



BLINKERED

Case Study: Business Gateway (Ceteris)

Marketing Strategy

Ceteris delivers the **Business Gateway contract in Clackmannanshire** and helps locals to grow their business. Many of their clients need assistance to develop a **marketing strategy** and plan of action, and Ceteris works with several local marketing consultants who deliver this service.

Ceteris has employed **Blinkered** on many occasions and have found company founder, **Kevin Ashcroft** to be flexible, approachable, responsive and highly professional - taking time to meet clients in advance of the project, and delivering high quality reports at the end.

"Blinkered provides excellent communication, speedy responses, detailed proposals and the production of straight-forward marketing strategies that are relevant and bespoke to the business."

Alison Davidson,
Business Development Manager

Confidence in Customer Service and Quality of Final Report

When **Ceteris** require a marketing expert to assist their local clients, they are confident that **Blinkered** will deliver exactly what is needed. Kevin Ashcroft meets with clients to gain understanding of the client's requirements and then delivers a bespoke marketing proposal.

"Kevin has finished the plan and we're more than happy with it - even if it does reinforce a few home truths. It will be a valuable aid for us going forward." Ceteris Client

Typically Blinkered reviews existing marketing activities and then creates a **jargon-free report** which details **easy-to-implement improvements**. Areas typically covered in the report include:

- **Brand review** • **Competitor Review** • **Website design & functionality** • **Google Adwords**
- **Email campaigns** • **Social media management** • **Press Releases**
- **Online marketing opportunities** • **Incentives & Referral Strategy** • **Exhibitions & competitions**

The final marketing strategy details the research and rationale for all of the recommendations made within it.

"Our budget is limited but Kevin has been very flexible around this - without compromising on quality. In some cases he has provided additional time and support to complete the projects."

Alison Davidson,
Business Development Manager

Summary

Blinkered produces detailed, bespoke **Marketing strategy** reports for local clients of Ceteris, who have no in-house marketing capacity. The reports give them clear focus for their marketing activities going forward.

"Blinkered are flexible, professional and responsive. Thanks for your speedy responses and quality of work!" says Alison.



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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**.

www.blinkered.co.uk

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