

Smart PR Communications Unveils Best Marketing Services for Chicago Area Technology Companies

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CHICAGO, ILLINOIS, U.S., June 23, 2017 /EINPresswire.com/ -- Smart PR Communications, one of the leading strategic marketing consultants for small to mid-sized businesses in the Chicago area, just unveiled tailored marketing services for the unique challenges of Chicago area tech companies. Chicago is home to a vibrant start-up community anchored by more established innovators. There are also many university and non-university affiliated incubators. What these start-ups have in common is energy, instability, limited finances, and the need for a marketing solution that promotes visibility and qualified leads while supporting rapid growth. Basically they cannot wait around for something to happen.

Smart PR Communications has developed a suite of marketing tools designed to meet these needs.

Company Principal Jeanna Van Rensselaar said, "For example, when I started in this business I was shocked to learn that marketing consultants spend an average of 40% of their time documenting results and proving ROI. We look for activities where the ROI is self-evident and spend our time on

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Jeanna Van Rensselaar

what delivers results for clients. Start-ups, even those that are well funded, need to begin bringing in revenue from day one.” Although Smart PR Communications does have out-of-state clients, they prefer to stay local for a number of reasons, including standing in-person weekly meetings with each client. These meetings allow Smart PR Communications to function as a member of each client’s team; review what did and didn’t work the week before; and set the agenda of activities for the week to come.

“We do a lot of things differently than our competitors, but I

would say that this is a primary differentiator,” Van Rensselaar said. “We are never wondering what we



Principal Smart PR Communications

should be doing for a client and our clients are never wondering exactly what we are doing for them. We walk away from every meeting with a full slate of activities for the coming week and usually have to do a lot of scrambling to get everything done before the next meeting.”

Leading strategic marketing communications consultant, Smart PR Communications (SPRC), specializes in creating and maintaining significant visibility for small to mid-sized technological and scientific 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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