



New B-to-B marketing program drives leads and sales

November 7, 2005

SmartSearch Marketing, a full-service search engine marketing firm specializing in consumer and b-to-b markets, has launched **SmartSearch B2B**, a new search engine marketing offering guaranteed to yield quick results for companies conducting online b-to-b marketing campaigns. SmartSearch B2B blends proven marketing expertise and online technology to maximize brand visibility, drive prospects, convert visitors to leads and increase sales.

"Most of the focus in the emerging search engine marketing sector has been on consumer-oriented campaigns without addressing the unique challenges of the b-to-b market," said Patricia Hursh, founder and president of SmartSearch.

"With SmartSearch B2B, we have assembled and packaged a proven formula of best practices that were developed in concert with our roster of b-to-b clients and that we guarantee will exceed predetermined results."

Based on years of proven search marketing results, SmartSearch B2B is designed to address the unique needs of business-to-business companies, including long sales cycles and complex products and services, finding and qualifying prospects online and converting leads to direct sales. SmartSearch has extensive experience in the high technology, telecommunications, manufacturing, medical/pharmaceutical and legal industries.

"SmartSearch Marketing's B2B program has provided tremendous results for us," said Richard Rabins, co-chairman of Alpha Software, a database software company.

"SmartSearch worked with us to set up our criteria, develop a cohesive, step-by-step campaign and then implement it with precise care. It has proven to be the most cost-effective marketing program - of any kind - that we have ever done. We have made it the key focus of all our online marketing efforts going forward."

SmartSearch B2B provides a comprehensive, integrated full-service solution which typically includes the following search marketing services:

- **Search Engine Visibility Scorecard** - as a first step, SmartSearch conducts a thorough evaluation of each b-to-b client's current search engine visibility. The Scorecard helps quickly assess target areas and the competitive landscape, pinpoint search marketing opportunities and provide in-depth analysis and visual representation that is unique to each company.
- **Advantage/6 Campaign** - SmartSearch's 6-step advertising solution for guaranteed pay-per-click success includes: Campaign strategy - based on business goals, desired Website actions and pay-per-click strategies are mapped together with client input; Scope and targeting - keyword lists and categories are developed along with ad networks, geo-targeting and contextual advertising options; Ad messaging/links - ad copy that differentiates, pre-qualifies and drives desired action is created along with appropriate landing pages; Budget and bids - SmartSearch's automated, rules-based bidding technology helps support campaign strategies and set spending limits to minimize risk and ensure success; Active optimization - continuous conversion tracking of results by keyword and ad-network enables ongoing campaign improvements and optimization; Maximizing results - SmartSearch's search engine marketing experts provide ongoing analysis to maximize responses and conversion while minimizing the cost-per-response.
- **WebRank Project** -SmartSearch's proprietary search engine optimization process has been proven to dramatically improve clients' natural position, rank and visibility and increase highly-qualified website visitors. The WebRank Project methodology complies with all search engine requirements and is designed to improve the effectiveness of websites for both search engines and customers.
- **Peak Conversion** - to leverage rising Web visitors, SmartSearch offers industry best practices and proven Website and landing page design recommendations to increase the percentage of Website visitors that take a desired call-to-action, be it lead generation, downloading software, registering for white papers or making an immediate purchase. SmartSearch B2B is one of very few marketing agencies who will not only drive prospects to clients' websites. but will help clients convert those prospects into leads and sales.

The center of SmartSearch Marketing's approach is marketing, complemented by technology. "Understanding how to attract customers, where they go online and how to move them through the buying cycle is more critical than the technology that is driving it," explained Hursh. "It's understanding the buyer, their needs and how to appeal to them that counts. It's a misnomer that technology alone drives search engine results. It's knowing your customer and creating compelling messages that appeal specifically to them that will yield the results businesses need."

SmartSearch is offering a free Visibility Scorecard to qualified companies for the next 60 days to promote the launch of SmartSearch B2B.

Founded in 1999 and based in Boulder, Colo., SmartSearch Marketing's delivers high-impact search engine marketing solutions for clients in the consumer and b-to-b markets. By focusing exclusively on search marketing, the firm applies sound marketing principals to help companies build leading brands, drive online traffic and covert leads for increased sales and revenues. The company's growing roster of customers, including leading Fortune 500 firms, turn to SmartSearch for cost-effective, strategic campaigns that include search engine optimization, pay-per-click advertising, Web site conversion and campaign analysis based on performance dashboards.