



BLINKERED

Case Study: Kippford Holiday Park

Marketing Strategy

Kippford Holiday Park is a well established venue offering nightly rental pitches for touring caravans and tents in addition to holiday rentals in static caravans and luxury lodges. The company also sells its luxury lodges (some freehold) and spacious caravans.

Kippford hired **Blinkered** to undertake a review of its online marketing activity and produce a recommendations report to enable the business to move to a new phase - focusing on sales of the luxury accommodation and running down the nightly touring and rentals.

"Blinkered is a professional company that takes time to understand its clients' needs. Founder Kevin was the main point of contact during the project - we were not passed to less experienced staff once the contract was sealed."

Pam Slater,
Sales & Marketing Manager

Marketing Strategy to Reposition Kippford in the Market Place

Kippford Holiday Homes is well known for its rental accommodation and touring caravan pitches. However the marketing strategy needed to focus on **increasing sales of luxury lodges and caravans** - basically repositioning the company within the market place.

Blinkered made recommendations on how to strengthen the brand and to ensure that the key messages revolved around property sales. The bespoke report then detailed how to

- Define **sales strategy** via third parties
- Define **rental bookings** strategy
- Improve the **website design** to generate more leads/bookings/sales
- Improve **search engine rankings**
- Use **Google Adwords** to drive more traffic to the website
- Strengthen relationships using **social media** and **email marketing**
- Define **promotions**
- Harness **customer reviews**
- Issue **Press Releases**

The final marketing strategy for Kippford Holiday Homes consisted of number of easy to follow recommendations to generate more leads, bookings and sales with a focus on property sales.

"The quotes provided by Blinkered are competitive and offer good value for money given the level of customer service provided by Kevin, not forgetting his expertise."

Pam Slater,
Sales & Marketing Manager

Summary

Blinkered provided a detailed, customised Marketing Strategy for **Kippford Holiday Homes** which has benefited the company. They are looking forward to continue the working relationship on a range of marketing projects.

"Blinkered provide independent, professional advice, honesty and great customer service with regular communication," says Pam.



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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

0844 846 2808