

### Rebranding Project

**Coastal Kippford** is the new face of Kippford Holiday Park and Kipp Forest Lodges, and offers holiday lodges and caravans for rental and for sale.

Previously the two areas of the company were marketed separately, using two different websites. Consequently customers were often unaware of all the company had to offer.

The company hired Blinkered to advise on marketing strategy, to develop a new single website and to give practical advice on social media integration.

*"As a result of working with Blinkered, We have a great new website and the feedback from our customers has been nothing but positive.*

*It was excellent value for money and we are continuing to work with Blinkered as we move forward."*

**Pam Slater**  
Sales & Marketing Manager

### Online Marketing Experts, Practical Support and Excellent Service

Kevin Ashcroft and the **Blinkered** team developed a professional WordPress website for Coastal Kippford [www.coastalkippford.com](http://www.coastalkippford.com). The website combines a **great design** with **user-friendly functions** and plenty of imagery - both photos and **videos created by Blinkered** - to give visitors an impressive overview of all that the company has to offer.

As is today's norm for a holiday rental website, an **accommodation search and online booking function** has been included; for property sales, visitors can **search and filter the properties**, and easily request a viewing using an online form.

Coastal Kippford are delighted that the **new WordPress website is such a big improvement** on the previous sites, and have valued Blinkered's expertise and support so much that they will continue to work with them going forward.

*"I would recommend Blinkered to others. The service has been excellent throughout the project and the knowledge and skills of the team involved is fantastic.*

*Nothing is too much trouble and every request I made was fulfilled."*

**Pam Slater**  
Sales & Marketing Manager

### Summary

Blinkered developed a customised, modern WordPress website for Coastal Kippford which enables visitors to book holiday rentals online or arrange a property viewing.

With both rentals and property sales within one website, cross-selling has now become a reality.

**"Blinkered is professional, reliable, knowledgeable and responsive,"** says Pam.

### **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**.