



BLINKERED

## Case Study: Galloway Cycling Holidays

### Marketing Strategy

**Galloway Cycling Holidays** is part of the **Galloway Holidays** company which offers a wide range of cycling/activity /walking programmes for groups. As a tour operator the company also arranges accommodation and local transport, and provides advice on local attractions and eateries. Robin Hogg has run the business for many years with a personal touch which clients love.

With the advent of more cycling tour companies, Robin asked Blinkered for **advice on improving Galloway Cycling Holiday's digital marketing strategy** and gaining more **direct business from abroad**, particularly from European countries.

*" The initial discussions, together with agreed cost, convinced me Blinkered was 'on the same page'. And the final marketing strategy report demonstrated a thorough understanding of my business and its international issues."*

Robin Hogg,  
Galloway Holidays Owner

### Digital Marketing Strategy Defined

Blinkered undertook a thorough review of the online marketing activities of Galloway Holidays and its competitors, with regard to website design and ease of use, search engine rankings and social media marketing. A plan of action was created which covered:

- **Website Improvements** • **Search Engine Optimisation** • **Social Media Management**
- **Google Adwords** • **Customer Testimonials**

Further recommendations were made regarding:

- **Working with other Tour Operators** • **Liaison with local Accommodation Providers**
- **Exhibition Attendance** • **Press Releases /Travel Bloggers** • **Directory/3rd Party Websites**

The final marketing strategy for Galloway Holidays provided a list of implementable marketing activities to help drive more customers to the business.

*"Blinkered offers a personalised and tailored service to get to the heart of the requirements of the customer. Kevin provided value for money with the review provided quickly."*

Robin Hogg,  
Galloway Holidays Owner

### Summary

Blinkered provided a detailed, bespoke Marketing strategy for **Galloway Cycling Holidays** covering both digital and other marketing approaches, with the focus on lead generation and increasing direct bookings from abroad.

*"I will have no hesitation in using the digital marketing skills of Blinkered to help my business develop in the future. "* says Robin.



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

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