

SMART PR Communications

PR Communications for Technical Organizations

If your prospects don't know who you are, nothing else matters.

A Fresh Approach to Communications and PR

There is a Solution

- *No one knows who we are...* this is one of the most frustrating business dilemmas.
- Most marketing activities designed to remedy the situation just don't work.
- Our method does work. We have spent the last 10 years continuously focusing on what works and abandoning what doesn't.
- What works for our clients is creating and sustaining visibility—that is what drives sales and delivers obvious ROI.
- To accomplish this, we use strategic tools such as optimized and leveraged media releases and blog posts.
- Did you know that, today, the typical buyer of both low end and high end goods and services is about 70% of the way to a buying decision by the time they first contact the seller?
- This means you need to influence the buyer while they are in the research stage—while they are searching with key terms, visiting websites, and exploring LinkedIn.
- If you cannot find your company by searching on the same key terms that your prospects are using, few buyers are going to know who you are.
- We create and sustain not just online visibility for our clients, but also credibility—meaning that once you do get on the radar of a potential buyer who then researches your company online, everything they find will be impressive.
- Since many of our clients do not have a robust marketing department, we round out our services by creating additional materials (such as case studies) and providing additional services (such as pitching and placing articles) as part of the agreement.

So...

Why People Don't Know Who You Are.

You are not where they are looking. This is the #1 reason that organizations begin using our services. Surprisingly this lament is not only coming from small, struggling start-ups, but from established companies as well.

And, unless you are operating in an extremely crowded field, buyers very much want to know who you are.

Why it Matters More Than You Think

In all of the marketing noise, a fundamental truth is lost: you need to be everywhere your buyers are looking. It's that simple. If you don't get on prospects' radar—particularly when they are ready to make a buying decision, how can you expect to grow and how long can you expect to stay in business? So whatever marketing activities you are engaged in now, ask yourself if they will matter the moment that people are ready to buy.

The Buyer Has Control

Research conducted by Google's for its e-book *Zero Moment of Truth* concluded that today the average buyer is already at least 70% of the way toward making a final decision by the time they first contact the seller—this applies to basic and high-end goods and services. Buyers come this far in the decision-making process by performing an online search for relevant key terms and then inspecting the websites and LinkedIn pages of companies they are interested in. That's how you research, correct?

SEO for Key Terms

So try this: Pick 3 terms that prospects would use to search online for what you are selling. See if your organization is in the first page of search results. See if any of your competitors are there and also who is paying for AdWords on that page. If your competitors are in that search space, particularly if large competitors are paying for AdWords there—that is prime territory and you need to be there too.

Prospect Research

Online visibility is not all SEO though. It is also about putting your best foot forward when prospects are trying to find out more about your company online. Research shows they: scrutinize your website; review your LinkedIn company page; and perform a search on your company name. An impressive company stands out in all 3 of these places.

How All of this Drives Strategy

Knowing that today's buyers are close to buying by the time they first contact the seller, our strategy is to maximize our clients' presence where buyers are researching—search results for relevant terms; LinkedIn (both the company page and search); and the client's website.

Our Strategy

In the technology community, visibility and credibility are prime drivers of success. To that end, we do 4 things exceptionally well:

- Create and leverage corporate-quality content such as media releases and blog posts
- Get clients on the first page of search results for relevant terms
- Generate website traffic
- Continuously measure results

To find out more, contact us now.

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