



Above: Branding, stationery and competitor analysis

Main: New website and web page concepts



Customer overview

Deeter Electronics is a UK-based manufacturing company that designs, develops and produces electronic sensors, switches and controls, and instrumentation systems. They specialise in the design and manufacture of a large selection of float switches, level sensors and specialist products for hazardous areas.

The objective

The Directors were looking to grow the business and wanted assistance with a marketing strategy to support the company's business plan which focused on its strengths as a reliable and flexible business and their explosion proof sensing and custom sensor products.

Our work

Research for the marketing strategy that required extensive research of the marketplace and telephone interviews with Deeter customers. With this completed, we produced a marketing strategy document to enable Deeter to communicate more effectively with both existing and potential customers. Our recommendations included the development of Deeter's branding and identity, alongside the creation of a more customer-centric, user-friendly website with clear call-to-actions and content to enhance the company's brand proposition and personality.

Subsequently, Austin Marketing designed, built and published Deeter's new website with fresh new branding. We now maintain and manage Deeter's SEO and Google paid advertising (PPC), that relates to country-specific campaigns within Europe and the Asia Pacific.

Services Provided

- Marketing Strategy Development
- Logo Development and Branding
- Marketing Collateral
- Website Design and Development
- Web Hosting
- SEO & PPC Management