

Case Study: Small Business Industrial Manufacturing Company

Introduction

This case study of a small business industrial manufacturing company is based on a April 2015 survey of TopSpot Internet Marketing customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“TopSpot Internet Marketing understands my business goals and I consider them a partner in my business.”

Challenges

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

- An insufficient online presence
- Poor lead quality
- 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- An outdated website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

Values the following solutions from TopSpot Internet Marketing:

- 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
- Understanding of their business' goals
- 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)

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

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

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

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](#)