

# Case Study: Small Business Industrial Manufacturing Company

## Introduction

This case study of Monett Metals, Inc. 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.”

“TopSpot has helped us better understand online marketing of our business. We now have a known presence on the Internet.”

## Challenges

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

- An insufficient online presence
- A lack of understanding of digital marketing

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

- An ineffective website

## Use Case

TopSpot Internet Marketing Services:

- Search Engine Optimization (SEO) Strategies
- Analytics/Reporting Data

Values the following unique approaches of TopSpot Internet Marketing:

- Understanding of their business’ goals
- 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)
- 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

Company:  
**Monett Metals, Inc.**

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](#)