

MSI SURFACES

CASE STUDY

INITIAL CHALLENGES

MSI sought to become the premier surfaces resource for retailers nationwide, and a treasure trove of information and inspiration for homeowners.

The problem was that their website was from the early 1990's. It was aesthetically dated, difficult to navigate, and did not reflect the high quality of their products. We knew that the best way to easily ensure immediate and long term success was to build a beautiful website that was also user-friendly and SEO optimized.

OUR INITIAL SUCCESS

53.27%

Increase in 2012 traffic compared
to 2011 traffic (in one year)



MSI

“Over the course of the last 8 years we have dramatically expanded our marketing efforts with Push Marketing because they have proven to be successful time and time again and always seem to know what the right next step is.” - MSI

SOLUTION

Since 2011, we have continually expanded our services with MSI. The projects we have managed for them include:



WEB DESIGN &
DEVELOPMENT



SOCIAL MEDIA
MARKETING



SEARCH ENGINE
OPTIMIZATION



PAY-PER-CLICK



MOBILE
MARKETING



DISPLAY &
REMARKETING



LANDING PAGE
OPTIMIZATION



EMAIL MARKETING



CONTENT
MARKETING



INBOUND
MARKETING



VIDEO
MARKETING



WEB
ANALYTICS

EXPANSIVE SELECTION

From reclaimed wood look planks to cement inspired trends to indoor/outdoor stone, and marble lookalikes, bring all your kitchen, bath, and whole-house projects into dreamland territory.

NEW PRODUCTS

FLOORING

COUNTERTOPS

BACKSPLASH & WALL TILE

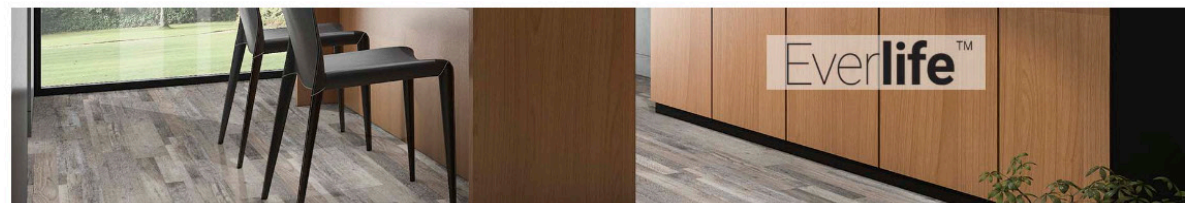
HARDSCAPING



NEW PRODUCTS



Q™ PREMIUM NATURAL QUARTZ COUNTERTOPS



LUXURY VINYL TILE (LVT) - EVERLIFE™

RESULTS

Here are just a few of the results we have achieved for MSI from 2008 to 2019:

1,610%

Increase in sessions
from 30,549 (2011) to
522,483 (2018)
sessions per month

3.9m

Organic visits in 2018,
grown from just 276k
organic visits in 2012

337%

Increase in clicks from PPC
campaigns and reduction
of cost-per-click from
\$0.60 to \$0.15 per click

1.4m

In social engagements
since 2012

901,700 Pinterest views
13,682 Facebook likes
15,000 Twitter followers
555,058 YouTube views

\$1B

Total sales in 2018

400+

Ranking keywords,
225 of them on the 1st
page of Google

30

Retail locations across the
United States & Canada

31,000

Monthly conversions
on average