

Case Study: Aquarium Creations

Introduction

This case study of Aquarium Creations 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.”

“TopSpot’s strategies have increased my company’s revenue!”

Challenges

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

- Insufficient online presence
- Poor lead quality
- Lack of understanding of digital marketing
- Incomplete analytics/website data

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

- Outdated website
- Ineffective website
- Non mobile-friendly website
- Lack of call to action

Use Case

TopSpot Internet Marketing Services:

- Paid Search (PPC) Strategies
- Analytics/Reporting Data
- Website Development and Design

Values the following unique approaches of TopSpot Internet Marketing:

- Availability to discuss their comprehensive analyses
- 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 2-5 months after implementing their TopSpot Internet Marketing strategy.

Company Profile

Company:
Aquarium Creations

Company Size:
Small Business

Industry:
Professional Services

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](#)