

Case Study: KTS, Inc.

Introduction

This case study of KTS, Inc. 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.”

“There has been a positive impact on both the quality and the number of generated leads from our website through the TopSpot program.”

Challenges

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

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

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

- Outdated website
- Ineffective website

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 1 month after implementing their TopSpot Internet Marketing strategy.
- Increased their quality leads by 100-200% since implementing TopSpot Internet Marketing.
- Increased revenue by 75-100% with TopSpot Internet Marketing.

Company Profile

Company:
KTS, Inc.

Company Size:
Small Business

Industry:
Telecommunications Services

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](#)