for them including a guide exploring the **wider industry**, a white paper to support **startups** in automotive and a **32-page research study** on hydrogen fuel, its history and its rise in usage in the modern day.

This content informs many of the articles we create, diving into a wide range of topics, from **vehicle software** to **functional safety, charging infrastructure** and more.

Because of developments in the industry around net zero automotive, we put together a **series of articles** talking about how various vehicle types were moving towards full decarbonisation, including boats, trains, performance cars and others.

This meant we had to do a lot of research into decarbonisation and the wider industry around each vehicle type.



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This **long-form content** informs the topics and themes for our **social posts and emails** which helps encourage discussion from many in comments and replies.

Pushing our content out further on social media has enabled us to secure an average of almost **17,000 impressions** each month on Managing Director, Mark's, personal LinkedIn profile.

Having a steady stream of **engaging content** has also helped us grow FutureMotiv's business page.

When starting with us they had **1,449** followers and, by the end of 2024, that has now grown to **3,745**.

This content has also enabled us to launch an **annual magazine** for FutureMotiv, featuring many of the insights we publish throughout the year, adding new ones, and discussing company updates.

We **promote** the magazine to relevant email contacts and on LinkedIn. The magazine has become a staple part of our **strategy** with FutureMotiv and we recently released our third issue, with them sending the latest magazine to over **180 prospects**.

Prospect100

Prospect100 is our custom lead generation tool for LinkedIn. By using our lead generation magnets, we saw great success on Mark's account which helped build a strong, relevant and engaged audience for Mark and FutureMotiv's social posts.

When onboarded, Mark had 2,175 connections on LinkedIn. He now has over 6,000, the vast majority of which are relevant to the industry and receive regular contact from us on LinkedIn and via email.

Updated branding

Throughout our time working with FutureMotiv, we have helped evolve their branding to match the technology focus of the industry they support. Their updated branding is more focused on the futuristic vision for automotive that FutureMotiv embodies as a business.

Our Partnership

At Flamingo, our relationship with our clients is so important to us, and because FutureMotiv are our neighbours, we have built a relationship where our team became part of their team.

They **welcome us to team-building events** like their annual barbecue and we enjoy a **close relationship** with their Office Manager, Corina Stama, who is a regular visitor to our office.

Building close relationships with our clients is a deep part of our ethos and working with FutureMotiv to **grow their business and help it stand out** in the automotive industry is a pleasure.

“Flamingo have created such thought-provoking, relevant and technical articles by putting the time and effort into research, but also by spending time interviewing our engineers. This content has generated instant leads and conversations from LinkedIn, something we assumed would take a long time to crack, if possible at all.”

Corina Stama,
Office Manager, FutureMotiv



We see great success **growing FutureMotiv’s audience** with **Prospect100** and our **well-researched content** and we’re excited to see what the future holds for the business and the wider automotive industry.

Being so close to some of the UK’s biggest names in automotive, we know how important **original, thought-provoking content** is to building up a reputation in the B2B side of the industry and our success with FutureMotiv is just a small part of our continued work helping businesses across many industries stand out.

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

