



The smartest route between marketing resources & ROI

Marketing Agency Search & Selection

At a Glance

- Founded 2001
- Headquartered in New York City
- Marketing & Business Development Consulting
- Marketing Agency Search & Selection
 - Proven 14+ year track record in expert marketing agency selection
 - Proprietary database of 1,000+ marketing companies
 - Mapped by data points (location, size, capabilities, industry experience, etc.)
 - Budgets ranging \$50k to \$5M+
- Areas of Expertise
 - Creative Branding; Websites; Digital Marketing; Advertising; Media Buying; Public Relations; Social Media; Event/Experiential; Direct Marketing
- “SMARTI”: Sales, Marketing, Agency Resources and Talent Integration

Marketing Agency Selection Expertise

Marketing Strategy / Research

- Market Research
- Focus Groups; Interviews; Surveys
- Strategic Planning
- Competitive Intelligence
- Marketing Strategy & Planning

Branding & Creative

- Brand Strategy
- Identity: Naming; Logos; Taglines
- Positioning; Messaging
- Website Design
- Videos; Multi-media
- Brochures; Sales Materials
- Direct mail
- Package Design
- Point-of-Sale
- Trade Show
- Retail Environments
- Copywriting

Advertising

- Print: Magazines, Newspapers
- Broadcast: TV, Radio
- Outdoor: Billboards, Transit
- Alternative; Guerilla
- Media Buying (all mediums)
- Digital (PPC; Banners; Display)
- Direct Response Advertising: DRTV; DR Radio; Digital

Digital marketing

- Digital Strategy
- Website Design & Development
- Information Architecture
- User Experience
- Applications; E-Commerce
- Multi-media; Flash demos
- SEO; SEM
- Email marketing
- Social Media

Public Relations

- Media Outreach
- Analyst Relations
- News Releases
- Thought leadership
- Content Creation
- Event Marketing
- Speakers' Bureaus
- Crisis Management
- Writing Services
- Custom Research
- Social Media

Event marketing

- Street teams
- Guerilla/Experiential
- Promotions
- Shopper Marketing
- Product sampling
- Special events

Agency Search Services

- Needs Analysis
- Strategic Counsel
- Company/Situation Brief
- Agency Criteria Identification
- Agency Candidate Identification
- RFP Development/Refinement
- Agency Briefings
- SmartScore Card Evaluation
- Meeting Coordination
- Client Buffering from Agency candidates
- Vetting & Reference checks
- Contract advisement
as needed

Industry Experience

- Advertising / Marketing
- Architecture
- Automotive
- Beauty
- Beverages
- Business-to-Business (B2B)
- Consumer Products (B2C)
- Education
- Energy
- Fashion
- Financial Services
- Healthcare/Life Sciences
- Housewares
- Industrial
- Legal
- Lifestyle
- Luxury
- Manufacturing
- Media / Publishing
- Moms / Kids
- Non-Profits
- Package-Goods
- Pharmaceutical
- Professional Services
- Real Estate
- Restaurants
- Retail
- Security
- Sports
- Technology
- Telecommunications
- Travel/Hospitality

Select Client Successes



Client Raves

- I'm very impressed with Smarti's agency search services. Although I have many contacts in the industry, I turned to Smarti Solutions to help streamline my PR agency search. The boutique to mid-size agencies presented by Smarti were at a whole other level than the previous well-known, large firms I had met with and were more prepared to meet with me! It was a better use of my time, as well as my CEO's. I had excellent options. Many businesses think they can do it on their own, but miss out on talented agencies who may actually be better suited and provide better value. Smarti is an excellent solution for anyone looking for a PR or marketing agency!"- U.S. Marketing Director, All American Poker Network / 888
- "As a mid-sized B2B services firm in a highly competitive market, it was critical to us to find a top notch advertising agency... globally. Michele was instrumental in providing us with a great selection of advertising agencies that fit the bill, and helped us realize that we could get more bang for our buck by working with a multi-faceted firm...Smarti got us into another league of vendors than we'd considered previously. We're thrilled with the results we're getting." -AVP Global Marketing, Greenfield Online, Inc. (now Toluna)
- "As a 48 year old entity with longstanding marketing relationships, when the time came to explore options, Smarti Solutions made the process painless. Michele expertly analyzed our needs and connected us to several choices in media and viral marketing...guided us through the screening process putting in countless hours and wildly exceeding our expectations. We overhauled every facet of our marketing with positive results." Executive Director, Metropolitan AAMCO Dealers
- Our organization was challenged to find a marketing and website development company with database expertise. After a time-consuming and costly misstep, we turned to Smarti Solutions. Michele Harris, and her team were a quick study our business. Smarti professionally provided three excellent candidates meeting all the criteria we deemed critical. Within 30 days, we were well on our way to accomplishing our goals with a partner we felt would be a long-term contributor to our business. Way to go, Smarti!" COO, Green Drop
- "In our search for a marketing firm that would fit our unique needs, Smarti matched us up with three extremely worthy candidates, who right away understood our goals and any of them could have won our business. The process was quick and efficient and we signed our PR firm within 3 weeks of engaging Smarti. For any company looking for Marketing or PR direction, working with Smarti is a must." -CMO, Epic Media Group
- "We are a tough customer, looking to hire a corporate marketing company. We made our decision on both a PR firm and a creative marketing company. We saved time and importantly found the right fit. I am a very satisfied customer and would recommend Smarti to anyone and everyone!!" -CEO, Silver Carrot
- "Smarti Solutions was an invaluable resource in helping us find a marketing company to meet our unique requirements. They were quick to respond and provided us with targeted firms that were a strong fit based on industry experience and personality—saving us time and money in evaluation."- Vice President, Marketing & Product Development, Comtex News Network, Inc.

Benefits

- ✓ Expert agency selection leverages best practices
- ✓ Proprietary database of over 1,000+ agencies
- ✓ Unparalleled knowledge of agency landscape
- ✓ Neutral perspective; not tied to a specific medium or agency
- ✓ Maximize time, internal resources and budgets
- ✓ Lower risk; avoid costly mistakes

We spend hundreds of hours researching agencies, doing the legwork and spending the time—so you don't waste yours!

Media Coverage



Small Business Award
Former NYC Mayor, Michael Bloomberg

Leadership

- Michele J. Harris, Founder, President & Chief Matchmaker
- 24 years' experience developing marketing programs for Fortune 500 companies & premier advertising agencies
- Marketing Consultant: Develops marketing strategy and identifies services that deliver best return on investment
- Agency Search Consultant: Experience managing hundreds of agency reviews for PR, Branding, Advertising, Digital, Media & Marketing Services
- Prior to Smarti:
 - Spearheaded business development and client services for agencies Lowe Lintas (IPG); Blue Marble ACG (MacManus); K2 Digital; Dentsu
 - Developed national advertising, digital and event marketing programs for clients including: Unilever; Procter & Gamble; GM / Cadillac; Bayer; CIBC Oppenheimer; Standard & Poor's; Hewlett Packard; Canon USA; Japan Airlines; Hill's Pet Nutrition; Castrol; Paddington Corp; Perrier
- B.A. in Communications from George Washington University
- NY Mayor Bloomberg Small Business Award & Grant recipient





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