

# Case Study: Positrol

## Introduction

This case study of Positrol is based on a April 2015 survey of TopSpot Internet Marketing customers by TechValidate, a 3rd-party research service.



“TopSpot Internet Marketing understands my business goals and I consider them a partner in my business.”

“TopSpot has given us a better understanding of Internet marketing and has helped us focus our efforts.”

## Challenges

Faced the following **marketing challenges** before choosing TopSpot Internet Marketing:

- An insufficient online presence
- Incomplete analytics/website data
- Little or no return on their investment

Faced the following **website challenges** before choosing TopSpot Internet Marketing:

- An outdated website
- A non mobile-friendly website
- A lack of call to action

## Use Case

TopSpot Internet Marketing Services:

- Paid Search (PPC) Strategies
- Analytics/Reporting Data

Values the following unique approaches of TopSpot Internet Marketing:

- Collaborative team approach
- Availability to discuss their comprehensive analyses

## Results

Experienced the following as a result of TopSpot Internet Marketing strategies and solutions:

- Increased quality leads
- Increased online visibility (Ads, Rankings)
- Achieved a better understanding of internet marketing

**Noticed an impact on their business within 2-5 months after implementing their TopSpot Internet Marketing strategy.**

**Increased their quality leads by 100-200% since implementing TopSpot Internet Marketing.**

### Company Profile

Company:  
**Positrol**

Company Size:  
**Small Business**

Industry:  
**Industrial Manufacturing**

### About TopSpot Internet Marketing

Started in 2003 with 5 original team members, TopSpot has been one of the fastest growing search marketing firms in Houston, Texas. With over 75 employees based in the home office and 20 sales representatives around the country, TopSpot's current customer base exceeds 700.

Learn More:

[TopSpot Internet Marketing](#)