



FLAMINGO
MARKETING STRATEGIES LTD

wealthwide
Life Unboxed



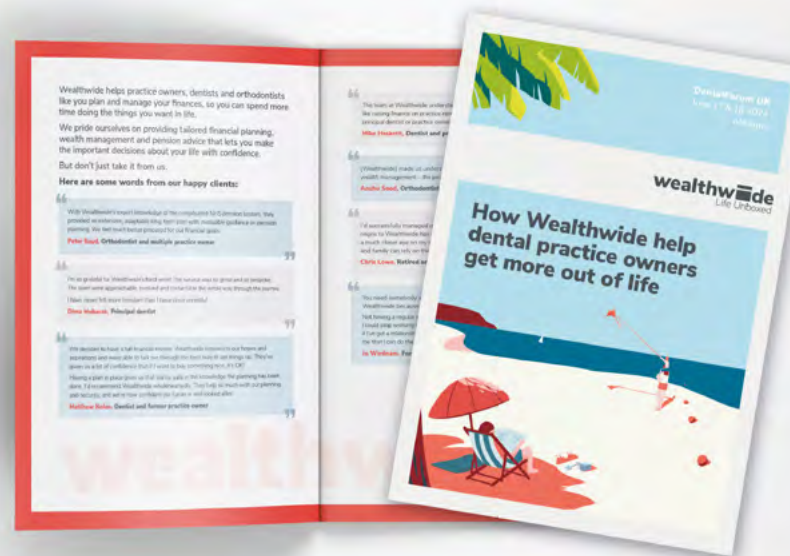
All smiles

CASE STUDY: **WEALTHWIDE**

Based in Birmingham, the Wealthwide team are experts in financial advice, helping 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.

Established as leaders in their field, their team 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 **19 calls**, booked through our newly-implemented marketing platform
- **Quadruple** the size of their email database 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 the Wealthwide team prepared to exhibit at DentalForum UK in Alicante, we set out to create a unique marketing campaign ahead of the event to help them stand out from the crowd.

After bouncing around a few ideas for merchandise items we could send out to attendees as part of a postal campaign, we settled on small plastic ducks to run with the main message of 'get your financial ducks in a row'.



Next, we started connecting their Managing Director, Thomas, with event attendees on LinkedIn, sourcing their 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 the team 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 the Wealthwide team, they were still being recognised for the duck campaign, 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 exciting marketing ideas for Wealthwide and we're thankful they are on board with them.

We're excited to be planning the next campaign!



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CASE STUDY:

WEALTHWIDE

Spreading the word

As part of our work, Wealthwide wanted us to contribute to their relationship with Dentistry.com, a publication for dentists for which they host webinars and post articles.

We have begun writing these articles, creating adverts for Wealthwide's services, and helping prepare them to promote their webinars via social media.

This partnership 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 – we'll always have biscuits ready on the table!

Based less than an hour away in Birmingham, the Wealthwide team have visited us to collaborate in person, brainstorming ideas, sharing feedback and reviewing our work.

We're quite old-fashioned in that we really look forward to these in-person meetings. It gives us the chance to connect with our clients on a personal level and we always look forward to their next visit.

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 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 played a part in helping 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.**

