

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 7 | 2017



SMS helps Cortland County promote "SKI FLX" effort

SMS was pleased to help the [Cortland County Convention & Visitors Bureau](#) put together this web-page slider promoting its "SKI FLX" (aka: Ski Finger Lakes) initiative. The graphic/link appears on the CVB's own website and FingerLakes.org – a multi-County organization focused on promoting the Finger Lakes region year round.



[Visit FingerLakes.org website for a look!](#)

New video for New York Air Brake puts spotlight on LEADER train handling system

This SMS-produced video offers an overview of the benefits of NYAB's LEADER real-time train-handling system. Advantages to railroad operators include: reduced wear and tear on end-of-car components, increased capacity, and lower energy costs and EPA carbon credits available through locomotive manufacturers. The video premiered at the RSI/CMA 2016 rail show in Omaha, supports the company's sales force, and is embedded on [www.nyabproducts.com](#)



Click [here](#) to watch!

Leveraging social to promote allergy studies --

[for Smith Allergy & Asthma Specialists](#)

SMS recently helped our client, [Smith Allergy & Asthma Specialists](#), promote two research studies relating to allergies using two videoPSAs. Aimed at attracting participants for the studies, the videos were distributed via the practice's social media properties and targeting geographies surrounding the practice's three offices located in Ithaca, Cortland, and Corning, NY.



On our YouTube channel, view the [eczema PSA](#) and children's [asthma study PSA](#).

Smith Marketing Services | 607.257.7000 | [Email us!](#) | [Visit our website!](#)

STAY CONNECTED



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!"

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