



## WHO WE ARE

SMA was created in 1985 to provide marketing services for technology firms.

Since then, we have helped a broad range of Canadian and U.S. clients generate profitable sales revenue through well-designed marketing activities.

By understanding the ins and outs of both technology and marketing, our team of enthusiastic, dedicated professionals produces consistently excellent results for our clients.

## WHAT WE DO

### *Lead Generation*

SMA's experienced telesales team digs out your most promising leads – quickly and affordably. We know how to probe prospects to discover their propensity to buy, their impressions of your products and services, and how to advance them through the sales cycle. We'll even work with your internal sales team to ensure each lead reaches its full potential.

### *Event Management*

SMA offers you a turnkey service to help you design and execute a memorable event. We'll work with you to target your market effectively, plan and promote your event, and handle all logistics and onsite management. SMA has broad experience in staging successful technology events – and we get the job done, quickly and affordably.

### *Marketing Communications*

SMA's communication professionals can analyze your market's interests and needs, prepare a crystal-clear value proposition and develop a strategy and communication pieces that get results. Already have a plan and need to execute? No problem. From customer case studies to sales collateral, Web pages to white papers, direct mail to media releases... our writers deliver copy that is crisp, clear and compelling. And our design resources come up with fresh looks that capture attention.

### *Market Research*

SMA's market research specialists know technology inside out, and can probe C-level contacts for meaningful answers that drive effective marketing strategies. We can help you better understand the needs and priorities of your market; gain insight into how to position your products and services more effectively; and uncover market perceptions of your organization and your competitors.

### *Database Building*

Your marketing is only as effective as your list. SMA can help you improve the return on your marketing spend by building, augmenting and/or verifying a database for optimal accuracy, thoroughness and currency.

## HOW YOU BENEFIT

When you engage with SMA, you benefit from:

- Fast, reliable execution from a boutique shop of professional marketing resources who require no learning curve
- A single, convenient source for a wide range of marketing services
- On-demand access: we're there when you need us, we disappear when you don't
- A responsive team focused on marketing results and passionate about client satisfaction
- Best practices gained from a 20-year history of working with technology companies

**Technology and marketing... that's our focus.  
Helping you reach markets and grow revenue...  
that's our business.**

To find out more about how we can help you,  
please call Bob Becker at  
416 590-0336 or email  
Bob.Becker@SMAworld.com