

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 10 | 2017



### We love promoting industrial products via 'trade ads!'

Some folks still labor under the delusion that trade ads for industrial are inherently boring. SMS couldn't disagree more – and we get excited every time we're asked to promote an industrial product. Here, we're dramatizing the benefit of New York Air Brake's oil-free compressor (installed inside freight locomotives and tasked with powering a train's massive pneumatic system) – and, relatedly, NYAB's air dryer (that keeps the same system clear of performance-robbing moisture and foreign particulates).



### SMS handles grand-opening PR for allergy practice's new office.

SMS spearheaded the press conference for the new **Smith Allergy and Asthma Specialists** office in Cortland (June, 2017). The project included media relations, press releases/advisories, coordination and documentation of a ribbon cutting ceremony (featuring comments from Dr. Chris Smith, founder of the practice), and promotion of the event on social media. Check out the [highlights video here](#).



### SMS helps customers of NYAB "Do the Math" on the benefits of the LEADER train handling system.

A new product development that costs a

manufacturer millions warrants a hard-hitting, comprehensive, and consistently messaged product launch campaign. Case in point is the [“Do the Math” campaign](#) SMS created for New York Air Brake / Train Dynamic Systems. Comprised of tools for the channel, customer presentations, print advertising, digital ads linking to traffic-tracking landing pages, and a workbook that speaks to and engages with rail industry’s many influential ‘economic buyers’ – this campaign does the trick.



## [New blog post: Tips on marketing to college students -- from a college student!](#)

In our most recent blog post to the SMS website, [“Ten Tips for Marketing to College Students as Told by a College Student.”](#) we offer advice on how brands can best appeal to the student population. The post was written by current college student and SMS intern, Annie, who covers tips on everything from the best price points for the market to the best platforms to reach the audience.



## [SMS Creative Director, John Hoeschele, promoted to Vice President](#)



SMS announces it has promoted Creative Director, John Hoeschele, to Vice President. In the new/expanded role, Hoeschele will continue to oversee the agency’s creative department and creative output for such clients as New York Air Brake (a Knorr Bremse company), the Corning Museum of Glass, Rochester Gas & Electric, and the Automotive Lift Institute, among others – as well as partner with SMS president Doug Smith in managing day-to-day operations, human resources, business development, and client service.

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

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