

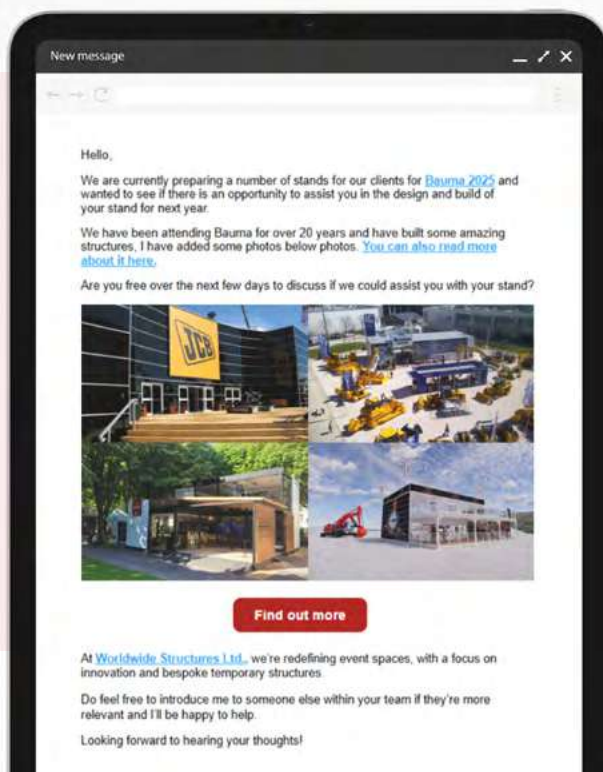


# Creating a buzz

CASE STUDY: **WORLDWIDE STRUCTURES LTD**

**Our long-standing clients Worldwide Structures build custom temporary structures for prestige businesses at a variety of motoring events, trade fairs and product launches.**

Their work is recognised across the world, having installed main feature points and leading international events such as **Conexpo-Con/Agg, The Mobile World Congress, and the Paris, Dubai and Bahrain Air Shows**. Their builds have been used by renowned brands such as **Rolls-Royce, BMW, Boeing and Nintendo**.



Ahead of a major event in Worldwide Structures' calendar, **Bauma, the world's leading construction machinery trade fair**, we planned and created a **highly targeted lead generation marketing campaign**.

This consisted of a **personalised email sequence**, with specific content and case studies relevant to the audience and a **dedicated landing page** directing visitors to **book in a call**.



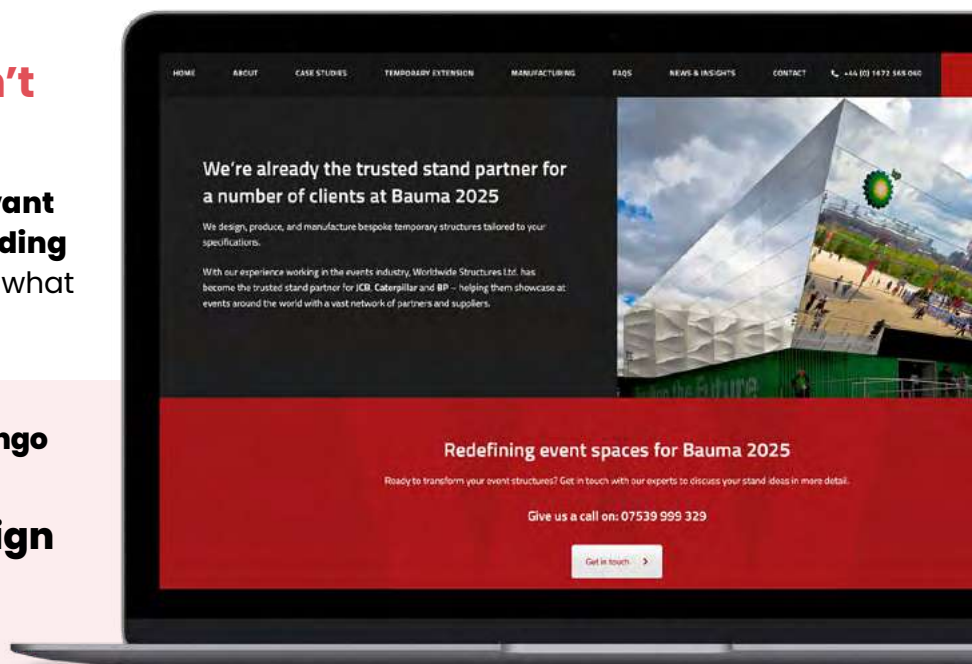
CASE STUDY: **WORLDWIDE STRUCTURES LTD**

**However, the first step was data... and we didn't have any.**

We needed to source a **list of relevant contacts** who we knew were **attending Bauma** and would be interested in what Worldwide Structures had to offer.

**As part of this campaign, the Flamingo team created:**

- **A bespoke email campaign**
- **A website landing page**
- **Sourcing data**



It's safe to say our efforts went down well, achieving excellent results and helping them win business in the build-up to the event.



**Our email campaign achieved:**

- A **20%** open rate
- An **8%** click rate (benchmark of 1.72% for entertainment and events industry)
- **EIGHT enquiries**, totalling **£783,500**, converting one of these enquiries into a circa **£150k** project

If your work involves **events or exhibitions** and you would like us to create a **bespoke multi-platform marketing campaign** for you, get in touch and we can discuss next steps.

