



Case Study: Brandecosse

Marketing Strategy

Brandecosse is a family run business based in the hills of Galloway, Scotland. It supplies hand crafted, country leather boots for ladies and gentlemen.

The company website was set up 7 years ago and had become outdated. In addition it wasn't ranking highly in website searches.

Brandecosse met with Blinkered to discuss how to improve their website and to make it easier for customers to find it on the internet.

" We found great comfort from Kevin's approach and his honesty - he was clear about timescales for improvements and exactly what the costs would be. We get emails daily from companies offering a quick fix for our website, but luckily for us, we were recommended to talk to Blinkered."

Jane Trueman, Brandecosse

Digital Marketing Options

"We were looking for an affordable option to get our website up to speed. But Kevin made us realise the importance of other digital marketing options such as using Facebook."

Blinkered met with Brandecosse to give advice on the company's current **marketing strategy** and to offer a range of options for improvement. Blinkered provided guidance on how to improve the website, such as keeping it fresh with **updated content** - important for both customers and **search engine optimisation**. Blinkered also recommended a **social media presence** on Facebook and Twitter - great ways to engage with existing customers, attract new ones and drive traffic to the website - by posting great content, running competitions and adverts. To further improve Brandecosse's presence on the internet, Blinkered recommended running **Google Adwords** campaigns.

The one-to-one meeting was a great opportunity for Brandecosse to ask everything they needed to know about **digital marketing** to determine how the options could fit in with their business strategy.

"Kevin has continued to be supportive as we made the recommended changes, and as we expand our digital marketing efforts, we will be using Blinkered - Kevin is definitely our guy!"

Jane Trueman,
Brandecosse

Summary

Blinkered provided detailed advice to Brandecosse on how to improve their digital marketing approach. The website has now been modified and Jane is running entertaining and informative Facebook and Twitter accounts whose fan numbers are on the up.

www.brandecosse.com/

"Professional, friendly, informative, honest - that's Blinkered!" Jane Trueman



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**.

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
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