



MARKET

jottings

A newsletter directed to SMS clients and prospects to communicate topics of common interest.

Issue 2, Vol 2

Want to receive more marketing tips, news and info? Sign up for our e-jottings by sending an e-mail to anita@smsmktg.com with NEWS as the subject line.

Compact & Powerful:

The SMS Business Card CD Package Drives Prospects to Your Web Site

By now you've probably seen them, and maybe you've actually considered producing one for your company. There's no denying that the business card-sized CD is a useful marketing tool.

Have some questions?
How much does it cost to make?
How much information can it hold?
What can it do?

We're glad you asked. SMS Media Center has worked up a little package that can get you all the answers you need.



A sample disk takes you through a brief, high-energy program explaining what the pint-sized CD can do for your company. It is a highly useful way to explore a company's products and services, and it's a great way to make an impression at a trade show or even be mailed to new prospects. Because of the relatively short production time frame, it's a great trade show follow-up tool!

Send for Your FREE Sample Today!



Company Image

This unique CD includes: a brief, multimedia overview of your company, five screens of product and service information with photos, five pieces of literature stored as printable PDF files, and a company overview.

Web Browser Tool

Another more recently added feature of the CD is a Browser Tool. Not only can it have "buttons" that open your web site, but other buttons can pull specially created pages for promotions, contests, news items, or any other updated information. What's more, CD obsolescence is solved since the tool allows viewers to come on your site exactly where you want them. Get a free quotation on creating this new and exciting selling tool for your company today.

To receive a free sample, call 856-697-1257, or visit our web site at www.smsmktg.com/promotions

VHS tapes or DVDs?



As you know, VHS tapes are increasingly becoming obsolete because of the rapid rise of DVDs. Fortunately, you can now transfer your VHS tape material onto DVDs with SMS's Video Archiving!

DVDs last longer and are far less likely to lose quality if handled properly. VHS tapes can degrade and wear out over time, lose picture and sound quality, or stop working altogether even if they are just sitting on a shelf.

DVDs are perfect for sales presentations because of the very functional tool of chaptering. This is much faster than rewinding and fast forwarding.

DVDs are more versatile. You can play them in a DVD player, desktop or laptop computer, gaming system, and so on.

DVDs project a more professional image compared to VHS tapes. Consider the dated reputation you will have using a VHS tape rather than a DVD in a big meeting.

DVDs take up a lot less storage space compared to VHS tapes.

In sum, SMS's Video Archiving Service allows all of your training videos, trade show presentations, and other footage to be transferred to DVDs without losing any footage and adding chapters. We can also duplicate, label, or handle large orders as needed.

For more details and a special offer, or to get started on your Video Archiving, please contact your client representative, or call Anita at 856-697-1257, or go to smsmktg.com/dvdarchive, fill out the form and follow the brief instructions.

...and they're less expensive!



P.O. Box 600
Minotola, NJ 08341-0600



*Your latest copy of the **New, Compact SMS Market Jottings Newsletter** with an excellent method that will drive more people to your web site...for less*



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