



The smartest route between marketing resources & ROI

# Marketing Agency Search & Selection

# At a Glance

- Founded 2001
- Headquartered in New York City
- Marketing Strategy & Business Development Consulting
- Marketing Agency Selection
  - Proven 13+-year track record in expert, 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
  - Public Relations; Creative Branding; Website Development;  
Digital Marketing; Advertising; Media Buying

# Marketing Agency Selection Expertise

## Marketing Strategy / Research

- Market Research
- 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 Support
- 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  
*as needed*

# Industry Experience

- Architecture
- Automotive
- Beauty
- Beverages
- Business-to-Business (B2B)
- Computer Hardware/Software
- Consumer Products
- Education
- Electronics
- Energy/Clean Tech
- Fashion
- Financial Services
- Healthcare/Life Sciences
- Housewares
- Industrial
- Legal
- Lifestyle
- Luxury
- Manufacturing
- Media / Publishing
- Multi-cultural
- Non-Profits
- Package-Goods
- Pharmaceutical
- Professional Services
- Real Estate
- Restaurants
- Retail
- Sports
- Technology
- Telecommunications
- Travel/Hospitality

# Select Clients



# Client Raves

- **“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 looking to hire an agency, we needed support across the board and Smarti Solutions was able to help us figure out where we could most benefit from targeted resources. We needed people who knew our industry and could add immediate impact. Smarti Solutions delivered. They added value to my team, made my job easier, and really made a difference to our organization.“ -Director of Marketing, First Consulting Group**
- **“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**

# 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



The New York Times



Press clips can be viewed at:  
<http://www.getsmarti.com/news.html>

# Leadership

- Michele J. Harris, Founder, President & Chief Matchmaker
- Over 20+ years experience developing marketing programs for Fortune 500 companies & premier advertising agencies
- Managed hundreds of reviews for Branding, Advertising, Digital, Media, Marketing and Public Relations Companies
- Prior to Smarti, spearheaded business development for premier agencies Lowe Lintas (IPG) and Blue Marble ACG (MacManus); Managed account services for agencies K2 Design/Digital and Dentsu Advertising
- Developed national advertising, digital and field marketing programs. Portfolio includes: Unilever, P&G; Bayer; TDWaterhouse; Standard & Poor's; Canon; Japan Airlines; Hill's Pet Nutrition/Colgate Palmolive
- B.A. in Communications from George Washington University
- Received Small Business Award & Grant from New York Mayor Bloomberg





# Contact

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