

## DT Bait Developments Project

Site description: Date: May 2007  
Client: DT Bait Developments

- Website: [www.dtbait.co.uk](http://www.dtbait.co.uk)

This site was commissioned as a 'make over' as the DT's Directors wanted a fresh up-to-date look to coincide with a new product launch. The company also needed images of the new products and so took advantage of our product photography services. They were so impressed with the results they asked us to re-shoot the whole product range!

DT also asked us for advice on how to get visitors to return to the site to allow them to keep Carp Anglers updated on future developments. To achieve this we built the Anglers a Community Forum and a clever newsletter system. We also integrated a Gallery so that anglers could upload their photo's of catches made with DT's bait products. The site is a great success, with over 200 subscribed members receiving monthly marketing newsletters and the community is still growing daily.

DT have now taken on a dedicated site Administrator and Moderator, and as they took advantage of one of our training days, the Administrator can operate the easy to use content management system.

Testimonial: "As we had a new and important product launch on the horizon, we decided to incorporate a new website also. As our old site was basic and dated we wanted the new one to include several functions and product shots. After sorting through many local design companies, Fire Brush came up with the best solution. During our consultations the guy's demonstrated to us the best way to approach our project - we knew we had got the right people! The defining moment for us was after the guy's presented some photography of our new product - excellent!!! As the product had not been launched, Fire Brush were also extremely discrete and understood the sensitive nature of this new product".

J.Wilsmer - Director, DT Bait Developments Ltd.