

DM NEWS

Exhibitor Debuts BTB Services at ad:tech

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Several search marketing firms also are trying to get their services in front of executives at ad:tech. Search marketing firm **SmartSearch Marketing**, Boulder, CO, launched **SmartSearch B2B**, a search marketing service designed to generate online leads for business-to-business firms.

BTB firms have different online marketing needs than business-to-consumer clients, including long sales cycles, complex products and different ways of generating leads online, the company said, and they generally have been ignored by the search marketing industry.

"We developed this because the BTB sale is a usually a higher-priced product, there are going to be more people involved in the purchasing decision, and it's very common for the buy to happen offline," said Patricia Hursh, founder and president of SmartSearch.

After evaluating its BTB client's search engine visibility, SmartSearch starts a search marketing campaign that includes keyword development and a proprietary search engine optimization process called WebRank to help convert leads to purchases.