

Rave Reviews

Here's just a small sampling of what clients have said about Ken Smith and his companies...

“Ken is sharp and extremely creative – a master at assessing a company’s brand strategy and shaping it to be more on target. Ken is someone you should listen to.” Albert LaCle, CEO – Key Management Group – Consulting & management services for resorts in the Caribbean, Central America and Florida

“Ken is one of the good guys. I’ve never come across a really sharp marketer with more integrity. What he tells me, I believe.” Ed Malandro – Senior Vice President, Sun National Bank - \$3 billion bank in NJ, PA & DE

“Ken has been incredibly supportive to me and my family as we built The Hero Campaign in memory of our son. His counsel and creativity have been indispensable. If you have a chance to get Ken advising you, jump on it. He’s the real deal.” Bill Elliott – The HERO Campaign for Designated Driving – The John R. Elliott Foundation

“Ken Smith is the most knowledgeable and creative brand strategist I’ve seen. Plus he’s a quality guy. I trust him to advise what he thinks is best for me and my company.” Ron Winarick – Forewinds Hospitality – Golf Clubs in DE and PA

“Ken’s the most astute marketing person I have come in contact with in all my years of marketing. I’ve never seen perceptive, incisive thinking like Ken provides. ‘Expert’ is a word thrown around a lot, but Ken’s the real thing.” Ben Rose – Greater Wildwoods Tourism Improvement & Development Authority

“Ken Smith is the consummate professional in advertising, branding and marketing. Not only is he creative, he is diligent and gets the job done in a timely manner. Ken is totally results oriented. He thinks the project through to completion before he executes on the plan. This is a skill and a talent that I highly respect. Ken adds great value to any venture.” Larry Masi – President – Dominion Development Group

“Ken is so incisive. It’s like he’s inside your head organizing the files. He stimulates you to think in new ways about finding solutions. Plus he’s so calm and low-key, he makes you feel comfortable through the process. He makes

everything so easy to understand and put into use.” Steve & Monica Amadio – Checkers Custom Cars

“We spent \$thousands on marketing and got nothing. Now with Ken, we’re getting phone calls. We’re getting business. It’s amazing how it works!. Plus Ken is a man of integrity. I totally trust him to do whatever will help our business” Ruthanne McGowan – Partner – Aesthetic FX Hair Salons

“I tried all kinds of lead generation programs that never amounted to anything. Ken’s lead generation service is the first marketing service that ever worked for my company. I’ve been getting leads from Ken for about 3 years, and it’s still the only service I use. The flow is consistent and the lead quality is excellent. We’re closing about 60% of the leads I get!” Charlotte Lee – Allied Remediation Technical Services

“Smith O’Keefe ideas and consistent follow-through have been an important part of our progress.” George Toth, President, Sands Casino Hotel – Atlantic City

“Smith O’Keefe has made a real difference in our Organization.” Art McMaster, CEO – The Miss America Organization

“For 15 years they have been a highly valued resource. They’re like a partner in our marketing efforts, and whenever there’s a special challenge, they always come through.” Al Gutierrez, CEO - Shore Health System

“They’ve done an excellent job pulling together NFI Industries’ diverse cultures into a cohesive message that communicates our strengths. We’ve had several agencies take a crack at our challenges. Smith O’Keefe is the only agency that ‘got it,’ and the results have been a real asset to our companies.” Sidney Brown, CEO – NFI Industries – nationwide trucking, warehousing and logistics

“They made a daunting challenge seem almost easy. It’s great working with PROS.” Patricia Owens – Atlantic Cape Community College

“Smith O’Keefe has a clear understanding of our mission and has consistently delivered our message with professionalism and creativity.” Yvonne Doggett – Atlantic City Casino Reinvestment Development Authority (CRDA)

“They’re not prima-donnas. They’re roll-up-the-sleeves, get-it-done pros who cost-effectively help us market for results.” Ed Gurwicz – The Gurwicz Organization – developers of residential communities, hotels and shopping centers

“They’re extremely knowledgeable about hospitality and brand-building. I like being able to pick up the phone anytime to discuss a new challenge or opportunity, and get answers fast so we can act quickly.” Danny Williams – Sheraton Hotel – Atlantic City

“They’ve brought fresh ideas, expertise and follow-through to our re-branding of Atlantic City. They’re a quality organization.” Sara Lindkrantz – Atlantic City Convention & Visitors Authority

“They keep us out in front marketing this hotel in this competitive market. Their positioning and promotional ideas are always on-target and very creative. Plus they pay attention to the details.” Alan Greenman – Holiday Inn Boardwalk Atlantic City

“For 10 years, they have kept us on-target.” Shannon Siok – Mays Landing Golf & Country Club

“They’re so accommodating. Whatever we need, they’re eager to help. And their work has been consistently excellent. Over the years our success has often been a result of their expertise.” Michael Dowling – The Title Company Of Jersey

“They’ve done a great job in creating a distinctive and practical corporate identity for our diversified companies. Creatively, their work is as strong as the big metropolitan agencies.” James Tracey – The Venture 21 Group – CPA’s & real estate development

“They’ve been a major factor in the success of Royce Brook. Their positioning recommendations and flawless execution have consistently impressed us. They do it all great – marketing, brand development, public relations. Their Internet savvy is very leading-edge, and they’re good people, easy to work with, and you can rely on them to do exactly what they promise.” David Karner – Royce Brook Golf Club

“Few PR firms have the expertise to handle crisis management challenges as well as Smith O’Keefe.” Larry Smith, President, Institute For Crisis Management – Houston, TX

“I’ve dealt with some heavy hitters in golf, but Smith O’Keefe knows golf by far the best.” Bill Troyanoski, GM, Putnum National Golf Club – Hudson Valley, NY

“The greatest investment this hospital has ever made.” Dan Sloan, Parkview Hospital – Pueblo, CO

“I’ve looked at 20-25 syndicated programs over the last 3 years... this is the best.” James Holly, President, Bank of the Sierra – Porterville, CA

“Powerful! The most effective campaign we’ve ever run. The phone has been ringing off the hook.” Barbara Hills, Greenbriar Addiction Center – Washington, PA

“What a powerful suggestion program – 332 suggestions from employees in just 6 weeks!” Isoetec Communications – Darien, CT

“Record results – 400% increase in telephone calls, 43% increase in admittances” Dick Grabowska, CDC Westpark Hospital – Cody, Wyoming

“You showed us that a pre-packaged marketing campaign could be powerful. We’re renewing our program for another year.” Harry Brown, Jr. The First National Bank of Sylacauga – Sylacauga, Alabama

“This has been the best staff-involvement program we’ve ever had.” Richard Zaroni, South Jersey Gas Company – Folsom, NJ