

KNOW
advertising

Case Studies

MST Seamless Tube & Pipe

Case Studies.

MST Seamless Tube & Pipe Coming to the rescue

Steel isn't sexy. And steel advertising is as bland as you might imagine. Ads with images of equipment and manufacturing plants pepper trade publications, and websites are date and devoid of any personality. MST, an 85-year-old Michigan-based manufacturer of seamless tube and pipe, had fallen into the trappings of other manufacturers, with a logo that looked as old as the company and virtually nothing to differentiate itself from the competition. And they did precious little to promote themselves at all.

At the start of Know Advertising's relationship with MST, we updated their logo, redesigned their website and began a branding campaign that focused on their key differentiator: quick turnaround. Soon, MST was known as the manufacturer who could come "To the Rescue" and provide product quickly. The campaign featured imagery that didn't focus on the product and instead sent a powerful message to help stand out among the competition. We produced and launched an innovative video series that touts the benefits of MST's quick turnaround and superhero-like qualities.



Case Studies.

MST Seamless Tube & Pipe Continued

For the first time in its storied history, MST's communications and marketing efforts are current, keeping time with the changing digital landscape. Digital advertising campaigns (in both English and Spanish) drive traffic to their website and generate questions about products. Social media campaigns (paid and organic) create conversations with customers and keep them engaged. A content-heavy video channel provides endless resources and answers.

MST, like many manufacturers, has formidable competition and must cut through the clutter to be heard. Their audience is very targeted, and we have been able to find a way to tout their advantages and key attributes in a memorable, engaging manner. The outcome is recognition and results. Today, they own their digital space, have a well-recognized print campaign and enjoy a steady stream of potential customers reaching out regularly.

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The Stats

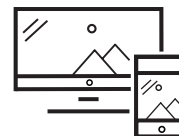
- Spanish AdWords **impressions have increased overall by 1898%** since starting the program in 2012.
- Since obtaining Facebook budget for the first time in April 2016, we've **increased page likes by 585% in only 5 months.**
- AdWords campaigns **accounted for 52% of all website traffic** in 2016, compared to 46% in 2016, demonstrating effective optimization over time.
- All-time Google advertising **impressions equal 18,171,089.**

The Contact

Ted Fairley
Vice President
MST Seamless Tube & Pipe
800.521.8416



▶ Video Channel



▶ View Site