

# SMTnet.com



**S**earch  
**M**arketing  
**T**echnologies

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.**



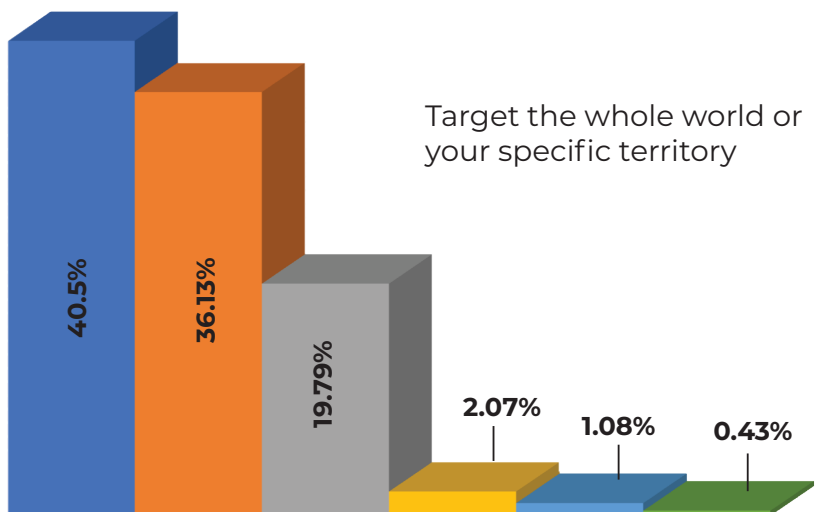
## 2019 SMTnet Statistics

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



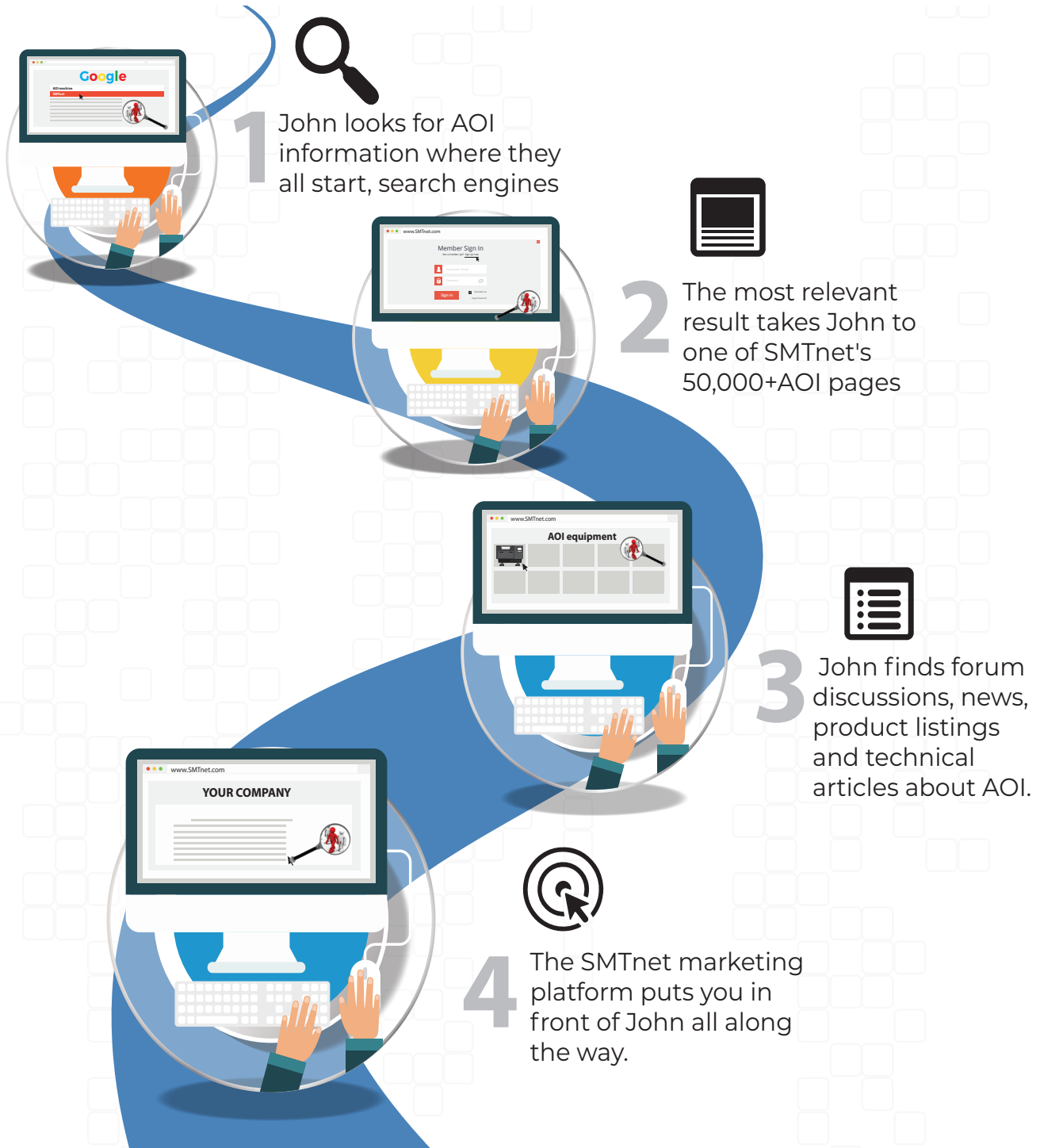
- Asia
- Americas
- Europe
- Africa
- Oceania
- Other

# 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**

e-mail: [info@smtnet.com](mailto:info@smtnet.com) web: [www.SMTnet.com](http://www.SMTnet.com)

# 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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