



BLINKERED

Case Study: Demijohn

Marketing Strategy

Demijohn was launched in 2004 in Edinburgh and is Scotland's first **Liquid Deli** selling a remarkable collection of predominantly British products including liqueurs, whiskies, wines, spirits, olive oils and vinegars. There are Demijohn shops in Edinburgh, Glasgow, York and Oxford, there is a thriving **international mail order business**, and a growing **wholesale distribution of products** throughout the UK.

The company invested in its online presence with a new website (launched 2013) and hired **Blinkered** to make recommendations to grow the existing ecommerce business.

"If you have reached a point where you need a fresh pair of eyes to look at your current online performance and approach it would be worth giving Blinkered a call."

Angus Ferguson
Managing Director

Marketing Strategy to Grow The eCommerce Business

Demijohn is a successful company based on a strong brand, and with a very active and effective marketing and PR strategy.

Blinkered reviewed existing **marketing activities**, undertook a **competitor review** and made specific recommendations to help grow the eCommerce side of the business by **improving the company's online presence** in the UK and in other English speaking countries:

- **Search engine results** - identifying new keywords for the **website/ Google Adwords**
- **PR** - increasing opportunities to improve brand awareness (pitch competitions to competition-specific websites; target bloggers in the food & beverage/wedding industries; identify PR opportunities in other English speaking countries)
- **Online advertising** - to increase brand awareness and encourage people to sign up to the database
- **Social Media** - expanding social media presence across additional platforms
- **Customer Testimonials** - encouraging clients to leave reviews on Trip Advisor
- **Competitions/ Excellence Awards** - entering relevant competitions to increase brand awareness

"Blinkered provided an independent review of our current online activities and highlighted areas that could assist in better marketing our website."

Angus Ferguson
Managing Director

Summary

Blinkered provided a detailed, customised Marketing Strategy which provided clearer direction for growing the online business.

"Blinkered has a friendly professional approach and provides the necessary advice. We will certainly be following up on some of the suggestions," says Angus.



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**.