



case study



PMUSA Gets More Leads and Deeper Engagement With Prospects and Clients

Prestige Maintenance USA, a facilities maintenance company based in the Dallas-Fort Worth area, looked around their industry at the countless mom-and-pop shops and saw an opportunity: They could stand out from the competition by positioning themselves as a trusted, professional solution. PMUSA turned to madison/miles media to help with the ambitious brand repositioning.



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134%
increase in social
media reach

about Prestige Maintenance USA

PMUSA provides janitorial and facility maintenance services using environmentally sustainable solutions. They serve clients in many industries, including distribution, fitness, grocery, retail and transportation.

marketing challenges

With more than 3,000 employees nationwide, PMUSA struggled to effectively and consistently communicate with clients and employees alike. They needed a content marketing strategy that would drive communications across channels — and help establish them as a dependable, tech-savvy leader in the industry.

how madison/miles media helped

Our comprehensive revamp of PMUSA's communications efforts began with a rebuild of the company website, which we integrated closely with their CRM software for a tight marketing-to-sales connection. The site performs at the top of industry standards, with a perfect score for mobile readiness, SEO capabilities and security. We also developed an annual content calendar, social media platforms and an award-winning quarterly newsletter — the only one of its kind in the facilities maintenance industry.

the results (so far)

PMUSA has seen fantastic results, including countless leads via their website, higher online visibility (a 40% increase in monthly visits) and a greater social media reach (a 134% increase in followers). Meanwhile, their quarterly newsletter gets an average open rate of 21% and a whopping 14% click-through rate (compared to industry standards of 2% to 4%).





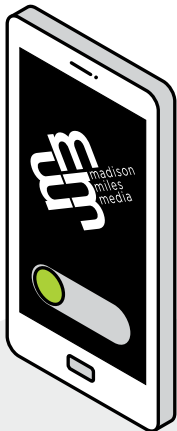
40%

increase in monthly
website traffic

Industry-leading content has also helped PMUSA's leadership to earn recognition. COO Jason Dinverno was recruited as a moderator at the 2017 PRSM (Professional Retail Store Maintenance Association) National Conference. This notable opportunity, he says, was presented to him thanks to quality content created for PMUSA by madison/miles.

"Our website traffic is higher than ever, and we've received great feedback about the depth of information we now provide to our customers and prospects."

Rachel Sanchez
CEO, Prestige Maintenance USA



Are you considering a digital marketing strategy to boost your revenue?

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