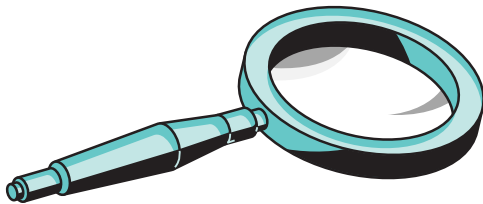


CASE STUDY: MSP MANUFACTURING

THE PROBLEM:

When the pandemic hit, MSP, formerly known as MSP Aviation, faced unprecedented challenges as travel came to a grinding halt. The company had been working closely with Boeing, but with the global grounding of the 737 Max planes due to safety concerns, MSP found themselves in a dire situation. As their most profitable marketing method of door-to-door marketing and other traditional approaches ceased, MSP knew they had to pivot to the digital marketing world to stay afloat.



THE SOLUTION:

- With the guidance of Collective Alternative, MSP successfully developed and executed a comprehensive lead generation strategy that incorporated social media, drip campaigns, digital advertising, blogs, SEO, and online incentives. This strategic shift from traditional marketing methods to a cohesive digital approach enabled MSP to venture into new industries and tap into previously unexplored areas of opportunity.
- Leveraging CA's expertise, MSP expanded their organization to include divisions in armory, automotive, medical, military, and sanitation, in addition to their aviation sector. With the right strategy in place, MSP was equipped to work with other manufacturers and capitalize on their capabilities.

THE RESULTS: MSP EXPANDED FROM "MSP AVIATION" TO "MSP MANUFACTURING" AND NOW INCLUDES SIX DIVISIONS"

Their Q1 2022
revenue was up

70%
from the entire
previous year

CA increased their
Facebook reach by

190%
from 2022 to 2023

CA increased their
Instagram reach by

31.9K%
from 2021 to 2022

Having implemented digital marketing strategies, MSP successfully navigated uncharted territory and thrived in uncertain times. As a result, they are now expanding their partnership with us on multiple projects, aiming to broaden their reach and capture a larger market share.

ARE YOU READY TO BE TAKEN PERSONALLY?



Scan the QR code to
create your custom
marketing strategy
today.