

Please enjoy this round-up of news, thought-starters, and recent projects from SMS!  
(And, of course, let us know if *our* thinking inspires *yours*: We'd love to help!)



SMITH MARKETING SERVICES, LLC

## Marketing Minute

Your e-newsletter | Issue 9 | 2017



### SMS presents webinar on trade-show marketing to RI 2017 exhibitors

This June 7 webinar – entitled "How to Increase ROI at RI: Tips & Tactics for Boosting Selling Opportunities in Your Booth" – was offered to exhibitors at Railway Interchange 2017 (Indianapolis, Sept 17-20). The session featured our pres(Doug) and CD (John), with webinar host Amanda Patrick, VP of Trade Shows & Member Relations at [RSI](#) based in Washington, DC. The session covered:

- Setting measurable and ROI-focused goals for your trade show effort
- Key research findings and insights from previous RI shows
- How to increase ROI through better planning and execution before, during, and after the event
- Tips for qualifying and engaging visitors to your booth
- Pitfalls to avoid when designing and staffing your booth

Whether you're a rail client or not – this webinar has tips and strategies worth a look. View it [here](#)!



Tips & Tactics for Boosting  
Selling Opportunities in Your Booth

An exhibitor webinar brought to you by:



&



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### Corning Museum of Glass promotes Tiffany's Glass Mosaics exhibit 2017

SMS was enlisted by the Corning Museum of Glass to promote its spectacular Tiffany's Glass Mosaics

exhibit for 2017! In concert with a second, more purely 'promotional' TV spot – these 30 second commercials focus on the historical aspects of the Tiffany story – and were developed to run in broadcast and digital media in New York State and northern Pennsylvania. (We'd also like to take this opportunity to thank our tried and true TV-production partners, Eric McMaster and Notion Pictures for their collaboration on this project!)

Take a look at the commercials [here](#).



## [SMS Designs Cortland County 2017 Summer Events Ad](#)

SMS was excited to help the Cortland County Convention and Visitors Bureau to promote their series of events for the summer of 2017. This advertisement will be featured in regional consumer and travel-oriented publications. Utilizing event photos provided by the client – a cost saver they appreciated! – SMS re-purposed them in a fresh way (as Polaroid pics) and in doing so were able to promote four events in single, cohesive page.

See more about the summer events [here](#).



## [Meet Annie Kluger: Our summer 2017 intern from Ithaca College!](#)

Annie Kluger has joined our team as an intern for the summer of 2017. Annie is a senior at Ithaca College majoring in Communications Management and Design, with a minor in Journalism. Annie has previous internship experience working as an editorial intern for online publications, *The Zoe Report* and *FabFitFun*. This summer, at SMS, she will be assisting our team with various projects – including this latest issue of our e-newsletter! ; )



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Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action).

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"

