

Case Study: Vanderveer Industrial Plastics

Introduction

This case study of Vanderveer Industrial Plastics 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.”

Challenges

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

- Insufficient online presence
- Poor lead quality
- Lack of customer engagement

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

- Outdated website
- Ineffective website
- 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
- 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)
- Achieved a better understanding of internet marketing

Company Profile

Company:
Vanderveer Industrial Plastics

Company Size:
Small Business

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](#)