

# Case Study: Small Business Metals & Mining Company

## Introduction

This case study of Remaly Manufacturing Group 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.”

“We have been able to grow and thrive in a challenging economy. Good leads have led to many good customers.”

## Challenges

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

- An insufficient online presence
- Poor lead quality
- Incomplete analytics/website data
- A lack of customer engagement
- Little or no return on their investment

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

- An outdated website
- A non mobile-friendly website

## Use Case

TopSpot Internet Marketing Services:

- Paid Search (PPC) Strategies
- Analytics/Reporting Data

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 quality leads
- Increased online visibility (Ads, Rankings)
- Increased revenue
- Achieved a better understanding of internet marketing

**Noticed an impact on their business immediately after implementing their TopSpot Internet Marketing strategy.**

**Increased their quality leads by 100-200% since implementing TopSpot Internet Marketing.**

### Company Profile

Company:  
**Remaly Manufacturing Group**

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:**

[↗ TopSpot Internet Marketing](#)