

Case Study: Bison Profab

Introduction

This case study of Bison Profab 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’s marketing efforts have enhanced our visibility in our industry immensely. I can say (without a doubt) that our business growth over the past decade has in no small part, been due to our relationship with the professionals at TopSpot.”

Challenges

- Faced the following marketing challenges when choosing TopSpot Internet Marketing as a digital partner:
 - An insufficient online presence
 - Poor lead quality
 - A lack of understanding of digital marketing
 - Incomplete analytics/website data
 - A lack of customer engagement
 - Little or no return on their investment
- Faced the following website challenges when choosing TopSpot Internet Marketing as a digital partner:
 - An outdated website
 - An ineffective website
 - A non mobile-friendly website
 - A lack of call to action

Use Case

- Values the following solutions from TopSpot Internet Marketing:
 - Paid Search Strategies
 - Search Engine Optimization Strategies
 - Analytics/Reporting Data
 - 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
 - Approach on educating clients about digital marketing
 - 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
 - Achieved a better relationship with their customers
- Noticed an impact on their business within 1 month after implementing their TopSpot Internet Marketing strategy.
- Increased their quality leads by more than 300% since implementing TopSpot Internet Marketing.
- Increased revenue by 200-300% with TopSpot Internet Marketing.

Company Profile

Company:
Bison Profab

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](#)