



Case Study: Williamwood Farm Country Cottages

A home away from home

Williamwood Farm is a little piece of heaven, set in the magnificent countryside of Dumfries and Galloway. The award-winning farm is situated ideally to allow visitors to explore some of the beautiful countryside in the UK and it is close to some of the greatest cities.

Williamwood Farm Country Cottages are your ideal break-away destination where old world charm blends beautifully with modern style and convenience to make the four unique self catering country cottages the ultimate home away from home.

“Blinkered is a very easy company to work with, they are very receptive to the needs of the customer and bring some very good ideas to the table to help increase awareness of your business. Sympathetic to the needs of small businesses, Blinkered is patient and flexible and expertly guides us through the marketing and social media minefield.”

Shirley Clarke,
Williamwood Farm
Country Cottages

Establish a web presence

“We needed someone to establish us on the web, re-vamp our web site to make it work on mobile devices, produce advertising literature, send out newsletters to keep in touch with our customers, and just generally take the grind out of trying to promote our business to a larger audience on the web.” says Shirley Clarke.

Blinkered created a complete marketing strategy for Williamwood Farm - including branding, fully responsive website design, video promotion as well as an online and offline marketing concepts. Shirley Clarke continues “There is no doubt small businesses do not have a huge budget when it comes to advertising and promotion, however, I feel the way we have been able to strike a balance with Blinkered works really well for us.”

“Fresh and innovative, we are more than happy that we found Blinkered. I can see that we will reap the benefits of the investment we have made in re-branding ourselves.”

Shirley Clarke,
Williamwood Farm
Country Cottages

Summary

Blinkered provided a framework which was custom made for Williamwood Farm Country Cottages in order that they could better communicate their unique value with their clients. Visit their new website here: <http://www.williamwoodfarm.com>

“Blinkered designed a user-friendly website, increased visitors and generated more enquires than we ever had before. They take the grind out of promoting ourselves.”



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What we're about

Blinkered is all about delivering a **bespoke personal service**, with the sole focus on **getting results**. We pride ourselves on understanding the framework of small and medium enterprises, and their individual needs for any marketing investment. As well as promoting your business, finding new prospects and winning you new clients, we're about building relationships, getting you viewed as the expert in your field and improving your bottom line.

What we're not about

We're not aiming to win design awards for our clients, or even to flatter our egos by making pretty websites. We're not interested in ranking your site on Page 1 of Google for keywords that bring floods of traffic from the wrong target audience (people who won't buy!). We're not interested in engaging you in meaningless conversations about social media strategy. For us, it's all about creating sites that are professional and deliver a tangible result.

What our values are and why they are important to our clients

Our core values are **honesty, flexibility, integrity and treating people with the respect they deserve** - this is the very foundation of how we do business. All our proposals are **transparent**: We'll tell you from the outset if we don't feel that we can add value to your business, and we will never take on a client if we don't believe we can significantly improve current results.

Why we are different and why that's important to clients

Unlike other web creation, search engine, social media or digital marketing companies which are founded and led by design or technology people, Blinkered is run by a veteran entrepreneur. ([Read more about company founder and CEO, Kevin Ashcroft, here](#)). Kevin's unique corporate experience provides a major advantage, with the benefit of **personal touch**.

In most businesses, clients will typically deal with a partner or director during the initial contact. Once the contract is signed and sealed, the actual work is then gradually passed down the ranks and may ultimately end up in the hands of the office junior. With Blinkered, Kevin will be your main point of contact throughout, working alongside skilled outsourced experts - operating at the top of their professions - to provide the best service, result and return on investment.

It's not just a case of what-you-see-is-what-you-get; it's **WHO you see is what you get**.

Feel free to [contact us to arrange a chat or meeting about digital marketing](#).

We'd be delighted to hear from you.

www.blinkered.co.uk

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