

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!)



S M I T H M A R K E T I N G S E R V I C E S , L L C

Marketing Minute

Your e-newsletter | Issue 5 | 2016



SMS produces new, dual-purpose membership brochure for RSI

SMS was excited to put this membership brochure together for the Railway Supply Institute during the summer of 2016! The piece helps attract and retain association members, by driving home the very real value RSI provides. We also designed it to include 'modular' infographics easily deployed in other contexts such as social media and on the RSI website.

View the PDF at [on the SMS website](#).



New blog post: Looking for quick credibility? Talk the talk.

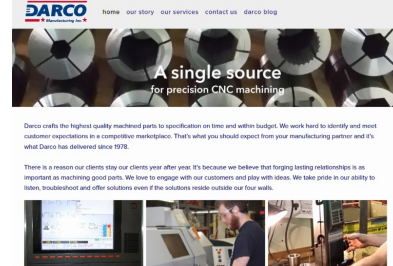
If you're like most professionals, you've had occasion to listen to (maybe endure?!) a dozen or more 'talks' in your career. Also like most folks, chances are you've also asked yourself: "I wonder if I could and should do a talk like this on what I know?" Well, we're here to tell you that you not only *can* – but you probably *should*!

Read the [complete blog](#), including tips on preparing for your presentation.



Darco Manufacturing joins SMS's roster of industrial/tech clients

SMS is proud to be enlisted by Syracuse, NY-based Darco Manufacturing – a leading CNY contract manufacturer specializing in precision machining for OEMs in the HVAC/R, automotive, clean tech, and transportation sectors. Through its General Manager, Laura Miller, Darco is also a fervent supporter of "Made in the USA" and "Made in CNY" initiatives within area economic development and manufacturing circles. SMS is assisting Darco with development of marketing collaterals, direct marketing efforts, public relations, among other activities. [Learn more about Darco.](#)



[SMS assists REMSA with booth graphics for USA Pavilion at InnoTrans 2016](#)

We are super excited to have been enlisted by the Railway Engineering-Maintenance Suppliers Association ([REMSA](#)) to help with designing booth graphics for their recent appearance/participation at the InnoTrans show in Berlin, Germany (October 20-23). Included this project for this global transportation technology show were designs for the USA Pavilion and a station promoting the upcoming *Railway Interchange 2017* trade show.



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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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