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Live from Ad:Tech: SmartSearch Targets B-to-B

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Search engine marketing firm **SmartSearch Marketing** has launched **SmartSearch B2B**, a new offering aimed at B-to-B advertisers.

SmartSearch B2B addresses needs unique to business-to-business advertising, including longer sales cycles than in consumer purchases, complex products and services, finding and qualifying prospects online, and converting leads into direct sales.

Components include a search engine visibility scorecard to assess target opportunities, search campaign consulting and design, Web site optimization, and industry best practices to convert prospects into sales and leads.

“Most of the focus in the emerging search engine marketing sector has been on consumer-oriented campaigns,” SmartSearch founder and president Patricia Hursh said in announcing the launch.

“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.”

To promote the launch of the product, Boulder CO-based SmartSearch will offer a free visibility scorecard to qualified companies for the next 60 days.