

Smart PR Communications Expands Online Visibility/SEO Services for Small to Mid-Sized Businesses

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CHICAGO, IL, U.S., June 1, 2017 /EINPresswire.com/ -- Smart PR Communications, one of the leading strategic visibility and marketing consultants for small to mid-sized businesses in the U.S., just announced that it is expanding services to accommodate the evolving visibility environment.

Smart PR Communications Principal Jeanna Van Rensselaar said, "One of the primary frustrations of smaller organizations that are competing against industry giants with unlimited marketing funds is visibility. The good news is that these smaller businesses can compete, they just need to be strategic."

Smart PR Communications owes its success to a formula that is continually evolving in order to fully leverage factors such as changes to social media options; leading-edge, but proven marketing tools; search algorithms; and synergies between social media, search, and email.

According to Van Rensselaar, the pervasive marketing tools that most SMBs are told to use just don't work. "At any rate, they are not cost-effective," she said. "Larger organizations can afford—in terms of



Jeanna Van Rensselaar Principal Smart PR Communications

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Jeanna Van Rensselaar

both time and money—to keep throwing things at the wall to see what sticks. And there always be some return. But the exact marketing tools that work well for larger organizations are not productive, and are in some cases counter-productive, for smaller businesses.”

Smart PR Communications is sharply focused on providing services that deliver a swift and obvious return. Because of this, it has grown to be the most successful visibility provider in the U.S. The company also provides the value-add marketing services, such as case studies and marketing collateral, that growing organizations require.

“Whenever a seller is not even on the radar of people that are ready to buy it is costing that seller money,” Van Rensselaar said. “It’s just a fact that no one is going to buy from you if they don’t know you exist.”

Leading strategic marketing communications consultant Smart PR Communications specializes in creating and maintaining significant visibility for small to mid-sized 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>.

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