

# Case Study: Small Business Wholesale Distribution Company

## Introduction

This case study of Esco Products, 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’ve experienced: increased quality traffic and leads to website, a better shopping experience for customers, and an expanded product offering.”

## Challenges

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

- Incomplete analytics/website data
- A lack of customer engagement
- Little or no return on their investment

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

- An outdated website

## Use Case

TopSpot Internet Marketing Services:

- 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

## Results

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

- Increased quality leads
- Increased online visibility (Ads, Rankings)
- Increased revenue

**Noticed an impact on their business within 1 month after implementing their TopSpot Internet Marketing strategy.**

**Increased their quality leads by 75-100% since implementing TopSpot Internet Marketing.**

**Increased revenue by 75-100% with TopSpot Internet Marketing.**

### Company Profile

Company:  
**Esco Products, Inc.**

Company Size:  
**Small Business**

Industry:  
**Wholesale Distribution**

### 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](#)