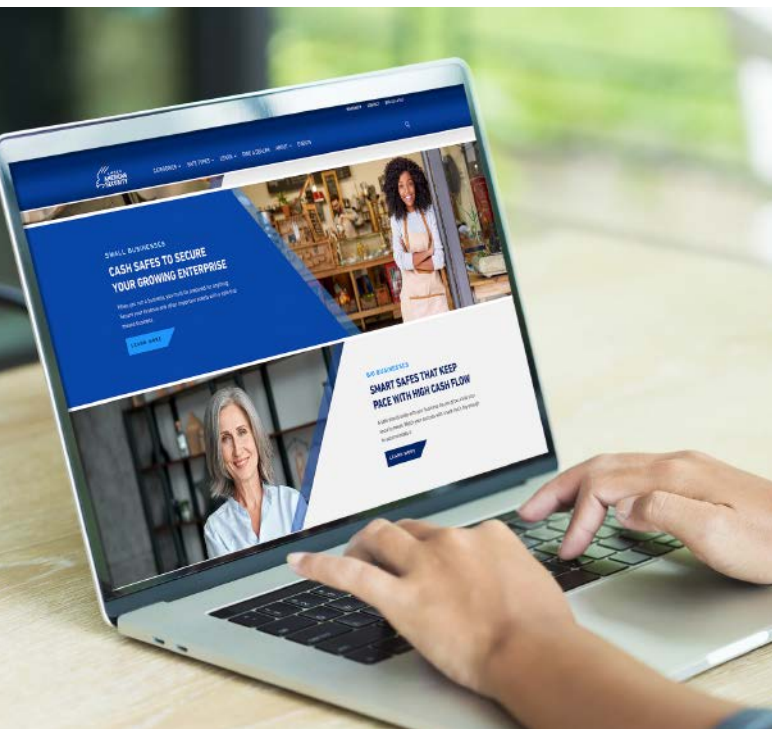


# CASE STUDY

## Digital Marketing



## How Witmer Group helped a smart safe company improve its online presence through different marketing channels.

Donny McKay is the Vice President of American Security (AMSEC), a 75-year old safe company headquartered in the city of Fontana, CA. AMSEC is a highly respected brand and manufactures a wide range of smart, gun, deposit, and other types of safes.

### THE CHALLENGE: ZERO ONLINE PRESENCE

Over the many decades they've been in business, AMSEC has built a loyal following of customers and a strong reputation for building high-quality safes that stand up to the test of time. When Donny first came on board as VP, he quickly realized that the company had little to no online presence.

The lack of a digital marketing program meant that AMSEC was missing out on growing its brand and generating new leads through social media, email marketing, and other online channels. Donny knew the importance of digital marketing; however, AMSEC did not have an internal marketing department and would need to bring in expert outside help.

He turned to Kristina Witmer, owner of Witmer Group, and her team of highly experienced and specialized marketers

for help with content creation, social media management, and telling the story of the AMSEC brand.

### LEADS FROM THE WEBSITE AND AN IMPROVED USER EXPERIENCE

During the initial discovery call, Witmer Group learned that Donny wanted to start with promoting the technologically advanced smart safes to distributors through a wide variety of channels. In addition, the AMSEC sales department had zero printed marketing collateral and required multiple sell sheets and brochures.

Kristina and her team quickly got to work. They created targeted blog posts, email sequences, content, brochures, sell sheets, landing pages, and social media posts. Witmer Group also interviewed several current AMSEC customers and wrote a series of customer spotlights and case studies to showcase the value that they added to their distributors.

## RESULTS & SUCCESSES:

As time went by, AMSEC started to notice more and more leads coming in through their website. In addition to performing digital marketing, Witmer Group also provided suggestions on how AMSEC should optimize their website to improve the customer experience and increase the chances that Google would send free organic traffic to various internal pages.

*"We were absolutely thrilled with the work that Witmer Group did for us. However, it got to the point where we realized we needed a full-time internal marketing department because of the great results we saw with Witmer Group,"*  
Donny said.

*"Kristina and her team were great to work with—they were easy to talk to, very responsive, and picked up on our business very quickly. Our digital presences wouldn't be where it is today without their expert help."*

## Ready to Talk to Someone about Improving the Digital Presence of Your Company?

**Learn more about the advantages of working with Witmer Group and how we can create a custom solution for your unique set of marketing challenges.**

### ABOUT US

Witmer Group is a vibrant group of people who love what we do. We have helped numerous local and national companies and would love to help you! Give us a call at (214) 865-9484 or visit us online.



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[www.witmergroup.com](http://www.witmergroup.com)

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## IDEA GENERATION FOR CASE STUDY:

# Transcending a small/boutique digital marketing agency towards an analytics-driven culture: **How it benefits clients.**

## ABOUT THE CASE STUDY

**Audience:** Digital marketers

**Showcase:** Witmer group embraces analytics-driven culture. The company is flexible, adaptive and “always learning” by using insights to inform digital marketing strategies to increase clients’ ROI.

## ABOUT THE “FEATURED CLIENT” OF THE CASE STUDY

**Client:** Witmer group, one of the leading digital marketing agencies in Addison, Texas.

**Pain point:** Witmer group figuring out the best way to transition into an analytics-driven company culture, and how they can consistently use analytics to increase clients’ ROI.

**Reason to pain point:** Witmer group realizes that rapid changes within the digital marketplace calls for a more flexible, adaptive and personalized digital marketing strategy to better aid individual clients.

**Expected outcome:** With the proper work-flow, amalgamation of data, and timely analysis, Witmer group believes that analytics can inform digital marketing strategy.

## ABOUT THE SOLUTION

It was a brand-new challenge for Witmer group that consisted of 2 parts.

- 1) How can Witmer group consistently help increase client’s ROI with analytics?
- 2) How can Witmer group get their internal analytics-driven culture more streamlined? To answer these questions, Witmer group experimented with various analytics report and internal workflow tests.

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