



BLINKERED

Case Study: Millbank Parkland Venison

Marketing Strategy

Millbank Parkland Venison is a venison farm breeding Scottish Fallow Deer. People are welcome to visit the farm and the farm shop, or purchase venison products online. The company also offers a luxury 4* self-catering cottage - Glenview Cottage - peacefully situated in its own woodland in the Dunscore Glen.

The owners of Millbank Farm requested marketing strategy assistance from **Blinkered** to focus on four areas: the Millbank Farm main website, creation of a new Glenview Holiday Cottage website, email marketing and social media use.

"Blinkered listened to our business needs and made a timely and realistic proposal containing advice based on our size and aspirations."

Emma Boyes,
Proprietor, Millbank Parkland Venison

Division of Two Businesses With Corresponding Digital Marketing Strategy

The tailor-made marketing strategy created by **Blinkered** gave clear **branding advice** regarding the division of the two businesses - the venison park and the self-catering cottage. The existing website required modification to make it mobile friendly and several elements needed updating. A new separate website was required for Glenview Cottage to encourage direct bookings.

Blinkered were able to outline concrete actions to improve marketing of the two businesses:

- **Provision of new website mockups to define how key elements should be displayed** eg. logo, contact phone number, unique selling points, customer testimonials, newsletter sign up, easy online purchasing/cottage booking, clear calls to action etc.
- **Search Engine Optimisation** • **Content Marketing** • **Social Media Marketing**
- **Email campaigns** • **Promotions** • **PR activity**

The final marketing strategy for Millbank Parkland Venison consisted of a number of easy to follow recommendations to enable the two businesses to be separated and marketed effectively.

"I would describe Blinkered as efficient, organised and able to provide tailored support."

Emma Boyes,
Proprietor, Millbank Parkland Venison

Summary

Blinkered provided a detailed, customised Marketing strategy for Millbank Parkland Venison which focused on how best to split the two businesses and grow each in a complementary way.

"We really appreciate the common sense advice received with regard to the business IT issues" says Emma.



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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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