

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 13 | 2018



[SMS leverages video to promote REMSA government advocacy program](#)

SMS is excited and honored to have developed this video for the Railway Engineering-Maintenance Suppliers Association (REMSA), promoting the association's government affairs/advocacy efforts. Based in Washington, DC, REMSA is an association of railroad suppliers focused on the maintenance-of-way (MoW) segment of that industry. The video features interviews with REMSA government affairs director Sean Winkler and several of the association's member companies, including: Miller Ingenuity, LT Resources, and Encore Rail Systems. [Click here](#) or the thumbnail at right to take a look!



[Do you have ground rules for what constitutes "acceptable" social media posts? Our latest white paper can help.](#)

The original social media content you generate and re-post should be guided by some basic ground-rules as to what constitutes 'suitable' material for posts... Not only to help ensure you are focusing on genuine marketing or business objectives, but also to help protect your organization from PR mishaps that can occur in this new territory. To get you started, we've developed these basic — and, by design, generic — guidelines for companies new to the social media landscape. [Check it out!](#)



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