

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

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SMS donates brand development, collaterals, and website for CFSANYS

This Fall, SMS was proud to contribute (on a pro bono basis) to the re-branding of the [Community & Family Services Association of New York State](#) (CFSANYS). A state-wide association of executives, CFSANYS works with non-profit agencies in New York State to advocate for the needs of children and families through the implementation of programs and services. The re-branding program that SMS completed for the association included design of a new logo, development of a brochure, and development of a responsive/easy-to-maintain website.



SMS helps REMSA articulate & promote its mission

SMS is excited to have worked on this video project for the Railway Engineering-Maintenance Suppliers Association ([REMSA](#)). The goal for the project was to succinctly and dramatically convey the organization's three-part mission (government advocacy, member marketing/trade shows, and scholarships) on behalf of suppliers in the MoW segment of the RR industry – while seizing on content opportunities like re-purposing existing news/video clips from the association's government activities and efficiently coordinating on-camera interviews with multiple stakeholders.

Have a look [here](#).



[Promotional video for Automotive Lift Institute's "Lifting It Right" online training course](#)

We're enormously proud to have helped the good folks at the Automotive Lift Institute further their important mission of boosting safety in the automotive services sector – by developing their next-gen "Lifting It Right" online training course (summarized in this [YouTube video](#)).

Know someone who works in an auto repair shop, dealership, or fleet maintenance context? Please share this with them. (The course can be purchased/initiated at the [ALI website](#).)

Want to put interactive, user-trackable online training to work for *your* business? Contact SMS at info@onlinesms.com to learn how.



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