

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 6 | 2016



[SMS produces highlights video for RSI/CMA 2016 trade show!](#)

We are super-proud to have been enlisted to develop this highlights video for RSI at their RSI/CMA 2016 tradeshow in Omaha, Nebraska (October 2-4, 2016.) This video includes interviews "from the floor" with RSI management, exhibitors, and attendees.

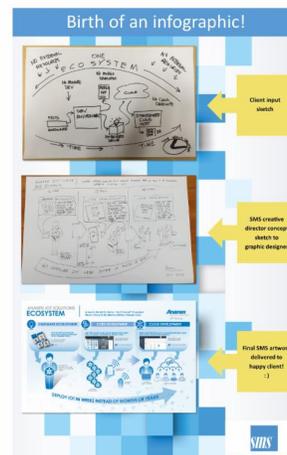


[Take a look!](#)

[Birth of an infographic!](#)

In these days of decreased attention spans and 'business on the go' – infographics have become a popular way to communicate complex subjects in a succinct fashion. Here's the evolution of one of one such graphic: Give a shout if you could use help distilling one of YOUR complicated messages in this fashion. ;)

Click [here](#) to visit our website and have a closer look.



[New blog posts: "Fire! Ready. Aim?" and "For Marketing Breakthroughs, Look Away."](#)

Check out the latest blog posts from our Creative Director, John Hoeschele. In one, he touches on the merits of making sure you know your marketing objective before you jump to tactics. (Seems obvious, but sometimes it's not!) In the other, John explores the value of looking for epiphanies and insights in industries outside your own.

[Go to SMS MarketingMinds blog.](#)



[SMS assists NYAB with booth concept, design, and interactive presentations for RSI/CMA 2016](#)

This SMS *MarketingMinute* video provides an overview of an interactive booth display we developed for our client, New York Air Brake, for their appearance at/participation in the RSI/CMA 2016 trade show in Omaha, Nebraska (Oct 2-4, 2016). Creative Director, John Hoeschele, is the presenter.



[Take a look!](#)

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Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action).

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"

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