



BLINKERED

Case Study: Marshall Brown

Website Development

Marshall Brown is an independent company that has been offering architectural aluminium solutions for over 20 years.

Their client facing information including the website, brochure and so on, were out of date. Managing Director, Derrick McKenna wanted a refresh to ensure that the company was being viewed in the best possible light.

Derrick was recommended to Blinkered via a third party and hired us to revamp their website, create a new corporate brochure and corporate video.

"Blinkered are a flexible company who listen to your needs and deliver."

Derrick McKenna,
Managing Director, Marshall Brown

Website Design and Development with Corporate Video and Brochure Integration

Marshall Brown's stunning facades, curtain walls, and aluminium solutions required some new marketing collateral to that was equally stunning to promote the business to existing and potentially new clients.

They had a clear vision in terms of quality, easy of navigation and immediate impact that they required for their new website, brochure and corporate video. They needed to partner with a company who could take a loose design brief, and make it a reality.

After an initial meeting, Blinkered was quickly hired in order to bring their vision to life, with a free rein to create something extra special.

"In the best sense of the word, we got what we paid for! Many companies promise the earth and don't deliver."

Blinkered gave us a competitive price and we are 100% happy with the final product. I don't think you can ask any more than that!"

Derrick McKenna, Managing Director, Marshall Brown

Summary

Blinkered worked within a loose design brief but with a clear idea of the high-quality result that Marshall Brown wanted to achieve. Blinkered were able to provide the new website, brochure, and video that Marshall Brown had hoped for within a reasonable timescale and within the agreed budget.

"We now have the quality and depth of marketing materials that we wished for. Blinkered are a flexible company who listen to your needs and deliver, I would have no hesitation in recommending Blinkered to others." says Derrick.

www.blinkered.co.uk

0844 846 2808



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

0844 846 2808