

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

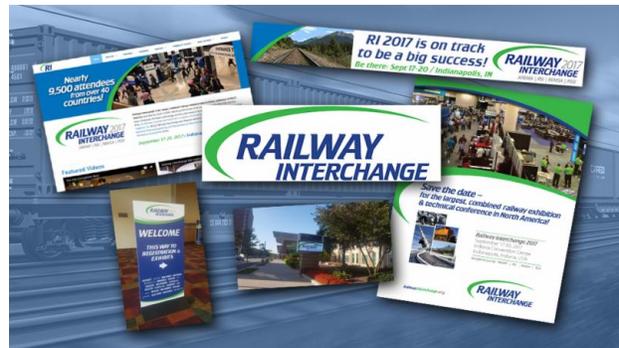
## Marketing Minute

Your e-newsletter | Issue 11 | 2017



### SMS plays a big role in Railway Interchange 2017

We were proud to have played our part in the marketing and buzz-building of Railway Interchange 2017 this last September, in Indianapolis! Not only did SMS re-brand the show itself – North America's largest RR supply event – we developed and maintained the show website, produced the official show highlights video, produced several promotional "Booth Blast" videos for exhibitors, and designed/managed client booths at the event. Whether you're a member of the rail sector – or looking to apply the same excitement, firepower, and professionalism to your own industry – [take a look](#) and give us call to put us to work on YOUR next project!



### Automotive Lift Institute's online safety course "goes live" in both English & Spanish

SMS has just completed a massive online, interactive learning course for the Automotive Lift Institute (ALI), which helps technicians in auto repair garages, dealerships, and other contexts safely lift vehicles to reduce the risk of injury, property damage, and damage to ones reputation as a professional. The paid course is available only through ALI, is approximately 40 minutes in duration, features streaming video and numerous 3D animation, and was produced in both English and Spanish versions to reach a wider audience. Users of the course are also issued a certificate, following successful completion of a knowledge assessment / end-test. Watch our next issue for some actual, brief dips. Meantime, learn more about [ALI here](#).



### Polaris Business Solutions taps SMS for marcom support

This just in: Polaris Business Solutions, based in Auburn, NY, has joined our client roster. Specializing in accounting and ERP software consulting, implementation, management, and hosting – with particular expertise in software suites from Microsoft and Acumatica – Polaris serves a diverse customer base of professional practices, non-profits, distribution-focused companies, and other business types across Upstate NY. Our mission is to help promote the firm through market planning, web content, social media, and other vectors to the market. To learn more about this new client and great business, check out the [Polaris website here](#).

# Polaris

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## Business Solutions

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