

# 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:

- Poor lead quality
- A lack of understanding of digital marketing
- Incomplete analytics/website data
- Little or no return on their investment

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

- An outdated website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 (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
- Availability to discuss their comprehensive analyses
- Knowledge of the industrial/B2B space

## Results

Experienced the following as a result of TopSpot Internet Marketing strategies and solutions:

- Increased quality leads
- Increased revenue
- Met their business goals
- 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.**

### 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:**

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