

# Smart PR Communications Presents Marketing Strategy for Tech Companies

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CHICAGO, IL, UNITED STATES, August 27, 2017 /EINPresswire.com/ -- During a recent presentation, Smart PR Communications Principal Jeanna Van Rensselar articulated the cornerstone of effective marketing representation for technology companies.

“One of the key activities we perform well is developing and implementing strategy,” she said. “Among the reasons we have been so successful is that we realized early on that no two companies are even remotely alike. This is especially true for the tech industry.”

According to Van Rensselar, even if two companies sell identical products and services, other factors will differentiate them such as:

- Primary markets
- Public sector contracts-quantity and quality
- The sales team's model
- Silos: the degree of knowledge-sharing within the business
- Quantity and availability of experts and the degree of expertise
- Executive experience
- Historic and projected growth trends
- Channel partners
- The product mix: foundational products/services vs. growth-oriented products/services
- Geographic location
- Origin of leads
- The status of the website, social media, email campaigns, etc.
- The size of their client/prospect database
- The organization's culture

“These are just a few of the factors,” Van Rensselar said. “Most of this is not about company size. So, for example, two organizations can differ widely on most of these factors and still be vital organizations. However lean tech companies should consider marketing consultants that, in addition to a demonstrated ability to learn their business quickly, are similar in size. This keeps costs from getting out of control.”



Principal Smart PR Communications

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](mailto:info@smartprcommunications.com); or visit <http://www.smartprcommunications.com>.

Jeanna Van Rensselar  
Smart PR Communications  
6303638081  
[email us here](#)

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