

Case Study: Total Plastics, Inc.

Introduction

This case study of Total Plastics, 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.”

“Beyond the standard set of products we’ve utilized, they’ve helped us understand the changes in the search engine marketplace, the potential gains that could be made, and the tools available to help maximize visit and convert into customers.”

Challenges

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

- An insufficient online presence
- A lack of customer engagement
- Inconsistent PPC campaigns

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

- An outdated website
- An ineffective 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
- Knowledge of the industrial/B2B space
- 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)
- Met their business goals
- 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.

Company Profile

Company:
Total Plastics, Inc.

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](#)