

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 14 | 2018



### [SMS produces advocacy video for DC-based Railway Supply Institute](#)

SMS was honored to develop this video focusing on the government advocacy program at the Washington, DC-based [Railway Supply Institute](#). Featuring interviews with key members of the RSI team – including President Mike O'Malley, VP of Government Affairs Nicole Brewin, RSI Board Chair Patrick Ameen (Amsted Rail), and Senior Policy Advisor Mike Friedberg (Holland & Knight) – the video explains the features, processes, and key issues addressed by RSI's advocacy program. Filmed on the National Mall, just around the corner from RSI's strategically located headquarters, the video also demonstrates the value and benefits of the program to RSI's rail-supplier membership. [Click here](#) or the thumbnail at right to take a look!



### [Corning Museum of Glass testimonial TV for 2018 completed and airing soon!](#)

SMS was once again fortunate to be enlisted by the [Corning Museum of Glass](#) to develop its 2018 TV commercial. This spot features actual and totally spontaneous 'voice of the customer' comments, which (this year) happened to emphasize how a visit to CMG is a great family experience! [Check it out!](#)



### [SMS develops "Allergy Answers" Q&A video series for Smith Allergy & Asthma Specialists' social media program](#)

Educational content remains an important piece of the SEO puzzle – not to mention being a powerful way to position a medical practice like our client [Smith Allergy & Asthma Specialists](#). (No relation to our "Smith" btw.) That's why we've just launched a series of cost-effective but information-rich Q&A videos that capture Dr. Smith's deep expertise and his pleasant demeanor, both important criteria for allergy patients seeking relief. The series will be distributed via social media, posted on the firm's [YouTube channel](#), and retained in a new video archive on the practice's website.



## [New SMS vlog launched: "Drive Time with the Marketing Guy"](#)

Tune in and tune-up your marketing know how with Smith Marketing Services' VP/Creative Director, John Hoeschele, as he leverages his daily commute to talk about marketing. John's topic in [this installment](#): *How building materials companies utilize pallet sheeting for marketing purposes.* Enjoy, let us know what you think, and feel free to [contact us](#) to suggest a topic for John to touch on... He loves this stuff! ;)



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