



Case Study: Mabie Farm Park

Marketing & Communications Strategy

Mabie Farm Park, set in 77 hectares of beautiful countryside just outside Dumfries, offers families a great day out. The farm boasts a range of animals to admire, donkey rides, the 'cho choo' express, quad bikes, a pets corner and a soft play activity centre for the youngest of visitors. Come rain or shine, the whole family is guaranteed to have a ball.

To make more effective use of their advertising spend, **Mabie Farm Park** asked Blinkered to develop a marketing strategy which would increase both awareness of the farm and the number of visitors.

"We would tell other businesses to work with Blinkered as they will receive good one-to-one service with someone who is knowledgeable in all aspects of online marketing. Kevin will come up with good ideas and help you put your own ideas into action. Blinkered are very helpful and very smart".

Darrin,
Mabie Farm Park

Modern Website and Engaging Social Media

"We were spending a fortune on advertising but wanted to harness the potential of social media. More importantly we wanted a new website which would be a fun place and encourage people to visit us," says Darrin.

The marketing strategy created by Blinkered provided Mabie Farm Park with a step-by-step detailed action plan of how to build **brand awareness** and strengthen **relationships with customers**. Pivotal to the business is the new **responsive website** which depicts the fun that can be had at the park, in addition to being easy to navigate. The **online booking system** offers customers the ease of pre-booking their visit and is a feature expected by many people nowadays. Blinkered rebranded Mabie Farm Park's **social media pages** and advised on how to attract new fans and engage with existing ones by sharing up-to-date **social media tips**. Blinkered also provided a host of new ideas for events and activities that would make the venue even more attractive and which could also be promoted online.

"We have found Blinkered very reasonably priced and rate the help we received as top-of-the-range. We hope to use Blinkered to keep things up-to-date in the coming months and years."

Darrin,
Mabie Farm Park

Summary

Blinkered provided a detailed, customised Marketing & Communications strategy for **Mabie Farm Park** which has already resulted in an increase in social media follower engagement. Customers are now using the online booking system which can be seen on the new website: <http://www.mabiefarmpark.co.uk>

"Our online business now looks much more professional and up-to-date." says Darrin.



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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