

Case Study: Small Business Industrial Manufacturing Company

Introduction

This case study of Hindon 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.”

“They have helped us understand Internet marketing as a ‘whole’ concept.”

Challenges

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

- An insufficient online presence
- A lack of understanding of digital marketing
- Incomplete analytics/website data

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

- An outdated website

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:

- Collaborative team approach
- 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)
- Achieved a better understanding of internet marketing

Noticed an impact on their business within 2-5 months after implementing their TopSpot Internet Marketing strategy.

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

Increased revenue by more than 75% with TopSpot Internet Marketing.

Company Profile

Company:
Hindon

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](#)