

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!)



S M I T H M A R K E T I N G S E R V I C E S , L L C

Marketing Minute

Your e-newsletter | Issue 3 | 2016



[SMS chosen to lead branding effort for Railway Interchange 2017](#)

SMS is excited to announce we've been awarded the contract for spearheading the branding effort for *Railway Interchange 2017*. To be held in Indianapolis, IN – from September 17-20, 2017 – *Railway Interchange* is North America's largest freight rail trade show. The event attracts 9,000+ attendees and features hundreds of exhibitors of rail cars and locomotives, infrastructure products, and communication systems from companies serving the rail industry.



Read the complete [press release](#) here.

[Testimonial: What it's like to work with SMS, as told by Anaren, Inc.](#)

We couldn't be happier and more grateful to receive this nice testimonial from Syracuse, NY-based defense and wireless technology leader Anaren. The comments center on a series of HR videos we completed for the company. [Check it out!](#)



[4 ways to ensure your marcom program keeps pace with today's accelerated product development cycles](#)

FREE WHITE PAPER -- For most companies, the speed of product today's roll-outs is quicker than ever before – which can pose

challenges for marketing departments charged with supporting new product and service launches. In this free white paper, we explore methods for ensuring your marcom program is keeping pace with today's accelerated product development cycles. [Download free white paper.](#)



[SMS launches social media initiative for Smith Allergy & Asthma Specialists](#)

A long-time SMS client in the arena of radio advertising, [Smith Allergy & Asthma Specialists](#) recently enlisted our help with managing the practice's social media efforts. With offices in Ithaca, Cortland, and Corning – Dr. Chris Smith's group has seen an excellent (and measurable!) uptick in online traffic, inquiries, and awareness through this effort. The effort includes regular, educational-content posts on the practice's [Facebook page](#) and a brief, built-for-social [Path to Better Health](#) video.



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