

Best Chicago Area Public Relations Firm Smart PR Communications Announces Expansion

Leading Chicago area public relations consultant Smart PR Communications, which delivers outstanding visibility, announces expansion into the European market.

CHICAGO, ILLINOIS, U.S., May 11, 2017 /EINPresswire.com/ -- Leading Chicago area public relations consultant Smart PR Communications, which has an established U.S. reputation for delivering outstanding visibility that drives sales for clients, just announced expansion into the European market.

Smart PR Communications Principal Jeanna Van Rensselaar said, "The common issue with all of our new clients is, No one knows who we are. This is a challenge that many European companies are dealing with as well—how do we break through the noise and compete with the larger players. We have a business model that has been solving this problem cost-effectively for nearly a decade."

Since it was founded in 2007, the company has grown to be the most successful online visibility provider in the U.S. "We work closely with Google and monitor the ever-changing algorithm continually," she said. "Delivering visibility in a credible way is the key to every client's success."

According to Google's Zero Moment of Truth, the typical buyer of business services is about 70% of the way to a buying decision by the time they first contact the seller. This means sellers must influence the buyer while they are in the research stage—searching with key terms, visiting websites, and exploring LinkedIn. If a seller cannot find their own company by searching on the same key terms that buyers are using, a significant sales channel is wasted. "Our ideal client is a growing company that recognizes the need for effective marketing," Van Rensselaar said. "The type of visibility that we deliver allows relatively smaller players in some markets to compete with industry leaders. It is very empowering."

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Principal Smart PR Communications

Smart PR Communications also provides the value-add marketing services, such as case studies and marketing collateral, that growing organizations require.

“Every day that buyers cannot find in search results what relevant sellers are offering is costing those sellers money,” Van Rensselaar said. “I cannot make a stronger case for the value of visibility than that.” Leading strategic marketing communications consultant, Smart PR Communications (SPRC), specializes in creating and maintaining significant visibility for small to mid-sized technological, scientific, and financial organizations. SPRC collaborates closely with clients and serves as either a scalable marketing dept. or as communications specialists for an existing marketing dept. SPRC maintains offices on LaSalle Street in Chicago and in Naperville, Ill. To contact Smart PR Communications, call 630-363-8081; email: info@smartprcommunications.com; or visit <http://www.smartprcommunications.com>. Read about our method: http://docs.wixstatic.com/ugd/f392ad_06e89a3d4b9f4c86b6e7dc7535bac27d.pdf

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