



## Case Study: Technology Leasing

### Seeking a new lease of life

Since 1989 Technology Leasing has been a highly regarded broker of flexible finance packages on a wide range of business equipment.

As their name suggests, the company specialise in business technology, including computer hardware and software. However, while the company continue to go from strength to strength, they were let down by a poorly designed and dated website – an issue that needed to be addressed immediately to keep them up-to-date within their chosen niche.

**“We needed a fresh, up-to-date look and a new approach to business. Blinkered fulfilled all this and much more. They steered us through all the processes with ease and the end product is magnificent.”**

Alison Wright, Head of New Business  
Technology Leasing

### A problem solved

Working closely with the Technology Leasing team, Blinkered designed not just a smart new website but a fresh corporate identity. ‘Kevin and his team at Blinkered have breathed new life into our company's image with a complete marketing strategy including the website, social media presence and a mail and email marketing service,’ summarises Brian Burns, Managing Director at Technology Leasing. Indeed, regular blogs, newsletters and social media updates are already attracting new business and the company's online presence is comfortably more in keeping with their specialty in technology.

**“A great addition to the service is that Blinkered are still holding our hand after the completion of our site and continuing with support to us. All in all, would I recommend Blinkered? Yes – in the blink of an eye!”**

Alison Wright, Head of New Business  
Technology Leasing

### Summary

Technology Leasing's new website can be viewed here: <http://www.technologyleasing.co.uk>

The site is regularly updated with articles and case studies, and Technology Leasing's online customer base benefit from regular tweets, newsletters and more.

‘Blinkered service is very personal and makes you feel valued at all times,’ says Alison. ‘We can now see the wood and trees thanks to Blinkered!’



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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 putting your site on Page 1 of Google for phrases that flood your business with incorrect traffic. 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**: if we don't feel we can add value then we'll tell you from the outset, 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**). The major advantage Kevin's unique corporate experience provides is the **personal touch**.

Typically in business, new clients deal initially with a partner or director. 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**.

Feel free to [contact us to arrange a chat or meeting about digital marketing](#):

we'd be delighted to hear from you.

[www.blinkered.co.uk](http://www.blinkered.co.uk)

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