



BLINKERED

## Case Study: Business Gateway Dumfries

### Marketing Strategy

**Business Gateway Dumfries and Galloway** provides advice and assistance to local businesses. When helping companies grow their business through improved marketing strategies, Business Gateway employs the help of **marketing experts**. These third party experts review any existing marketing strategy, conduct website audits, review social media management and identify other ways in which the company can increase revenue.

Business Gateway has employed **Blinkered** on many occasions to create new marketing strategies for local companies in a wide range of industry sectors.

*"Blinkered provides a quick response and clear feedback that clients fully understand enabling them to go on and implement the recommendations effectively."*

**David Gardiner,**  
Contracts Manager

### A Successful Relationship Based on Expertise and Great Communication

When Business Gateway Dumfries and Galloway wishes to advise local businesses on how to improve their marketing strategy, they frequently choose **Blinkered** in preference to other Marketing Agencies because they value the **personal approach, reliability and excellent communication** offered by Kevin Ashcroft, founder of Blinkered.

Blinkered reviews existing marketing activities, examines competitors and creates a **jargon-free report which details easy-to-implement improvements**. Areas typically covered include:

- Clarity and uniqueness of the brand
- Competitor Review
- Website design & functionality
- Google Adwords campaigns
- Effective email campaigns
- Social media management
- Identifying agents and 3rd party websites to work with
- Creating Press Releases
- Online marketing opportunities
- Incentives and Referral Strategy
- Exhibitions & competitions

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

*Blinkered reports are ideal for our clients - structured, informative and highlight calls to action. Better still the more technical issues are worded so clients actually understand them!"*

**Angus Robertson,**  
Business Adviser

### Summary

Blinkered provides detailed, customised **Marketing strategy** reports for clients of Business Gateway Dumfries and Galloway, which are easy for clients to follow and include achievable recommendations.

**"Kevin provides great support and advice for our clients and deals directly with them in a professional way. I would describe Blinkered as 'Kevin-Personal Solutions!'"** says David.

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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**.

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