

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 8 | 2017



### SMS helps Darco Manufacturing promote its services to distant OEMs

Darco Manufacturing (Syracuse, NY) recently engaged SMS to develop its new corporate brochure, which—by virtue of a nifty belly band and special #10 envelope with a teaser message – doubles as a direct mail piece offering free hotel/meals to prospective customers who schedule a plant tour.

View the new brochure up close, [here!](#)



### How do you maximize the ROI on your video? Let us count the ways.

You've doubtless heard and already appreciate that video is increasingly the way both B2C and B2B 'consumers' prefer to receive their content. Without getting too deep into *why* that is the case – chief among the reasons is how strapped for time we've all become, followed closely and not coincidentally by the Internet's much-improved methods and speeds for delivering video content – we thought we'd quickly rattle off ways that videos can and should be distributed and even 're-purposed' to help you squeeze every last drop of ROI out of them.



Read the rest of this SMS MarketingMinds blog (with examples!) [here!](#)

## [SMS engaged to build online training course for the Automotive Lift Institute](#)

SMS is super excited to be working with the [Automotive Lift Institute](#) (ALI) to develop an online training course focused on educating automotive techs in garages and dealerships nationwide about safe lifting practices. Created in both English and Spanish versions, the training will be available through a popular online learning platform in the automotive industry and is expected to be released in the Fall of 2017.

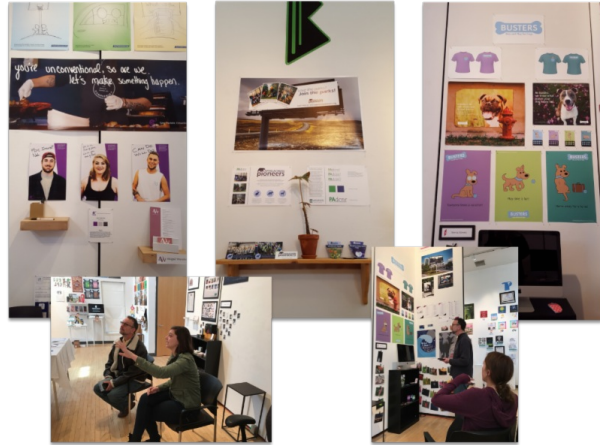
Learn more about ALI and it's important mission of improving auto-lift safety [here](#).



## [SMS staffer mentors students at Cazenovia College](#)

Our creative director, John Hoeschele, was honored to participate again this year in mentoring several design/communications students in Professor Scott Jensen's Art & Design program at Cazenovia College. (Nothing like seeing bright, young minds and talent hard at work on their final projects – as they prepare to enter the profession!) This year's students, very promising folks all, included: [Braden Lee](#), Sierra Szewc, and [Abigail Wendorf](#).

Learn more about Caz's fantastic programs [here](#).



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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!"

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