

# 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
- Incomplete analytics/website data
- A lack of customer engagement

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

- An ineffective website
- A non mobile-friendly website

## Use Case

TopSpot Internet Marketing Services:

- Paid Search (PPC) Strategies
- Analytics/Reporting Data

Values the following unique approaches of TopSpot Internet Marketing:

- Availability to discuss their comprehensive analyses
- 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 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.**

### 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](#)