

Marketing Strategy

Springkell is a beautiful, family-run mansion in Eaglesfield, Dumfries and Galloway, available for exclusive private hire for weddings, parties, tasteful Stag & Hen weekends, and corporate events. At the heart of the business is owner James Johnson-Ferguson who oversees day-to-day operations and ensures his team 'goes the extra mile' to ensure customers' expectations are always met.

James asked **Blinkered** to review Springkell's marketing strategy to provide direction regarding marketing spend and to help grow the business.

"Blinkered is completely business centric with an ability to see through the various options to the option that works best. They have directed us to focus our marketing spend where it makes most difference."

James Johnson-Ferguson,
Springkell Owner

Brand Review and Complete Marketing Strategy Defined

The tailor-made marketing strategy created by **Blinkered** started at the basics - identifying the Unique Selling Points of Springkell and then establishing key messages to use to communicate these to the customers. The existing strategy strongly promoted the venue for weddings but had less focus on other potential target groups: corporate (meeting facilities / team building / incentive travel), stag & hen parties, general parties and group gatherings.

Blinkered were able to outline concrete actions to improve marketing of the venue which included:

- **Website modifications** • **Social Media Strategy** • **Google Adwords** • **FAM trips for journalists**
- **Attendance at Exhibitions** • **Work with wedding planners, Destination Management Companies**
- **Email campaigns** • **New offerings (Christmas packages / themed parties / Valentines events)**

The final marketing strategy for Springkell consisted of number of easy to follow recommendations to enable Springkell to grow the business successfully.

*"Blinkered will help you to be more profitable as they have done for us. As far as I am concerned, I can sum up Blinkered in two words : **Infinity ROI!**"*

James Johnson-Ferguson,
Springkell Owner

Summary

Blinkered provided a detailed, customised Marketing strategy for **Springkell** starting by reviewing the brand, its unique selling points, and identifying the very best marketing channels for growing brand awareness and increase occupancy.

"Having a much better awareness of our Unique Selling Points has enabled us to market ourselves far more efficiently" says James.

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**.