



Above: Flyer Design and stationery

Main: New website

"Great firm, they know their stuff and provide great service and output. Highly recommend!"

Nick Griffin, Managing Director



Customer overview

Inception Planning, formerly known as Griffin Planning Consultancy, was established in 2008 and operates across London and the South of England. They are Chartered Town Planners and Planning Advisors.

The objective

Austin Marketing were recommended to the Company's Principal who wanted to rename and expand the business, undertake a full rebranding exercise and publish a new website.

Our work

Initially, we undertook a review of the visual presence of a range of planning service providers along with a selection of well-known consultancies. This was undertaken to ensure our proposed branding and website designs would elevate Inception Planning above its competitors and resonate with potential and existing customers. To support our design proposals, we produced several design options, for both the visual identity and website, and provided a rationale behind each design.

We then built and published the new fully responsive website which included Austin Marketing producing the content and optimising the text by running keyword search result comparisons using Google Tools, to ensure the copy was relevant for Google search.

Austin Marketing were also commissioned to undertake the website management, SEO and Google Ads.

Services Provided

- Branding
- Website Design and Development
- Web Hosting
- SEO
- Paid advertising (PPC)