American Security (AMSEC)

A Digital Marketing Program for a 75-Year-Old Safe Company

Witmer Group built AMSEC's online presence nearly from scratch, **with results strong enough that AMSEC went on to build its own full-time marketing department.**

The challenge

AMSEC has spent decades building a loyal customer base and a reputation for high-quality safes that stand the test of time. When Donny McKay joined as Vice President, he found the company had little to no online presence.

Without a digital marketing program, AMSEC was missing out on brand growth and new leads from social media, email and other online channels. Its sales team had no printed collateral, and there was no internal marketing department to fix either problem.

What we did

Donny wanted to start by promoting AMSEC's technologically advanced **smart safes to distributors**, across as many channels as made sense.

1. **Content for distributors.** Targeted blog posts and email sequences that explained the value of smart safes to the distributors who sell them.
2. **Sales collateral.** AMSEC's first sell sheets and brochures, so the sales team finally had something to leave behind.

At a glance

Client
American Security (AMSEC)

Industry
Safe manufacturing: smart, gun, deposit and other safes

Headquarters
Fontana, California

Audience
Distributors and dealers

Services
Content creation, email marketing, sales collateral, landing pages, social media, customer case studies, website recommendations

3. **Landing pages and social media.** Landing pages for campaigns and ongoing social posts that told the AMSEC brand story consistently.
4. **Customer spotlights and case studies.** We interviewed current AMSEC customers and wrote a series of stories showing the value AMSEC adds for its distributors.
5. **Website recommendations.** Suggestions for improving the customer experience on AMSEC's site and helping search engines send more organic traffic to its internal pages.

Results

Over time, AMSEC saw more and more leads come in through its website.

- More leads through the website
- Customer stories distributors could share
- A first set of printed sales collateral
- A clearer path to organic search traffic

The program worked well enough that AMSEC decided to bring marketing in-house with a full-time team, building on the foundation Witmer Group put in place.

In their words

> *"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.*
>
> *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 presence wouldn't be where it is today without their expert help."*
>
> **Donny McKay, Vice President, American Security (AMSEC)**

Starting your digital marketing from scratch?

Witmer Group can build the program and every piece that carries it.

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