

Case Study: Small Business Metals & Mining Company

Introduction

This case study of a small business metals & mining company is based on a April 2015 survey of TopSpot Internet Marketing customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“TopSpot Internet Marketing understands my business goals and I consider them a partner in my business.”

“We’ve experienced better search engine placement and increased leads.”

Challenges

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

- Poor lead quality

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

- An ineffective website

Use Case

TopSpot Internet Marketing Services:

- Paid Search (PPC) Strategies

Values the following unique approaches of TopSpot Internet Marketing:

- Understanding of their business’ goals
- Availability to discuss their comprehensive analyses

Results

Experienced the following as a result of TopSpot Internet Marketing strategies and solutions:

- Increased online visibility (Ads, Rankings)

Increased their quality leads by 75-100% since implementing TopSpot Internet Marketing.

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Small Business

Industry:
Metals & Mining

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:

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