

# Case Study: Small Business Construction Company

## Introduction

This case study of Epoxy Design Systems, 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.”

“TopSpot is in the process of revamping our antiquated web site. We expect to see a dramatic increase of site visits and therefore increased business opportunities.”

## 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
- Incomplete analytics/website data

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

- An outdated website
- An ineffective website

## Use Case

TopSpot Internet Marketing Services:

- Search Engine Optimization (SEO) Strategies
- 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
- 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 online visibility (Ads, Rankings)
- Achieved a better understanding of internet marketing

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

### Company Profile

Company:  
**Epoxy Design Systems, Inc.**

Company Size:  
**Small Business**

Industry:  
**Construction**

### 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](#)