



# Outside the box

## CASE STUDY: **DRONESWARM**

**DroneSwarm are experts in delivering breathtaking drone light displays that help brands and events stand out.**

They work with global clients to deliver bespoke experiences combining creative storytelling with modern technology.

Having established themselves as leaders in their field, the team were eager to work with a marketing partner and connect with more of their ideal clients.



## Growing the brand

During our time working together, the Flamingo team has worked on a wide variety of content, including:

- **Email campaigns**
  - **Blog posts**
  - **Brochures**
  - **Banners**
  - **Social media posts**
  - **Newsletters**
- ...and more!**

We then planned and executed a direct mail campaign to reach their ideal customers and give them a glimpse of what their own drone show could involve.

## Since joining forces, we've supported DroneSwarm with...

- **A full marketing strategy** across multiple channels
- **Email campaigns, newsletters and blog content**
- **Social media growth and engagement**
- **c500 leads generated** from our ongoing activity



*“The dreamlist campaign delivered exactly what we needed – meaningful conversations with the right people, almost instantly.”*

**Mat Lawrence,**  
Director at DroneSwarm

## Lighting up the right audience

How do you get the attention of brands who see everything?

You send them something they've never seen before.

We created a dream client campaign built around 10 fully personalised boxes, sent directly to a list of top prospects.

### Each box included:

- **A box of chocolates**
- **Premium printed materials**
- **A personalised QR code**
- **A bespoke landing page for each client**

## Handled with care

From print production through to packing and posting, we handled every stage of the campaign to ensure nothing was left to chance. Each box was carefully assembled by our team and sent out individually, before we managed a structured follow-up process across LinkedIn and email.

The impact was immediate – 5 of the 10 recipients engaged from the initial direct mail alone, without requiring any follow-up. A further lead was secured through the first stage of outreach, reinforcing the strength of a well-timed, multi-touch approach.

Each recipient was then directed to a personalised landing page via a QR code, creating a seamless, tailored experience designed to initiate a response.

If you're ready to embrace marketing for your business, **book a 60-minute strategy call with Emma.**

