



BLINKERED

Case Study: Step Count Challenge

Marketing Strategy

The **Step Count Challenge** is an initiative run by **Paths for All**, a Scottish Government funded organisation delivering projects across Scotland to promote active lifestyles. The Step Count Challenge is a **workplace walking challenge**, designed to get teams of colleagues to walk more, to become healthier and to promote team spirit in the workplace.

The majority of previous participants were from all areas including third and private sectors. The aim was to increase participation through large companies investing in larger numbers of teams in the challenge. Having worked with a previous agency which had not produced the desired outcome, **Blinkered** was approached to create a **communications and marketing strategy**.

"Blinkered provided a thorough, focused, no-nonsense approach that was delivered on time and fully met our expectations. We were very happy with the support and advice we received."

Carl Greenwood,
Development Officer

Back to Basics Research to Create A Realistic Marketing Strategy

To assess the marketing opportunities for the Step Count Challenge, Blinkered went back to basics, identifying the benefits of the challenge to the target market. Appreciating that sometimes 'helping oneself' isn't motivation enough, Blinkered recommended that the Step Count Challenge has a strong emphasis on simultaneously **raising money for third party charities**.

Blinkered then went on to identify concrete actions to improve marketing of the event, including:

- **Identifying private companies to target** • **Seeking sponsors for the event**
- **More effective Email Campaigns** • **Creating a more vibrant, fun website**
- **Improving social presence on Twitter and Facebook** • **Google Adwords campaigns**
- **Contacting Scottish fitness bloggers** • **Issuing press releases to the local media**
- **Offering prizes and giveaways to encourage participation**

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

"We now have a better understanding of the way forward. We've produced a SMART application plan based on the recommendations in the report, and have started implementing improvements."

Carl Greenwood,
Development Officer

Summary

Blinkered provided a detailed, customised **Communications and Marketing strategy** for Paths for All, building on the marketing activities undertaken to date and making clear, concise and achievable recommendations for the future.

"Professional, straight forward, on-time, thorough and knowledgeable - that's how I would describe Blinkered," says Carl.



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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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