

GROWTH MARKETING AGENCY



With Pedigree

The Concept of Creativity Upgraded to A Whole New Dimension

PROTON ELEKTRONIKA- case study



PROTON ELEKTRONIKA

ABOUT / CHALLENGE

Proton E.E. Elektronika was founded in 1995 in Daruvar with the aim of selling, engineering and providing maintenance services to local manufacturing companies. Today, the main activity of the company consists of consulting, engineering, design and software development services, independently or with the support of renowned partners.

They turned to our agency for help with building their visual identity, as well as digital presence, in order to present their brand to as many potential customers as possible, and to educate the general public about their services and products.

GOALS

- Rebranding and redesign of the company's visual identity in relation to their new direction
- To design and develop a modern, functional and highly optimized website on the WordPress platform

RESULTS

2-2.5 sec

page load time

2.5 minutes

average session length

Project Activity

REBRANDING AND REDESIGN OF THE VISUAL IDENTITY

The very first step was to standardize visual identity and redesign the client's logo, followed by creating a brand book.

After that, we designed brochures, flyers and roll-ups, which served as a basis for future promotional and public relations activities at various fairs and conferences.

WEBSITE DESIGN, BUILD AND OPTIMIZATION

Following the graphic standards we had previously set, we designed and created the new website for the client. Our goal was to make access to their most popular products and services as easy as possible. We paid special attention to the product and services subpages that they offer in order to give their potential customers the best possible insight into the business, culture and the product range of Proton Elektronika.

Since the client operates internationally, multilingualism has been implemented on the website using the WPML module. On the Career subpage, active job advertisements are listed, and the potential candidate can easily apply and upload documentation.

Currently, the site meets all Core Web Vitals metrics, with a loading speed of approximately 2-2.5 sec, and is located on the VPS hosting infrastructure. Also, the site records a monthly traffic of a 1000 users, with an average retention on the page of 2.5 minutes. The built-in CMS system allows easier management of the content on the website and tracking of business information, which saves precious time.

Visit PROTON ELEKTRONIKA on the link below:

<https://proton-elektronika.hr/>

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