

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 15 | 2018



### [Drive-time with the Marketing Guy: #10 Why you should use a pro to develop your logo](#)

Tune in and tune-up your marketing know how with Smith Marketing Services' VP/Creative Director, John Hoeschele, as he leverages his commute to talk about marketing. John's topic in this installment: Why you should hire a professional to design your logo. [Watch and enjoy!](#)



### [For quick, credibility-boosting web content -- consider video-taping your organization's subject matter experts \(SMEs\).](#)

This strategy yields several advantages, including:

1. gives your brand a 'face,' makes you approachable
2. establishes expertise, without the costs of developing script or high production values
3. solid and easy-to-execute content for SEO (search engine optimization) and social media posts

Here are but few SMS-produced examples:

- Smith Allergy & Asthma Specialists -- [Allergy Answers Q&A videos](#)
- Railway Supply Institute -- new President [introductory greeting](#)
- Pettibone -- trade show floor [interviews](#)

[Contact our creative director, John Hoeschele](#), for ideas on using this approach for YOUR business.



### [SMS updates League of Railway Women ID system](#)

SMS was pleased to support our friends at the [League of Railway Women](#) by updating their brand-ID system on a pro-bono basis. Finessing a logo we created a few years back, the latest ID system includes the group's new, now shorter

name, a logo with/without their slogan, and an avatar for space-limited applications like social media mastheads

[See other examples](#) of work we've done for the RR sector!



With slogan



Sans slogan



Avatar

Connect with SMS on social

