

# Case Study: Regal Plastics Supply Company

## Introduction

This case study of Regal Plastics Supply Company 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.”

“Our Internet leads, and sales from those leads, are a very important component of our company. Our website is our ‘24/7 Outside Salesman.’”

## Challenges

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

- An insufficient online presence
- Poor lead quality
- A lack of understanding of digital marketing
- Little or no return on their investment

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

- An outdated website
- An ineffective website
- A non mobile-friendly website
- A lack of call to action

## 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
- 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

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

**Increased their quality leads by 200-300% since implementing TopSpot Internet Marketing.**

**Increased revenue by more than 300% with TopSpot Internet Marketing.**

### Company Profile

Company:  
**Regal Plastics Supply Company**

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](#)