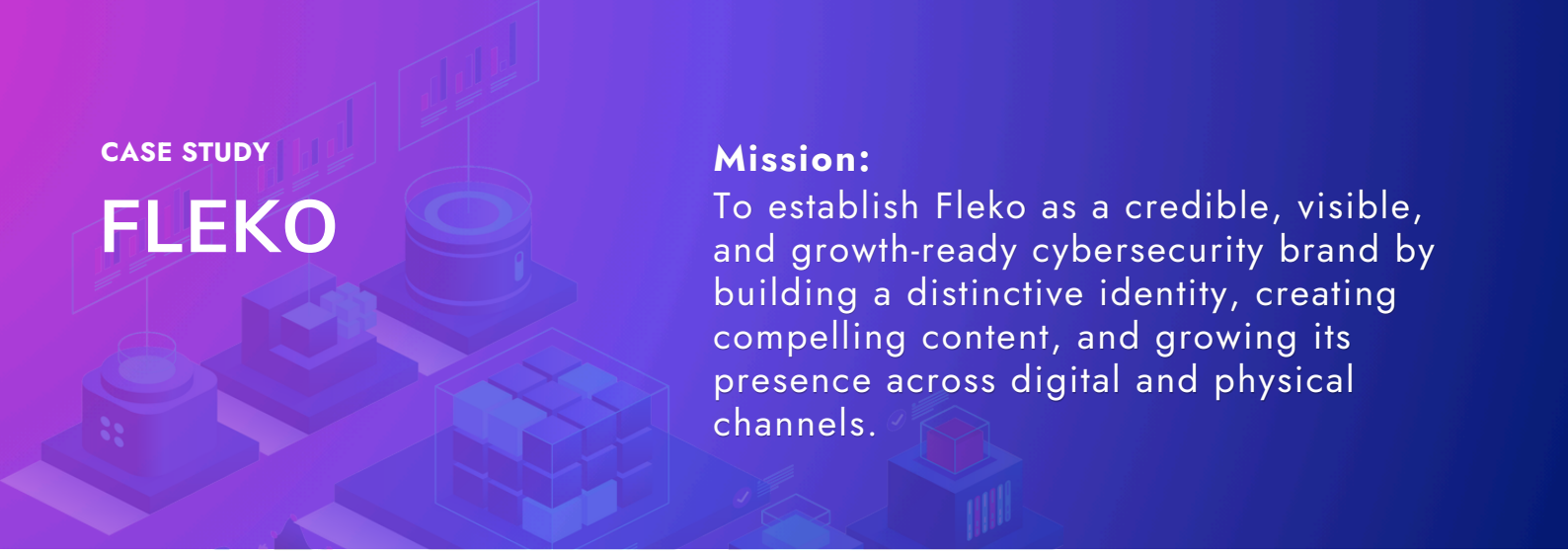




CASE STUDY

BUILDING A MARKET-LEADING REPUTATION FOR
A CYBERSECURITY COMPANY





CASE STUDY

FLEKO

Mission:

To establish Fleko as a credible, visible, and growth-ready cybersecurity brand by building a distinctive identity, creating compelling content, and growing its presence across digital and physical channels.

OBJECTIVE

To elevate Fleko's brand presence and market credibility, enabling the company to attract new clients, stand out in the competitive cybersecurity sector, and build lasting relationships through strategic marketing, impactful content, and a cohesive brand identity.

CLIENT CONTEXT AND CHALLENGES

Fleko is an ambitious cybersecurity consultancy with a clear vision: to protect businesses, high-profile individuals, and their families from increasingly sophisticated digital threats. With two distinct service offerings — Fleko for businesses and Elite by Fleko for high-net-worth individuals and public figures — the company had the expertise and the offering. What it needed was the brand to match.

Operating in a crowded and fast-moving market, Fleko faced the challenge of cutting through the noise. Without a strong, consistent brand identity or a dedicated marketing function, it was difficult to communicate the full breadth and depth of their services to the right audiences.

The key challenges were:

- Building a distinctive, professional brand identity from the ground up that reflected Fleko's dual audience — enterprise clients and elite individuals.
- Establishing a consistent and authoritative content strategy, including blogs, social media, and thought-leadership pieces, to build credibility in the cybersecurity space.
- Creating marketing collateral and event materials to support business development and industry presence.
- Leveraging strategic partnerships — such as their sponsorship with Surbiton Hockey Club — to raise brand awareness with new audiences.
- Supporting a growing portfolio of services — including a new Social Media Abuse Prevention offering — with clear, compelling digital and printed communications.

THE MIM SOLUTION

MiM partnered with Fleko to design and deliver a comprehensive, end-to-end marketing programme that brought the Fleko brand to life and gave it the tools to compete at the highest level. From brand strategy to event collateral, every element was crafted with care, creativity, and a deep understanding of Fleko's ambitions.

DELIVERABLES AND APPROACH

- **Brand Identity and Guidelines** — MiM built Fleko's brand from the ground up, developing a logo, colour palette, tone of voice, and comprehensive brand guidelines. This extended to a full rebrand of the Elite by Fleko sub-brand, ensuring a premium and consistent visual identity across all touchpoints.
- **Website Development and Ongoing Amends** — MiM managed the development and continuous improvement of Fleko's website, from initial design and copywriting through to the addition of new service pages, such as the Social Media Abuse Prevention offering and updated Elite by Fleko service listings. MiM also supported technical updates including address changes and the addition of Instagram integration.
- **Content Strategy and Blog Programme** — MiM delivered a sustained blog programme for Fleko, producing expertly researched, sector-relevant articles on topics ranging from Cyber Essentials and cybersecurity best practice to social media abuse and protection for high-profile individuals. Blogs were written to engage both business and elite audiences, with timely tie-ins to major events such as the 2026 FIFA World Cup.
- **Social Media Management** — MiM planned and produced monthly social media content for both Fleko's company pages and personal profiles, managing LinkedIn, Facebook, and Instagram. This included regular scheduling, creative design, and reactive content tied to industry news and events.
- **Event Marketing and Collateral** — MiM created a full suite of print and digital collateral for Fleko's presence at the International Sports Convention (ISC), including an A4 booklet with case studies, A5 flyers, business cards, pull-up banners, stand design, and branded merchandise such as golf balls, tennis balls, polo shirts, water bottles, and branded notebooks. MiM also produced a video for use on the event stand.
- **Sales and Presentation Materials** — MiM designed and regularly updated Fleko's sales deck, Teams backgrounds, email signatures, and word document templates to ensure all client-facing materials reflected the brand consistently and professionally.
- **Partnership Marketing** — MiM supported Fleko's high-profile sponsorship of Surbiton Hockey Club, producing social posts, email content, and branded assets for the partnership — including kit logos, matchday programme artwork, digital advertising boards, and physical signage.
- **Case Studies and PR** — MiM produced compelling client case studies and PR copy for magazines, showcasing Fleko's impact and expertise to new audiences and reinforcing credibility with existing ones.
- **Quarterly Planning and Reporting** — MiM delivered structured quarterly marketing plans, monthly reports, and ongoing strategic input to ensure Fleko's marketing activity remained focused, measurable, and aligned to business objectives.



RESULTS

Through MiM's strategic and hands-on approach, Fleko has built a brand it can be proud of and a marketing engine that supports real business growth:



- **A Cohesive Brand Identity** — Fleko now has a professional, distinctive brand presence across all channels, from its website and social media to printed collateral and event stands.
- **Credibility Through Content** — A consistent programme of high-quality blogs and thought-leadership pieces has positioned Fleko as a knowledgeable and trustworthy voice in the cybersecurity sector.
- **Growing Digital Presence** — Regular, strategic social media activity has increased Fleko's visibility and engagement across LinkedIn, Facebook, and Instagram.
- **Event Readiness** — Fleko attended the International Sports Convention with a polished, professional presence — complete with a full suite of bespoke collateral, branded merchandise, and a stand-out video, enabling them to make a strong impression on potential clients.
- **Expanded Service Communication** — As Fleko's service offering grew — most notably with the launch of the Social Media Abuse Prevention service — MiM ensured the market was informed quickly and compellingly, through website updates, social content, and targeted blogs.
- **Partnership Impact** — The Surbiton Hockey Club sponsorship was activated effectively, delivering brand exposure to a new, relevant audience and reinforcing Fleko's commitment to the sports and elite performance community.

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