

# Case Study: Compositech Products Manufacturing, Inc.

## Introduction

This case study of Compositech Products Manufacturing, Inc. 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.”

“We have had so many customers contact us saying that they found us on the Internet. Many have been surprised we have been in business for as long as we have because they’ve never known about us. Now they find us; we have so many new customers!”

## Challenges

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

- An insufficient online presence
- Poor lead quality
- A lack of understanding of digital marketing
- Incomplete analytics/website data
- A lack of customer engagement
- Little or no return on their investment

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

- An outdated website
- An ineffective website
- A non mobile-friendly website

## Use Case

Values the following solutions from TopSpot Internet Marketing:

- Paid Search (PPC) Strategies
- Search Engine Optimization (SEO) Strategies
- Analytics/Reporting Data
- Website Development and Design

Values the following unique approaches of TopSpot Internet Marketing:

- Collaborative team approach
- Understanding of their business’ goals
- Availability to discuss their comprehensive analyses
- Knowledge of the industrial/B2B space
- Approach on educating clients about digital marketing
- Development of new marketing/website strategies and ideas for business development
- Discussion of post-conversion behavior (customer service/lifetime value of a customer)

## Results

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

- Increased quality leads
- Increased online visibility (Ads, Rankings)
- Increased revenue
- Met their business goals
- Achieved a better understanding of internet marketing
- Achieved a better relationship with their customers
- Several new customers

**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.**

**Increased revenue by 200-300% with TopSpot Internet Marketing.**

### Company Profile

Company:  
**Compositech Products Manufacturing, Inc.**

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](#)