

SMTnet.com



Search
Marketing
Technologies

parent company of **SMTnet.com**

2020



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section 1

Marketing Platform



Marketing Platform



SMTnet Marketing Platform – What is it?

The taxonomy of business models defines two opposing camps: pipes and platforms. Your website is a “Pipe” in your companies’ overall plumbing.

- A ‘pipe’ refers to physical infrastructure and assets that help create products and services, metaphorically pushing out these goods for consumers.
- Platforms, meanwhile, are relatively intangible networks, which derive their value by matching or connecting both buyers and sellers within a multi-sided marketplace.

Marketing platforms create a ‘network effect’. This is a phenomena whereby an increasing number of participants increases the value of the goods and services.

How Can the SMTnet Marketing Platform Benefit My Company?

The unique ability we offer is to put your company in front of 600,000+ engineers who are already showing interest in what you sell. The SMTnet website has over 2 million content pages related to electronics manufacturing assembly.

This aggregation of industry specific content includes:

- Forum questions and answers (200,000+)
- Company Listings (15,000+)
- Product & Service Listings (900,000+)
- News, Job Listings, Events, Training (60,000+)

These 2 million + pages target the right people for a wide variety of industry specific topics which can be connected to your company. You will not just be ‘advertising’ – you will be ‘marketing’ - to engineers who have already shown interest in your product or service category.

The SMTnet marketing platform identifies and then categorizes 2,000,000+ pages of industry specific content and the people looking at that content. Then the platform uses our Proprietary Machine Learning and AI Algorithms to promote your very targeted & relevant message to the right people at the right moment.



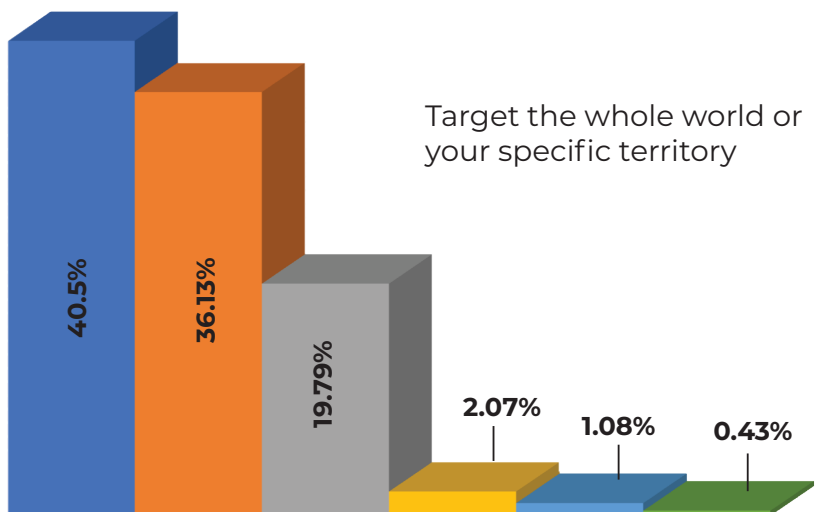
2019 SMTnet Statistics

32,000,000+	Times SMTnet pages were seen in Google
600,000+	Unique visitors
350,000+	Searches on SMTnet
45,000+	Registered Users
15,000+	Registered companies

Benefits

- Opportunity to get in front of the right people by inserting your content
- Detailed targeting
- Active participants created 2,000,000+ pages of content

Geography



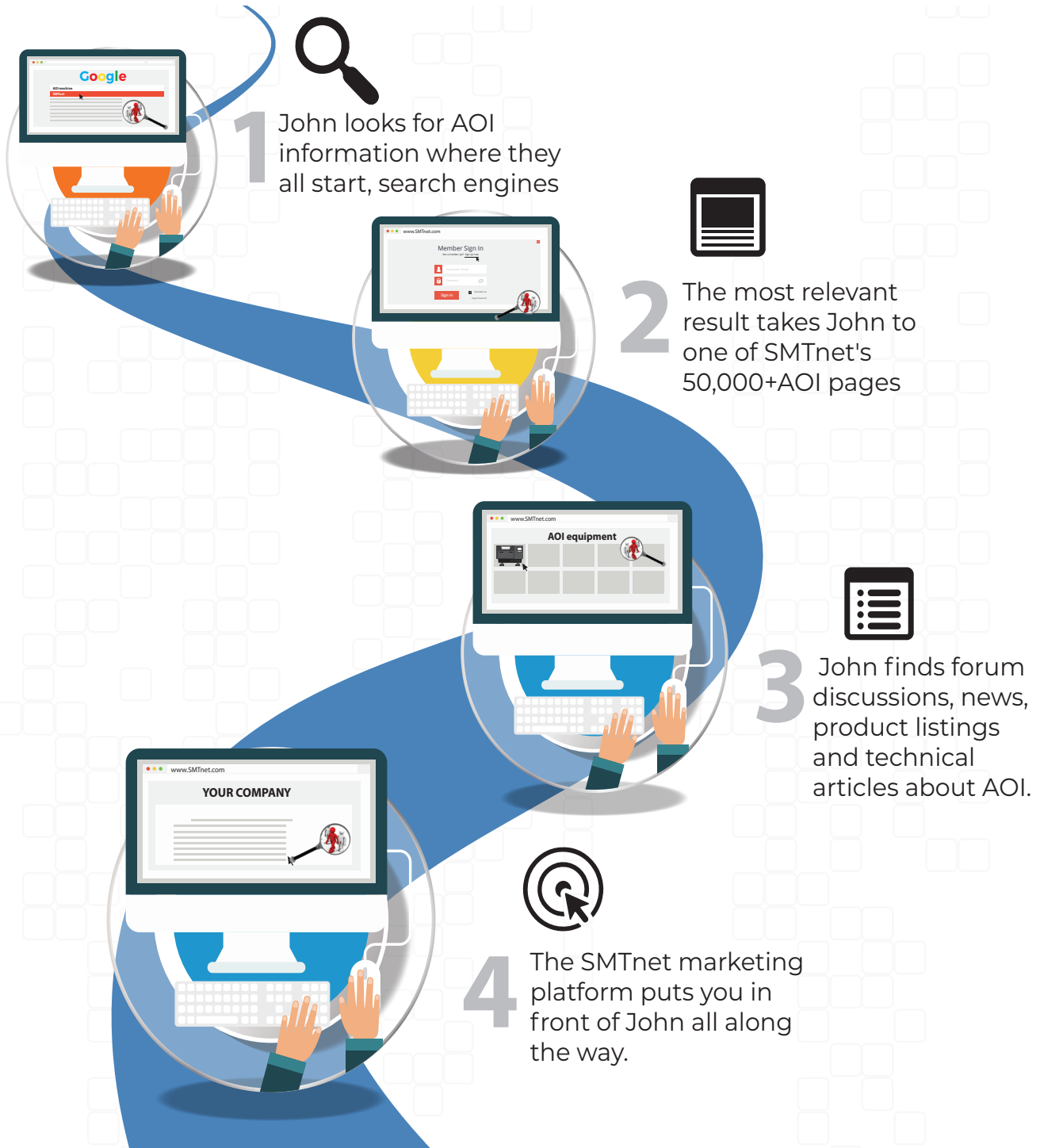
- Asia
- Americas
- Europe
- Africa
- Oceania
- Other

section 2

Target the Right Prospects



Target Prospects Along their Path



On SMTnet

Target the 600,000+ engineers using the SMTnet.com marketing platform.

Search Marketing Technologies, parent company of **SMTnet**

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section 3

Features and Service Levels



Features



ALL PACKAGES INCLUDE:

- **Data to make informed decisions about your targeting efforts on SMTnet & in search engines.**
 - Detailed information about your results - visibility numbers for your content and each of your ads
 - Details about how you can target people who are searching for and looking at information related to your business - in search engines and on SMTnet

- **Online Tools to test and make changes that will improve your performance.**
 - Online web interface that allows you to a/b test your advertisements
 - Content marketing tools to update your content for improvement in search engines
 - Priority placement tool to ensure your content is found at the top of the 350,000 annual searches on SMTnet

- **Monitoring.**
 - Monitor and get notifications when there are discussions about your brand, your products and your competitors on the SMTnet and SMTA electronics manufacturing forum.
 - Find out WHO SAW YOU - identify companies and their interest when they visit the content on your website and on SMTnet

Service Levels

Basic Package

Listing and Content /
Press Release Maintenance

\$97/mo

- SMTnet Staff makes changes and updates to your listing and adds your press releases.
- Targeting Demo (1) product, 1 keyword phrase
- 12,000 content and ad views per year, guaranteed
- Geo-targeting

Bronze Package

Keyword Phrase Targeting for
multiple products

\$500/mo

- Includes all the benefits of lower cost packages.
- Promote up to (3) products
- (5) keyword phrases for targeting
- 100,000 content and ad views per year, guaranteed
- Your company video shown on SMTnet home page
- Additional promotion for 1 trade show or event
- E-Newsletter Promotion, 1 per month

Silver Package

Marketing Platform
Targeting Service

\$1,000/mo

- Includes all the benefits of lower cost packages.
- Targeted placements and top search results for all your products (30 keyword phrases)
- 200,000 content and ad views per year, guaranteed
- Additional promotion for all your trade shows or events
- E-Newsletter Promotion, 2 per month
- SEO updates for your content on SMTnet (all page and linking)
- Comparison Data - You vs. your competitors on SMTnet
- 1 Hour Quarterly Review and Planning

Gold Package

Instant Visibility Program

\$1,500/mo

- Includes all the benefits of lower cost packages.
- Market research to identify immediate opportunities for targeting in google
- 300,000 content and ad views per year, guaranteed
- Implementation of targeting to match the results of market research (40 keyword phrases)
- E-Newsletter Promotion, 4 per month

Platinum Package

'Competitor Edge'

\$2,000/mo

- Includes all the benefits of lower cost packages.
- Market research to identify opportunities for targeting related to your direct competitors
- Implementation of 'Stop Ads' to target people looking for your competition (100 keyword phrases)
- Competitive Intelligence - Website Ranking in Google, Advertisement and Trade Show spends
- 500,000 content and ad views per year, guaranteed
- Up to 2 hours quarterly meeting to review the analysis of results and conduct future planning

section 4

Contact Information



Search Marketing Technologies, parent company of **SMTnet**

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Contact Information

Ask us how SMTnet’s data & content can turn into more customers for you.

Our leadership staff is available to answer any questions you may have.



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