

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!)



Marketing Minute

SMITH MARKETING SERVICES, LLC

Your e-newsletter | Issue 2 | 2016



"How much will it cost?" -- new blog post from SMS president Doug Smith



There are four methods available to you for budgeting promotional expenditures: the percentage of sales method, affordable method, competitive parity method and objective/task method. (Read the complete blog to learn more!)

[Go to Marketing Minute blog on SMS website](#)

Introducing RAPID ROLLOUT from SMS -- watch the video! >>>

With most new product or service launches, developing the marketing communications you need to bring your new goods to market can take months of back-and-forth with your outside agency. It's a process that can quickly rack up costs, reduce momentum, and dilute the focus of your messaging.



With RAPID ROLLOUT from SMS, we bring our team to your facility for two concentrated and exhilarating days... Learn more by watching our

introductory video (at right) or visiting the [RAPID ROLLOUT page](#) on our website!

"A Recipe for Building Trust in Your Advertising" -- free white paper developing a winning testimonial ad



In our information-overloaded world, grabbing attention is often the sole goal of many advertising campaigns. But after an ad gets noticed, it must then overcome one of the biggest problems in advertising – believability. A successful method for overcoming this lack of trust is to replace the advertiser’s carefully written copy with the voice of the customer. This is the testimonial ad.

[READ THE COMPLETE WHITE PAPER:](#)
[DOWNLOAD NOW!](#)

Our client New York Air Brake won an innovation award. (And we got to help tell the story!)



SMS was honored to develop this celebratory video for New York Air Brake, wherein they were recognized by their parent company Knorr-Bremse, for technological excellence. The award acknowledges the teamwork and technological innovation that went into the development of NYAB's DB-60 II control valve with Brake Cylinder Maintaining. It was shown in a corporate ceremony on February 3, 2016 in Watertown, NY and 'piped' to other locations. Thanks also to our great project partners -- iMed Design (editing & post production) and VideoWorx (videography)!

[Watch the video now, on our YouTube channel](#)

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