

Creative Case Study

Maplehurst Guest House

Borders B&B reaps rewards of creative collaboration — 51% rise in bookings.

The Business

Maplehurst Boutique Guest House is a bed and breakfast based in Galashiels. Its unique selling point is its period arts and crafts architecture and interiors. Featuring three luxury guest bedrooms it is open throughout the year and attracts a mixed customer profile including wedding guests, tourists, corporate clients and performers.

The Challenge

Maplehurst's owners were seeking a way to attract new business by emphasising the property's unique styling, customer care and high quality breakfast offer.

With the Internet playing an increasingly important role in generating bookings, it was identified that the B&B's current website was not showcasing the offer to best effect.

“86% of reservations come via the new website”



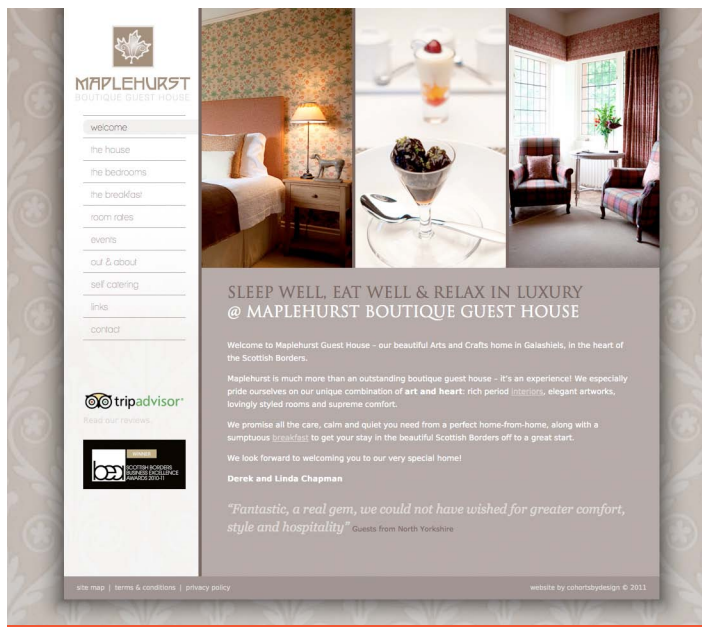
Creative Clusters at Work

Maplehurst's owners opted to work with a local Borders based graphic and web design consultancy, cohortsbydesign in Galashiels. Cohorts worked with the couple to develop a website that would feature the latest technology, enabling it to be viewed on a number of platforms including smart phones. They also used their network of contacts within the Borders creative community to establish a multi-discipline team capable of delivering all aspects of the project – web design (cohortsbydesign), copywriting (Texthouse) and photography (Shout).

The Results

The website www.maplehurstguesthouse.co.uk features striking images, sharp copy and the latest technology (including search engine optimisation to ensure the B&B's prominence in internet searches and the incorporation of Twitter feeds into the site). The project won Maplehurst a Creative Marketing Award at the 2010/11 Scottish Borders Business Excellence Awards.

Since the site's launch in September 2010, Maplehurst has seen reservation rates rise by 51% with 86% coming via the new website. The B&B's TripAdvisor rating and reviews have continued to soar with Maplehurst rated 1 out of 12 B&Bs in Galashiels. Every TripAdvisor review gives the establishment a 5* rating.



The new Maplehurst Guest House website.

“ It has been a pleasure working with like-minded people who are dedicated to achieving a high standard of excellence in all respects. It is a lesson for all businesses large and small: value good design and work ethics, and much can be achieved.”

Maplehurst's owners - Linda & Derek Chapman



The team picking up a marketing excellence award.

Local talent, real results

Whatever marketing challenge you face, selecting a local agency can have many advantages including easy face-to-face interaction, an existing appreciation of the Borders area and links to other complementary creative businesses in the area.

Find out more about creative businesses in the Scottish Borders and what they can do for you at: www.borderscreative.com

Borders Creative is a co-operative organisation developed to help showcase creative businesses within the Scottish Borders, encourage joint working between them and deliver the highest possible standard of creative services to clients.