

## A Logical Approach to Marketing and PR

Your prospects need to know who you are  
and your clients need to be reminded continuously.

### Did you know:

- 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 buyers while they are in the research stage—while they are searching with key terms, visiting websites, and exploring social media.
- 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.
- Most of this applies to your current clients also—if they are ready to make another buying decision and are researching alternatives, you want to remind them why they became a client in the first place.

### Why People Don't Know Who You Are.

You are not where they are looking. 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

If you don't get on your prospects' radar—particularly when they are ready to make a buying decision, how can you expect to grow? 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 social media profiles of companies they are interested in. That's how you research, correct?

### 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.

## Website Traffic & Lead Identification

If search engine optimization (SEO) was just a science, automated tools like Yoast would be all anyone would ever need. We start with a high-performance SEO tool. It's not even in the same ballpark capabilities-wise as most other SEO platforms. Our clients don't pay extra for this, it's part of the deal.

We start by creating searchable content, such as blog posts, and strategically optimize it for terms we know your prospects are using to find companies like yours. We oversee the process of publishing the content on your website, run analytics every week to determine the volume of traffic the content is driving and adjust the content if necessary.

Generating all this traffic is much more useful if you have some idea who these visitors are. To that end, we use a platform that will allow you to identify your most valuable site visitors in real time.

## Metrics

Marketing plans are great, but without high level metrics run at frequent intervals, they can quickly become irrelevant. We run and share analytics every week. This means we *always* know what is and isn't working and what to do about it. Some marketers are afraid of metrics, for 2 reasons:

1. They only run metrics when asked--once a quarter or even once a year. This creates a situation where the damage has been done and the campaign is beyond repair.
2. They don't know what to do when the metrics aren't favorable. Running metrics regularly is a great idea, unless you don't know how to turn negative metrics around quickly. Knowing how to successfully adjust strategy requires experience.

We run core client-customized reports every week and drill down on metrics in those reports with additional reports if warranted. We also pass those reports on to clients and discuss them at weekly status meetings.

Regular Semrush weekly reports include:

- Key term Overview Report
- Position Tracking Report-to see where clients are ranking for their key words
- Site Audit--just to be sure there aren't any technical issues such as blocked pages
- And in some cases, a Competitor Report to benchmark the client against a competitor--we can see what key terms competitors are using and what their online strategy looks like.

Clients get a copy of these reports every week.

## Market Development Funds

From Campaign Proposal to Content Creation to Reimbursement

Market development funds are a significant source of revenue for some of our clients. Whether they know it or not, nearly all companies have channel partners that are willing to financially support marketing efforts, but a surprising amount of this potential revenue is left on the table. Reasons include (in this order):

1. Not understanding the program-which *can* be complex
2. Inability to create the content and provide metrics necessary for reimbursement
3. Lack of resources for project completion and follow through

MDF campaigns are complicated--that's for sure! It's not hard to understand why when you see what goes into a typical campaign:

1. Create a campaign proposal
2. Format the proposal per partner's-usually very complex--requirements
3. Submit the proposal to the partner
4. Create the project elements
5. Review results and record metrics for each element
6. Create and collate proof-of-performance documents
7. Submit documents along with metrics at the end of the campaign
8. Follow through until the client is paid

Throughout all of this, it's necessary to keep track of project approval, start/end dates, element status and completion, etc.

### The Good News

We take care of all of this from start to finish. And we have the expertise: we have been working with our clients' channel partners on MDF campaigns for a long time--big partners like Intel, AMD, NVIDIA and Lenovo and smaller partners that want to leverage our clients' marketing resources.

## All of the Above is by No Means All We Do

We also take care of:

- Blog posts
- Web copy
- Social posts
- Emails
- Overall marketing strategy development
- Media relations, placements, and pitches

*Basically, everything your marketing department would be doing if you had one or, if you have one, everything they don't have the resources to do.*

## Who We Are

*This says it all: 15 years after start up, we still have 2 of our first 3 clients.*

Smart PR Communications was born in 2007 serving mostly technology organizations with complex products and services. This is a market that requires consultants to get up to speed quickly, pay careful attention to detail, and translate features and benefits into terms that decision makers can understand.

Because we initially served as account consultants for several large public relations/communications firms, we could see five areas where we believed we could outdo most of them, including:

- Mastering online visibility
- Using precise, metrics-based strategy to keep costs down without sacrificing results
- Adopting communications tools that fit the real world needs of the client's organization
- Embracing emerging trends without abandoning classic strategy
- Measuring everything every week

Although search engine optimization has always been a cornerstone of the content we create, we continually adjust our offering to take advantage of leading-edge tools and maximize results.

*This probably doesn't answer all of your questions, so contact us for a quick discussion.  
If it seems like we're a good match, we can schedule a longer conversation.*

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