

Case Study: Small Business Wholesale Distribution Company

Introduction

This case study of a small business wholesale distribution 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.”

“They’ve taken over an area of marketing that I don’t understand and they handle all the details, then work with me to fine tune my market and better understand how to reach customers.”

Challenges

- Faced the following marketing challenges when choosing TopSpot Internet Marketing as a digital partner:
 - An insufficient online presence
- Faced the following website challenges when choosing TopSpot Internet Marketing as a digital partner:
 - An ineffective website

Use Case

- Values the following solutions from TopSpot Internet Marketing:
 - Search Engine Optimization (SEO) Strategies
 - Analytics/Reporting Data
- Values the following unique approaches of TopSpot Internet Marketing:
 - 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 online visibility (Ads, Rankings)
 - Increased revenue
 - 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 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:
Wholesale Distribution

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](#)