



BLINKERED

Case Study: Blackaddie House Hotel

Marketing Strategy

Blackaddie House Hotel is a historic building dating back to 1540. It is located in a tranquil and secluded location in Sanquhar in the heart of Dumfries and Galloway, and provides accommodation alongside quality dining.

Blackaddie hired **Blinkered** to create a marketing strategy which focused on improving the existing website, improving the ranking of the website in search results and to make further marketing proposals to increase accommodation and dining bookings.

" I have already recommended Blinkered to others for their professionalism and detailed and measured approach, and I expect to continue to work with them on my own website going forward."

Ian McAndrew,
Owner, Blackaddie Hotel

Marketing Strategy

Blinkered created a detailed marketing strategy for Blackaddie with clear, actionable recommendations, including:

- Identifying **website improvements** to emphasise the unique selling points of the venue, to build credibility and increase content to help improve search engine rankings
- Introducing an **online booking system** for accommodation and dinner
- Definition of **special incentives** to attract new customers
- Advice on working with **3rd party websites** such as booking.com, wedding planners and other online agents
- Setting up **Google Adwords Campaigns**
- Using **Social Media marketing** and **email marketing**
- Advice on **Public Relations** activities
- Entering competitions for further **Hospitality /Food & Beverage awards**

"Blinkered are a helpful, caring team who offer a friendly service that is down to earth and professional too. They carried out all the agreed tasks at minimal cost."

Ian McAndrew, Owner, Blackaddie Hotel

Summary

Blinkered developed a customised, implementable marketing strategy to help Blackaddie House Hotel strengthened its online presence and generate more bookings.

"We've made good progress with the website and are now looking forward to tackling some of the other recommendations" says Ian.

www.blinkered.co.uk

0844 846 2808



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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**.

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