

Smart PR Communications Expands SEO, Public Relations Services into Scientific, Engineering Markets

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CHICAGO, IL, UNITED STATES, November 20, 2017 /EINPresswire.com/ -- Smart PR Communications, one of the leading strategic marketing communications consultants for small to mid-sized tech companies in the Chicago area, just announced that they are expanding into the scientific and engineering markets.

Principal Jeanna Van Rensselar said, "We have been focused on the technology industry since 1987 and this was a logical next step for us. Our clients serve the science and engineering communities, so by extension, these are both markets that we know quite well."

Smart PR Communications (SPRC) specializes in organic search optimization and is one of the most successful marketing organizations in

that regard. The company developed a winning methodology early on and owes its continued success to dynamic monitoring and adaptation.

"All public relations/marketing consultants specialize in some area and this is our niche," Van Rensselar said. "In addition, we provide the full range of marketing services –adapted to smaller companies—this allows our clients to either forego hiring a marketing employee or fill gaps in their existing marketing department."

The company has been successful because it focuses tightly on what works. For example, many of the marketing tools that SMBs are traditionally told to use are not cost-effective. There are a number of reasons for this, including resources and scale. "Larger organizations can afford—in terms of both time and money—to liberally devote resources to new, but unproven marketing utilities," Van Rensselar said. "In addition, the same marketing tools that work well for larger organizations are often not productive, and in some cases counter-productive, for smaller companies."

This is especially true when one or more employees are invested in a particular tool, such as content management, and persist even though the results aren't there. Or they just don't realize the degree of strategy and time commitment success will require and end up neglecting more effective marketing tools.



Principal Smart PR Communications

Smart PR Communications is sharply focused on providing services that deliver a swift and obvious return. The company also provides the value-add marketing services, such as case studies and marketing collateral, that growing organizations require.

Delivering visibility is always SPRC's number one goal. "It's just a fact that no one is going to buy from you if they don't know you exist," Van Rensselar said.

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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