



FLAMINGO
MARKETING STRATEGIES LTD

**YOUR SUCCESS
STARTS HERE**

Company Brochure

Why choose Flamingo?

We are **not just** a marketing agency... we are **your** outsourced marketing department

At **Flamingo Marketing Strategies Ltd.**, we take pride in being different from the rest.

We only work with a select number of clients and we don't work with your competitors. Providing an individual service created just for you, **we work to make you stand out.**

We treat your business as if it were our own, ensuring you get the brand visibility you deserve and generate the leads and sales you are looking for.

We're all about building relationships and good communication, so you can call us at any time or meet with us face-to-face. Clients are always welcome to drop by our office for a coffee (and biscuits!). Based in Leamington Spa, Warwickshire, we are easy to get to from the Midlands and further afield.

Choose Flamingo Marketing Strategies Ltd., and experience a fresh, unique approach to marketing that prioritises your success above everything else.



Client testimonials



Jenny Millar | **Untapped Pricing**
1,300+ New Connections & Strong ROI

"Flamingo have transformed our marketing, connecting us with over 1,300 relevant business owners on LinkedIn. The email campaigns they built deliver impressive engagement and have extended our brand reach while driving a strong return on investment. We've been consistently impressed with the results."



Stuart Sowerby | **Worldwide Structures Ltd**
£300k Pipeline & 1,805% ROI Potential

"Within seven months of working with Flamingo, we've quoted over £300,000 from the leads they generated — a potential 1,805% return on investment. They've enhanced our visibility, built our database and supported us with sales materials that increased project value significantly."



Anna Sambuk | **Sensize**
High-Quality Leads in Just 3 Months

"Within the first three months of working with Flamingo, we generated 5–6 really high-quality leads – to say we were thrilled is an understatement. We were so pleased with the results that we upgraded our package to ramp up activity even further."



Thomas Dickson | **Wealthwide Ltd**
Standing Out in a Crowded Market

"Our campaign with Flamingo ahead of DentalForum UK was a massive success. Among hundreds of suppliers, we were recognised from LinkedIn before the event and had excellent conversations as a result. They've become a true extension of our team – creative, supportive, and always going above and beyond."



Mattan David | **Digipal Solutions**
Senior Meetings Secured in 48 Hours

"Within 48 hours of starting our campaign, we secured meetings with senior contacts from three world-renowned multi-billion-pound companies. Team Flamingo go above and beyond across everything they support us with and have truly become an extension of our team."



Lauren Davies | **Johnsons Coaches**
A Complete B2B Marketing Transformation

"Working with Flamingo has completely revolutionised our B2B marketing. They've helped us generate high-quality leads using LinkedIn Sales Navigator, while creative brochures, email campaigns and social content have significantly improved our communications."

How we can help you

Strategy

One of the first things we do with any client is map out their full marketing strategy. We look at who you're targeting, the key messages that will help you stand out, where your audience is, and the best ways to capture their attention. Once this is in place, we work closely with you to bring the ideas to life.

We offer a free 60-minute marketing strategy call to make sure we're the right fit for each other, while sharing tailored ideas and examples of what could work for your business. You can book your call by scanning the QR code on this page.



I learnt more about marketing during one phone call with Emma than I have learnt from working with numerous marketing agencies over the last 20 years!

Dr. David Scrimshire | Managing Director, TEC Transnational



Let's build your marketing strategy together

You'll get the chance to share what you're currently doing, define your ideal target audience, and go away from the call with new ideas you can implement to get in front of potential customers.



Book a call

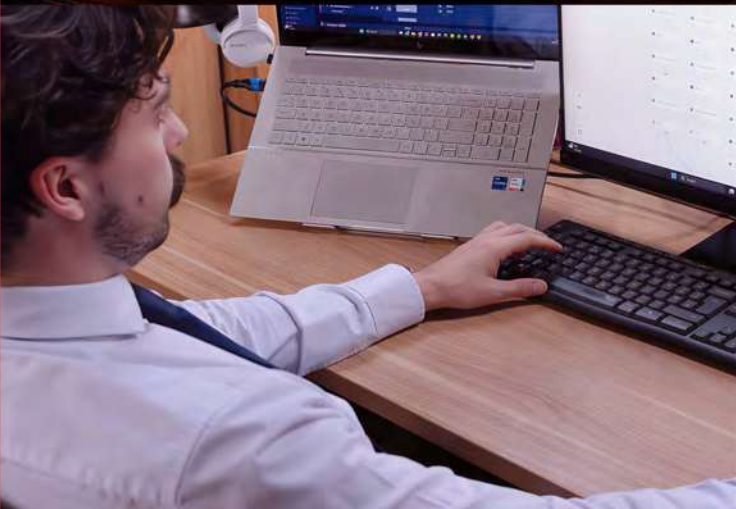
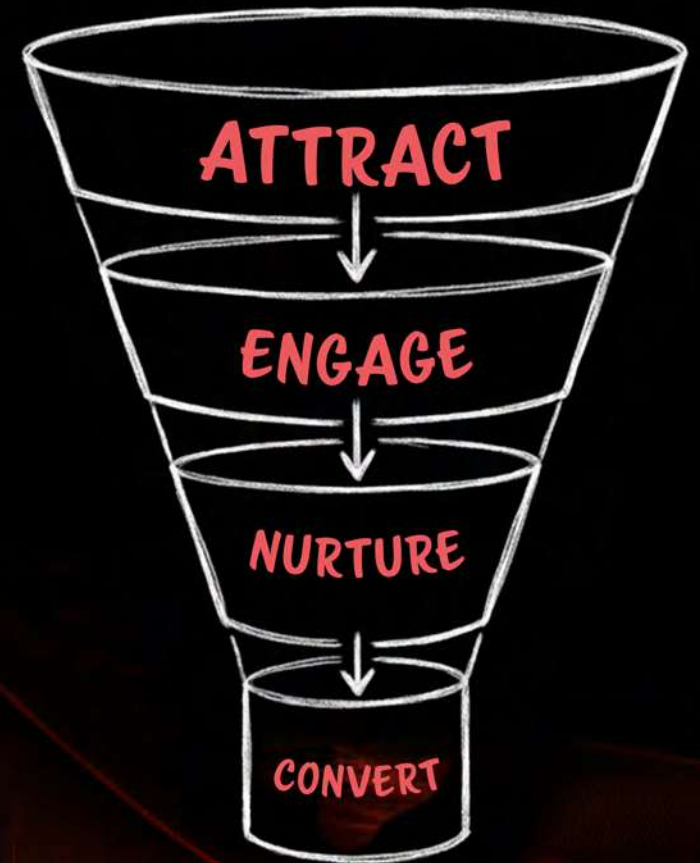
Lead Gen

Our lead generation results are one of the main reasons businesses choose to work with Flamingo. We take a full-funnel approach, using a mix of channels to reach the right people and turn interest into real opportunities.

We support lead generation through:

- ✓ LinkedIn outreach and campaigns
- ✓ Email marketing and nurture sequences
- ✓ SEO to improve visibility
- ✓ Targeted direct mail
- ✓ Clear messaging and campaign strategy

One of the biggest challenges for businesses is knowing who to target - and that's where we add real value. Using specialist tools and research, we identify your dream clients and create campaigns designed to generate consistent, high-quality leads.





Branding

Website design and build

Your website should drive traffic and enquiries. Our websites are easy to use while looking highly professional. From concept to launch, we manage the whole process in-house.

Rebrand

If your brand feels outdated, inconsistent, or just not “you” anymore, it’s time for change. We create confident, polished brands that reflect the quality of your business and attract the right audience.

Print

Alongside the copy and design of your marketing materials, we can manage all your printing too. This gives you a complete end-to-end solution under one roof.

Events and expos

Events are too expensive to “wing it”. From campaigns that drive footfall, to stand design and merchandise, we make sure you show up professionally and get real value. We will even take care of the follow-up afterwards.



Content creation

Social media

If you are guilty of posting sporadic, rushed, often AI-generated content, you will love that we write, design and post everything for you. Across business and personal pages, we cover LinkedIn, Facebook and Instagram to build strong brand awareness.

Email marketing

Email is still one of the strongest lead generators when it is done properly. We create targeted, strategic campaigns that build relationships, drive engagement and, most importantly, land in inboxes rather than spam folders.

Copywriting

ChatGPT is not on our payroll, but our three skilled copywriters are! All content is written by our in-house team, combining keyword research with high-quality messaging to improve visibility on Google and AI search tools.

Video and photography

People buy from people, so we make sure yours are seen and heard. Whether you need ongoing photography sessions or a one-off shoot, we can support you with the help of our professional cameras, lights and drone!

Monthly Packages

Cost per month	£1,750 ^{+VAT}	£3,250 ^{+VAT}	£5,500 ^{+VAT}
----------------	------------------------	------------------------	------------------------

PLANNING & STRATEGY

Monthly overview	✓	✓	✓
Strategy map presentation		✓	✓

LEAD GENERATION – PROSPECT100

Campaigns and accounts	1 campaign on 1 account	1 campaign across 2 accounts	1 campaign across 3 accounts OR 2 campaigns across 2 accounts
LinkedIn optimisation	✓	✓	✓
New connections campaign	✓	✓	✓
First degrees campaign	✓	✓	✓
LinkedIn invites to follow page (250 per month)	✓	✓	✓

Clients love the transparency of our pricing. You won't find any hidden costs here - everything is included in our various monthly packages!

Cost per month

£1,750^{+VAT}

£3,250^{+VAT}

£5,500^{+VAT}

CONTENT CREATION

Drafting of articles		1 article	2 articles
Social posts	4-6 posts	6-8 posts	8-10 posts
Company page	✓	✓	✓
Personal profiles		✓	✓
Email newsletter	Quarterly	Quarterly or monthly	Monthly
Email campaigns (such as revival sequence for old data, Google reviews and seasonal campaigns)		✓	✓
Client onboarding and upsell email campaigns			✓
Email campaign to cold data (plus 1,000 new contacts per month)			✓

CRM

Licence, set up and training	✓	✓	✓
Website forms and team calendars, with automations and follow-ups		✓	✓
Pipeline		✓	✓
Lead management		✓	✓
Data cleaning and enrichment			✓

Cost per month	£1,750^{+VAT}	£3,250^{+VAT}	£5,500^{+VAT}
-----------------------	------------------------------	------------------------------	------------------------------

WEB

Website audit and fixes		✓	✓
General web management and landing page creation		✓	✓
Website review and refresh pages			✓

GRAPHIC DESIGN

Brand guidelines		✓	✓
Design of print collateral, such as brochures, flyers, business cards, letterheads and more		✓	✓
Design of digital assets, such as image banners, sales decks, guides, infographics and more		✓	✓
Print and digital ads		✓	✓

DREAMLIST CAMPAIGNS

Targeted ideal client campaign, including finding data, messaging, print / merch assets and landing page creation as needed			Every 6 months
---	--	--	----------------

Cost per month	£1,750^{+VAT}	£3,250^{+VAT}	£5,500^{+VAT}
-----------------------	------------------------------	------------------------------	------------------------------

PHOTOGRAPHY & VIDEOGRAPHY

Photos and video content creation		2 sessions per year	3 sessions per year
-----------------------------------	--	---------------------	---------------------

PROJECT MANAGEMENT & REPORTING

Onboarding meeting in person	✓	✓	✓
Monthly content call	✓	✓	✓
Monthly reports and presentation	✓	✓	✓
Reporting meeting		Quarterly	Quarterly
Annual get together with the Flamingo team			✓

If you find yourself drawn to items between packages, let us know. We might be able to create something even more bespoke to suit you without you having to jump up to the next package!

Full website builds and event stand designs are quoted separately and charged as a one-off as they tend to happen less frequently.

Flexible marketing support

We understand that not everyone is ready to jump into a full done-for-you marketing partnership. Therefore we offer ad hoc support too.

If you need help with any of the following, let us know:

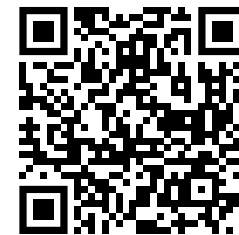
- ✓ Website
- ✓ Graphic Design
- ✓ Events
- ✓ Email Marketing
- ✓ CRM set up
- ✓ Branding & Signage
- ✓ Merchandise
- ✓ PR & Awards
- ✓ Social Media
- ✓ Consultancy

All you need to do is book in a marketing chat by scanning the QR code on this page and let us know how we can help.



Need help with standalone projects?

Book in a call to discuss your ad hoc marketing needs and let's see how we can help you.



**Book a
marketing
chat**

Meet the team



Emma Sansom
Managing Director

As Founder and Managing Director of Flamingo, Emma's main priority is to set the strategy with the clients each month, make sure all deadlines are met, ensure that the team are able to do their jobs successfully and most importantly, make sure everyone is happy! Emma has always led from the front and isn't afraid to get stuck into the hard work.



Chris Cooper
Head of Marketing & Operations

As Flamingo's Head of Marketing & Operations, Chris works closely with Emma and Eddy to set client strategy and ensure smooth delivery from start to finish. Bringing together creative marketing expertise with operational oversight, he manages day-to-day operations and keeps projects on track, ensuring the team are consistently delivering for our clients.



Eddy Parker-Bray
Head of Strategy & Clientele

With a diverse marketing background, Eddy has a proven track record of delivering and managing high-impact digital marketing campaigns. With a focus on understanding a business's core offering and audience, working with the team to translate these into tangible strategies that help brands carve out a dedicated space in their market.



George Hartley
Copywriting Manager

A true wordsmith, George's average day could include drafting an article or a press release, crafting compelling website copy or creating a set of marketing emails that encourage engagement. He even has comprehensive experience in podcasting, so if you're looking to take to the airwaves, George is your man.



Richard Bowater
Creative Manager

With over 20 years of design experience, Rich is Flamingo's resident creative. He works closely with all of our clients to bring content to life through graphic design, photography and video. As a brand expert, your company's image will always be skilfully presented and consistent.



Sam Moore
Marketing Executive

Sam's role is to support the wider team across all areas of marketing. With strong expertise in website design and build, SEO, and graphic design, Sam leads on website projects while working closely with our designers and lead copywriter on email marketing and blogs. A natural all-rounder, Sam brings years of hands-on experience across the full marketing mix.



Rebecca Crichton
Graphic Designer

Rebecca is a passionate and dedicated creative with a relentless drive to improve design in all its forms. She has developed her skills through a wide range of apprenticeships, courses, and hands-on roles. A well-rounded ambitious designer, she now brings that experience to Flamingo.



Eden Shepherd
Marketing & Sales Assistant

As Marketing & Sales Assistant, Eden works closely with Emma to ensure seamless business operations. Highly organised and with a passion for CRM systems, Eden thrives in being an all-rounder in the life of administration. With a background in sales and finance, she brings drive and a keen eye for growth in all areas of Flamingo.



Let's build your marketing strategy together

You'll get the chance to share what you're currently doing, define your ideal target audience, and go away from the call with new ideas you can implement to get in front of potential customers.



Book a call



01926 350 040

info@flamingostrategies.co.uk

flamingostrategies.co.uk



@dontbeapigeon