

# Case Study: Small Business Industrial Manufacturing Company

## Introduction

This case study of Southern Stud 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.”

“The leads we get are more focused and directly related to our products instead of just broad contacts that are gained from more expensive advertisements.”

## Challenges

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

- An insufficient online presence
- A lack of understanding of digital marketing
- Little or no return on their investment

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

- An outdated website
- An ineffective website
- A 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:

- Understanding of their business' goals
- Availability to discuss their comprehensive analyses
- Knowledge of the industrial/B2B space
- Approach on educating clients about digital marketing

## 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

**Noticed an impact on their business within 1 month after implementing their TopSpot Internet Marketing strategy.**

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

### Company Profile

Company:  
**Southern Stud**

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](#)