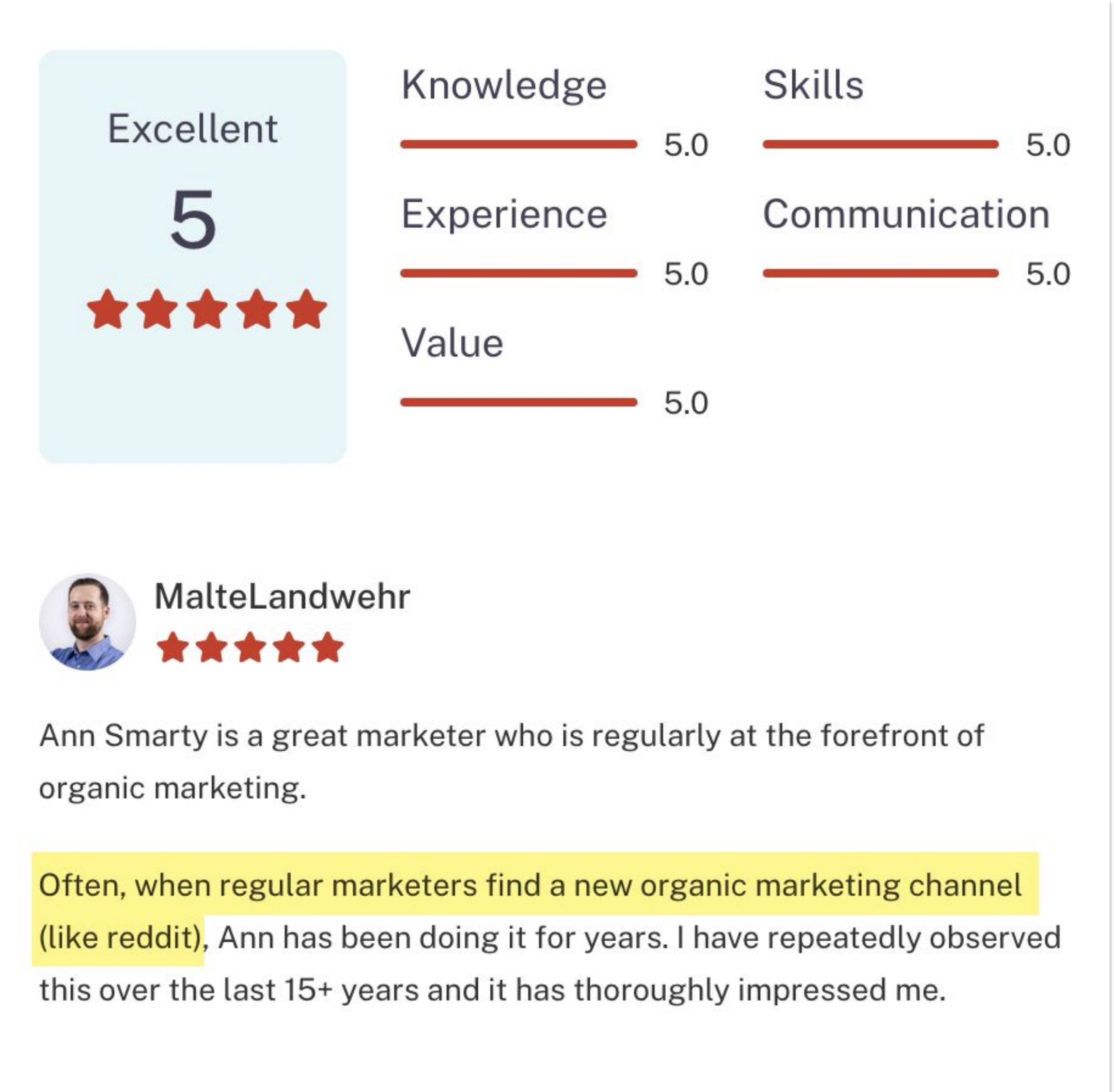


Digital PR Services: Smarty.Marketing



- ❖ Ann Smarty
- ❖ Smarty.Marketing
- ❖ @seosmarty


The Smarty.Marketing team has been managing data-driven digital PR & Reddit marketing campaigns for **over 14 years.**



Excellent
5
★★★★★

Knowledge 5.0
Experience 5.0
Value 5.0

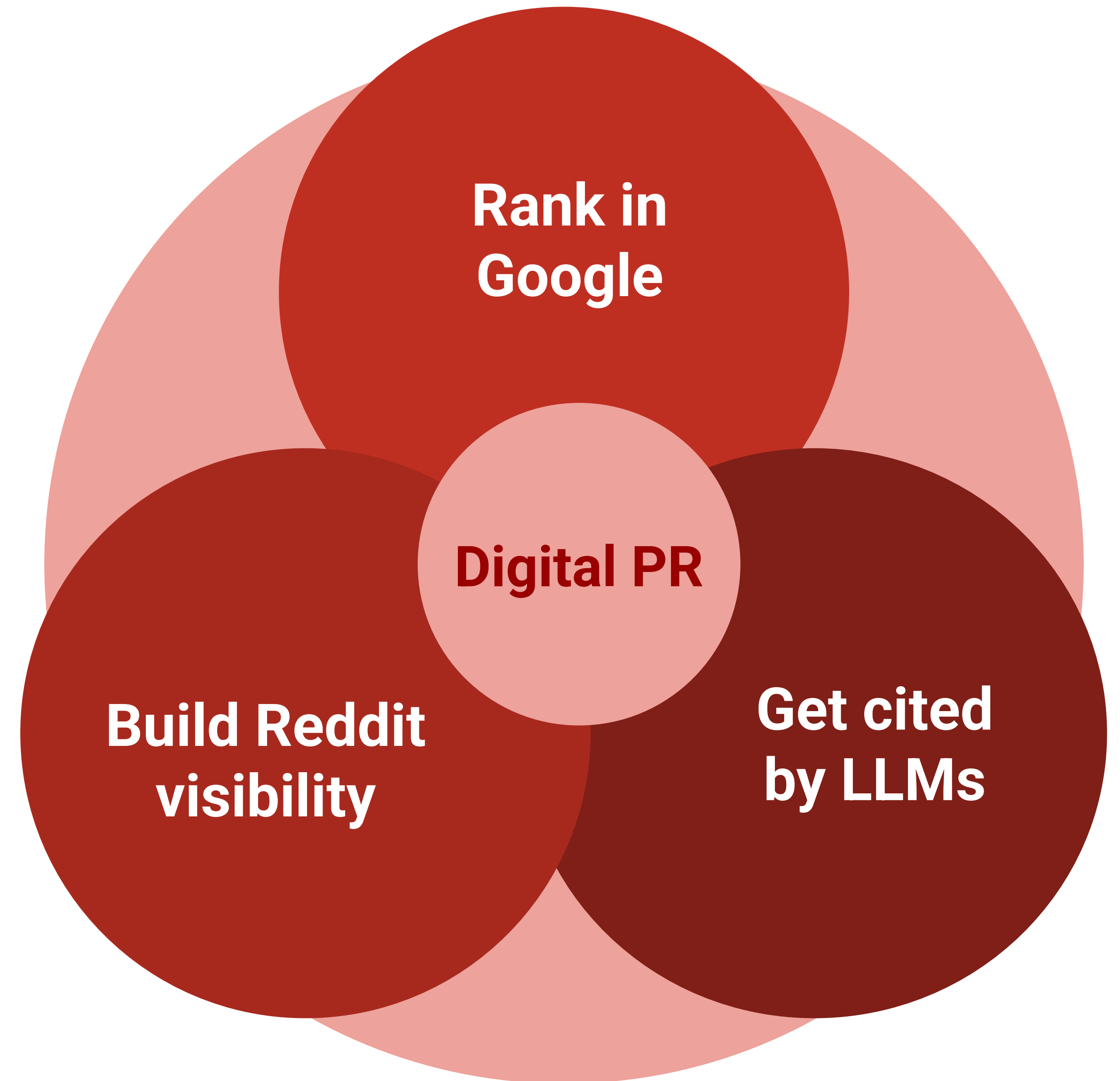
Skills 5.0
Communication 5.0

 MalteLandwehr
★★★★★

Ann Smarty is a great marketer who is regularly at the forefront of organic marketing.

Often, when regular marketers find a new organic marketing channel (like reddit), Ann has been doing it for years. I have repeatedly observed this over the last 15+ years and it has thoroughly impressed me.

Building cross-channel visibility



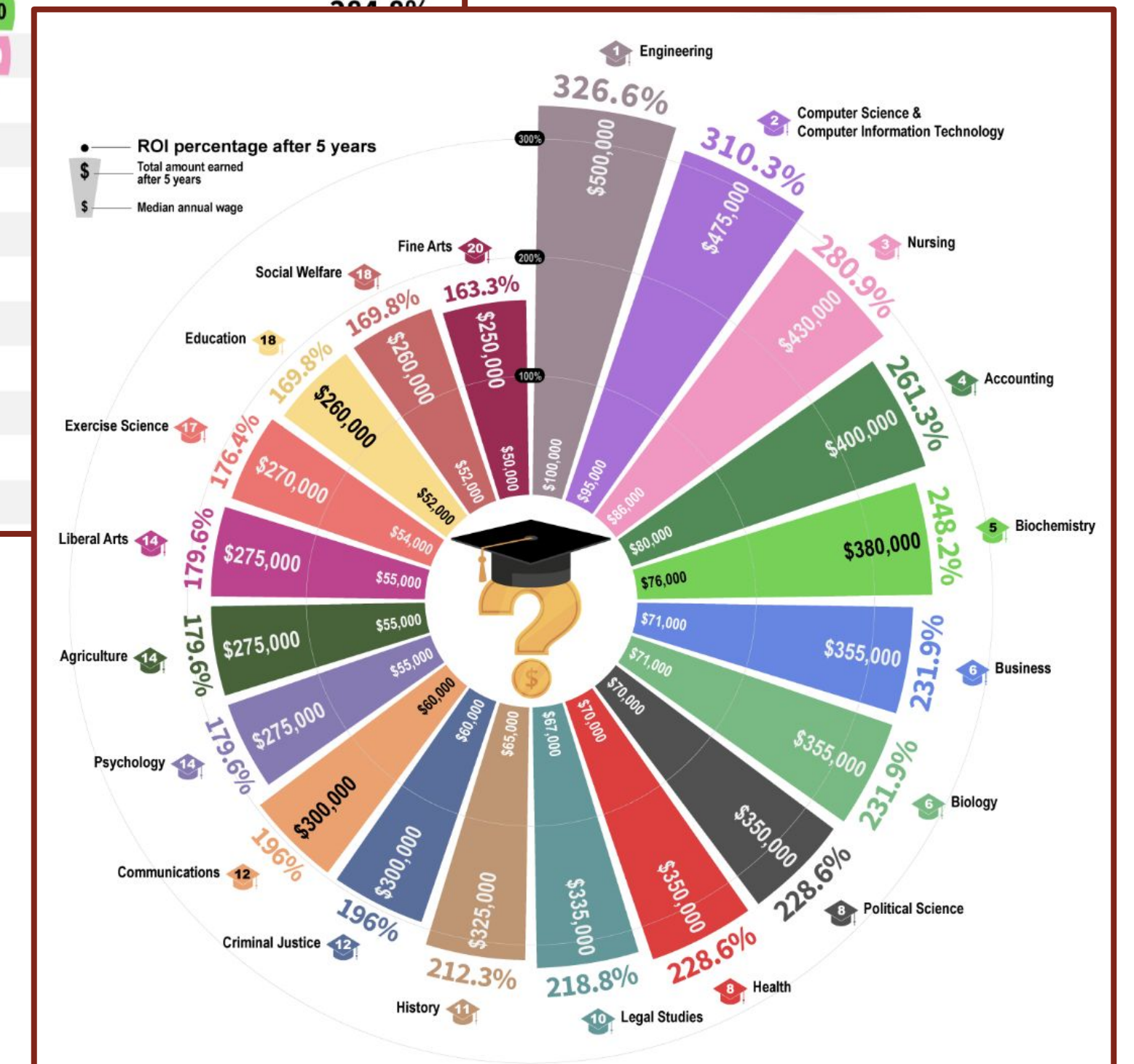
Positioning your brand as an authority



Case Study: Digital PR Creation + Promotion

- ➔ Niche: Education
- ➔ Published: Jun 10, 2025
- ➔ Data source: Client's propriety

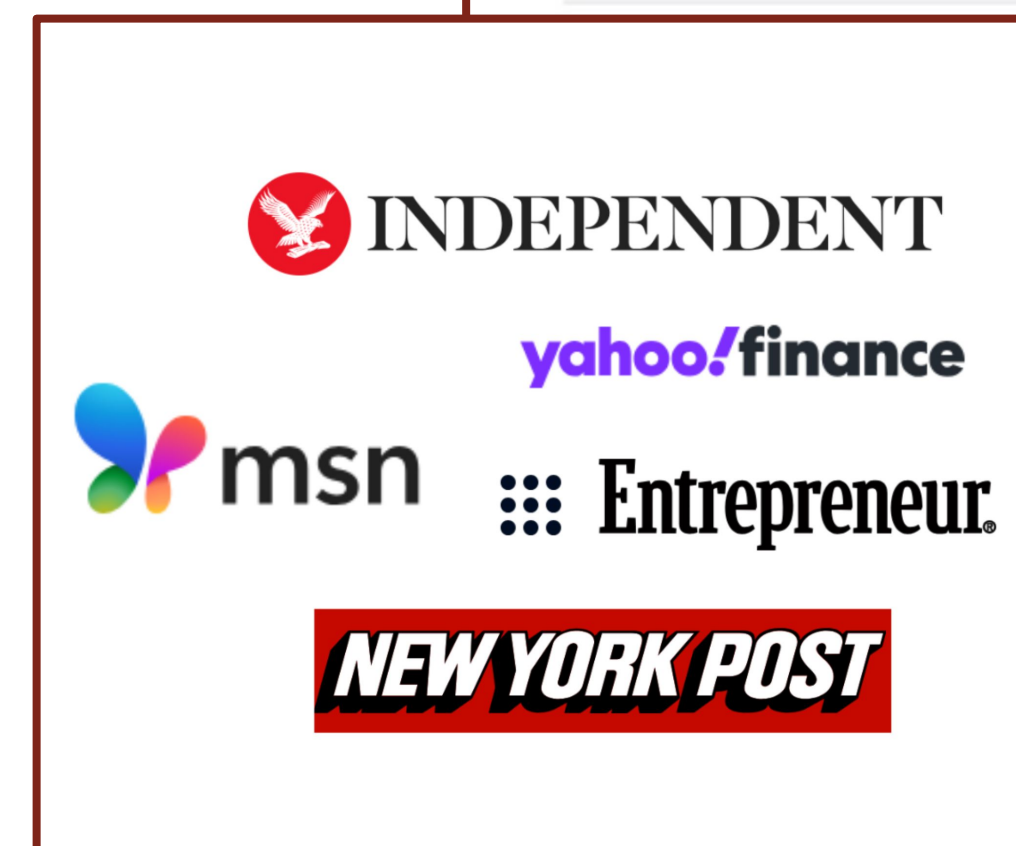
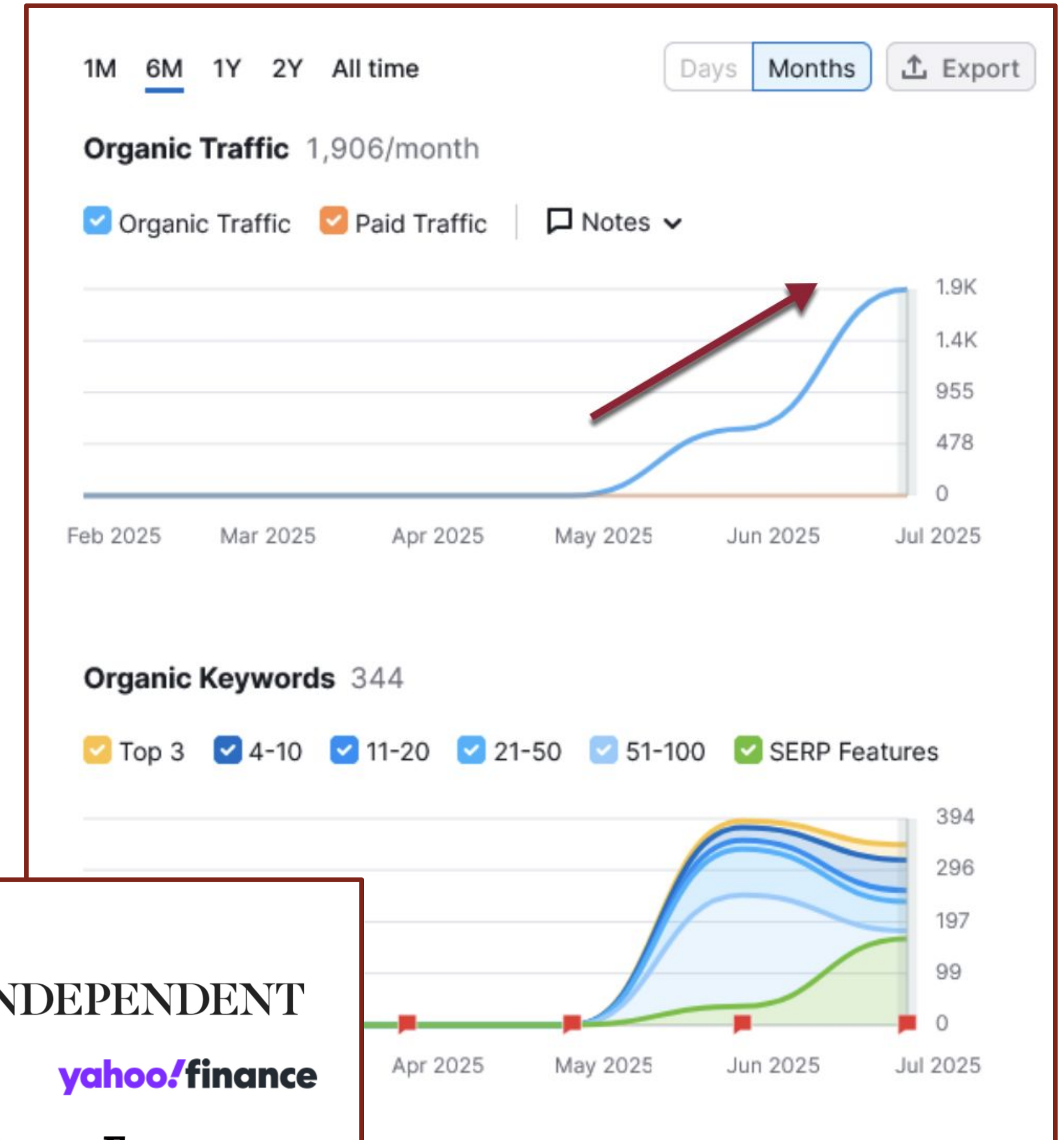
	Occupation	Median Annual Wage of Occupation (2023)	Total Median Wage Earned After 5 Years	ROI AFTER 5 YEARS
1	Computer and Information Systems Managers	\$169,510	\$847,550	553.7%
2	Advertising, Promotions, and Marketing Managers	\$156,580	\$782,900	511.4%
3	Aerospace Engineers	\$130,720	\$653,600	427.0%
4	Public Relations and Fundraising Managers	\$130,480	\$652,400	426.2%
5	Software Developers, Quality Assurance Analysts, and Testers	\$130,160	\$650,800	425.1%
6	Information Security Analysts	\$120,360	\$601,800	393.1%
7	Physical Scientists	\$112,280	\$561,400	366.7%
8	Medical and Health Services Managers	\$110,680	\$553,400	361.5%
9	Art Directors	\$106,500	\$532,500	347.9%
10	Top Executives	\$103,840	\$519,200	339.2%
11	Mechanical Engineering	\$99,510	\$497,550	325.0%
12	Management Analysts	\$99,410	\$497,050	324.7%
13	Civil Engineering	\$95,890	\$479,450	313.2%
14	Chemists and Materials Scientists	\$87,180	\$435,900	301.0%
15	Registered Nurses	\$86,070	\$430,350	299.8%
16	Accountants and Auditors	\$79,880	\$399,400	276.6%
17	Social and Community Service Managers	\$77,030	\$385,150	266.8%
18	Agricultural and Food Scientists	\$76,400	\$382,000	264.0%
19	Police and Detectives	\$74,910	\$374,550	259.5%
20	Arbitrators, Mediators, and Conciliators	\$71,540	\$357,700	250.0%
21	Fire Inspectors	\$71,420	\$357,100	249.6%
22	Dietitians and Nutritionists	\$69,880	\$348,400	246.0%
23	Human Resources Specialists	\$67,650	\$338,250	239.9%
24	Special Education Teachers	\$65,910	\$329,550	236.5%
25	High School Teachers	\$65,220	\$326,100	234.0%



Initial Results (after ~4 weeks of active promotion)

- ~30 confirmed links (including NYPost and MSN)
- 1.9 organic traffic + 344 organic keywords
- **1,626 Reddit engagements**

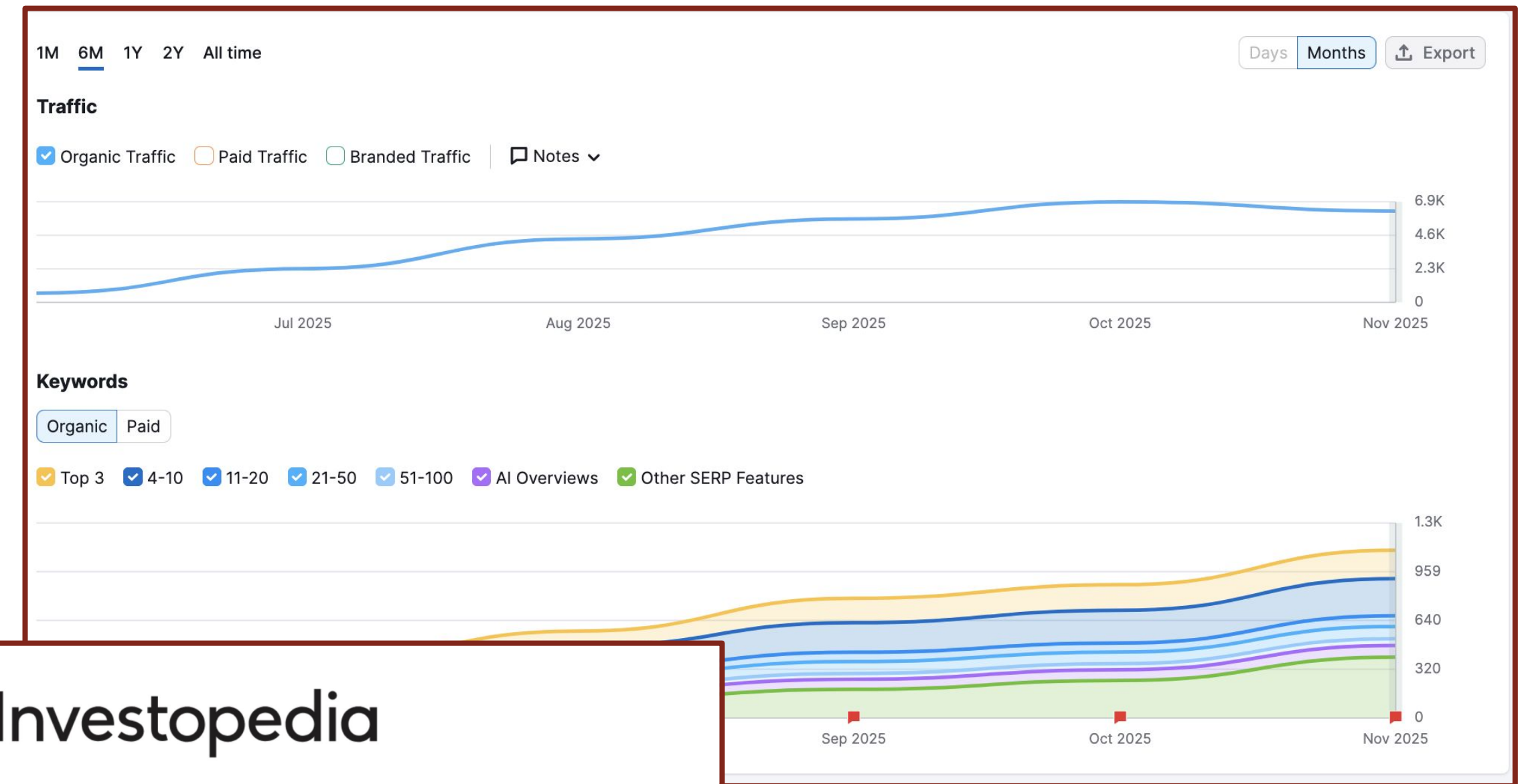
*Note: The promotion is purely organic.
Results may vary from project to project.
Consistency is key here.*



Long-Term Results (after ~6 months from publication)

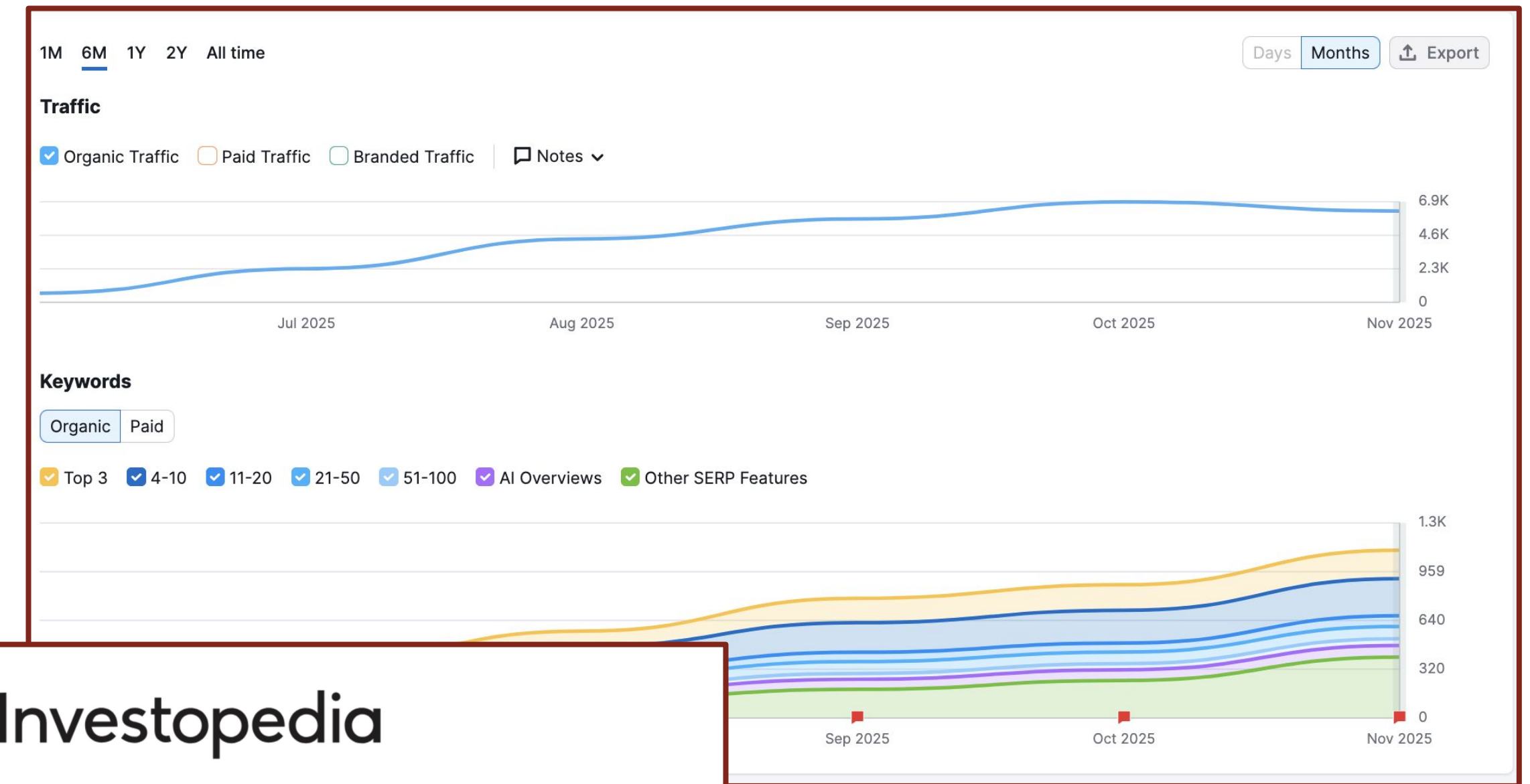
- ~200 confirmed links (including Investopedia and MoneyWise)
- 6.2K organic traffic + 1.1K organic keywords
- **No active promotion since July 15**

*Note: The promotion is purely organic.
Results may vary from project to project.
Consistency is key here.*



68% growth in organic traffic + 567% growth in links for FREE

	After promotion	Organic growth
Keywords	344	1,100
Traffic	1,900	3,200
Backlinks	~30	~200



The Most Cited Page by LLMs

- #11 most linked page on the site
- #6 page by organic traffic
- **#1 most cited by LLMs**

Cited Pages 1-10 (1.5K)

Filter by URL

URL	Number of Prompts
> https://www.██████████.org/news/██████████-investment-roi-after-5-years-in-the-workforce/	152
> https://www.██████████.org/private-██████████/	34
> https://www.██████████.org/	31
> https://www.██████████.org/news/how-have-the-top-██████████-changed-over-time/	30
> https://www.██████████.org/what-happens-if-you-██████████/	26
> https://www.██████████.org/what-is-efc/	23
> https://www.██████████.org/tax-benefits-for-██████████-and-parents/	22
> https://www.██████████.org/student-loan-refinance/	20
> https://██████████.org/██████████-refinance/	19
> https://www.██████████.org/██████████-plus-vs-private-loans/	16

According to Semrush

Campaigns that build everything

- Backlinks + brand mentions build organic search visibility (which also drives LLM visibility)
- Reddit presence builds **both** organic search and LLM visibility
- **Trust makes your site more citable by LLMs and increase organic search visibility**



Smarty Digital PR Campaign Averages (ALL Projects)

**Avg links per asset
after promotion:**

17

**Avg links after 3+
months:**

125

**Avg Reddit
engagements:**

650

**Avg number of LLM
prompts citing:**

53

*On average, our assets become a top 4
cited source by LLMs*

Including assets where journalistic outreach wasn't performed

Smarty PREMIUM PR Asset Averages

(Client's Proprietary data / Original Surveys / Multi-Factor Indexes + Additional Outreach)

**Avg links per asset
after promotion:**

48

**Avg links after 3+
months:**

198

**Avg Reddit
engagements:**

1,200

**Avg number of LLM
prompts citing:**

130

*On average, our assets become a top 3
cited source by LLMs*

Here are just some of the publications who have covered our digital PR clients in the past year:



	Our Digital PR Campaigns	Premium package
Data collection* + design	YES	YES
Journalist outreach campaign	YES	YES
Keyword research + optimized page copy	YES	YES
Image and infographic sharing website amplification	YES	YES
Facebook ad campaign targeting journalists	YES	YES
Reddit promotion campaign	YES	YES
Premium outreach	NO	YES
PRICE	\$6,000	\$7,000

**For original surveys, data collection is charged extra*

QUESTIONS?

ann@smarty.marketing



- ❖ Ann Smarty
- ❖ Smarty.Marketing
- ❖ @seosmarty