



Case Study: The Preservation Company

Unable to change?

The Preservation Company is based in Fife and boasts over 100 years of combined experience and skill treating condensation, rising damp, penetrating damp and rot in commercial and residential properties.

However the company's professional image was let down by a static website which they were unable to update or change without contacting the web company that created it. They were also not using social media to promote their services and their overall digital marketing strategy needed an overhaul.

"Blinkered have given us a modern, attractive website that is easy to use by our clients and manipulate by us, and make certain it always maintains a fresh and personal feel. They have also worked hard on our SEO, which we felt was crucial. We are now encouraged by the initial responses coming through as a direct result."

Gail Grindley, PA to Managing Director
The Preservation Company

Handing back control

Blinkered designed a brand new website for The Preservation Company with plenty of relevant content and clear, concise answers to clients' questions. A profile for the company was launched on a selected social media channel, which will be regularly refreshed with timely and pertinent information about the services on offer.

The strategy continues with a regular stream of articles to be featured on their website. Blinkered also writes and distributes monthly e-newsletters to existing and potential clients each month and will soon begin to build upon The Preservation Company's existing bank of case studies and testimonials.

"Kevin is open and transparent with regards to his marketing proposals and is always willing to advise, but more importantly to listen to what is important to his client and tailor his solutions accordingly."

Gail Grindley, PA to Managing Director
The Preservation Company

Summary

The internet never stops and sometimes the pressure to post timely blogs and maintain an up-to-date marketing profile is simply too much for busy companies, leaving their websites stagnant and their online presence sluggish.

The Preservation Company is now free to leave the time-consuming marketing tasks to Blinkered and can continue with what they do best: the preservation of buildings across Scotland.



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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.

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