

Case Study: Small Business Manufacturing Company

Introduction

This case study of Aluma Photo-Plate 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.”

“My ROI is better than ever when compared to when I was using printed ads in Directories and Yellow Pages. The reports are fantastic, easy to understand and used to navigate a different strategy to go after other markets. Their service and experience is priceless to my business.”

Challenges

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

- An insufficient online presence
- Poor lead quality
- 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 ineffective website
- A lack of call to action
- Spam issues

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
- 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

Noticed an impact on their business immediately after implementing their TopSpot Internet Marketing strategy.

Increased their quality leads by more than 300% since implementing TopSpot Internet Marketing.

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

Company Profile

Company:
Aluma Photo-Plate

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](#)