



Tek Troniks

Sector:
Manufacturing

Location:
Cotgrave

The Business

Tek Troniks is a supplier of real-time, wireless temperature monitoring systems with alarm management, for the storage of temperature-sensitive goods in the food-service, retail, production, medical and warehousing sectors.

It provides standalone solutions which connect directly to clients' existing IT networks without any need for dedicated PCs, servers or specialist software.

Data can be viewed directly on the monitoring system's base station or via a standard web browser.

It also manufactures a vast array of sensor types that can monitor just about any environmental factor, which make its systems easily scalable, highly adaptable and designed to grow with its customers' changing needs.

Rushcliffe Borough Council supports the Rushcliffe Business Partnership and works closely with partners including East Midlands Chamber and the D2N2 Growth Hub to provide ongoing support to local businesses. For more information, visit www.rbpbusiness.org.uk

The Support

Tek Troniks accessed 18 hours of support through attendance at several fully-funded Digital Growth Programme workshops.

Sessions covered subject areas including managing data, developing web content, effective SEO, and email marketing.

It attended both the 2019 D2N2 Digital Growth Conference, and the Rushcliffe Business Showcase event.

After attending the email marketing workshop they were able to find out how to improve their email campaigns and route out what they were doing incorrectly.

The key workshop attended, however, covered creating video content for the web, and this was key to enabling Tek Troniks' marketing team to develop a series of 'how-to' video product guides to explain some of the key features of its most popular product.



The Impact

John Dyer, Operations Manager at Tek Troniks, said:

"The workshops gave our marketing team a better understanding of the software that could be used to make a series of 'how-to' videos.

"We have 14+ videos up at the moment, with more in the pipeline. They really help us to explain to our products to our customers in a way that's simple and easy-to-understand.

"We also launched our new website and the sessions helped me to ensure that what we were doing with SEO was correct and would give the new site the best chance of being picked up by search engines."

"The email marketing workshop helped the team to identify errors and allowed us to make necessary changes which has seen growth in open and response rates."

Find out more at www.tek-troniks.com

