

# Case Study: OPW Engineered Systems

## Introduction

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



“I consider TopSpot Internet Marketing to be a close partner because they understand my business goals.”

“TopSpot has truly lived up to their name. They’ve made our company much more visible on the Internet.”

## Challenges

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

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

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

- Ineffective website
- Non mobile-friendly website
- Lack of call to action

## Use Case

TopSpot Internet Marketing Services:

- Paid Search (PPC) Strategies
- Search Engine Optimization (SEO) Strategies
- Analytics/Reporting Data

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
- 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
- Met their business goals
- Achieved a better understanding of internet marketing
- Achieved a better relationship with their customers

Noticed an impact on their business within 2-5 months 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:  
**OPW Engineered Systems**

Company Size:  
**Medium Enterprise**

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](#)