



Tower Marketing



Field Guide

Your Compact Marketing Companion

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◆ Your Marketing Goal:



● You Are Here:



Field Guide

For your marketing
identifications and
observations



**You have great products
and services in place and the
right people on your team.**

And you know *digital marketing* is the
next step to growing your business.

But there's a lot of
**WORK
& TIME**
that goes into
digital marketing.



How do you know what path to take?

What's working? What are the best practices you need to follow? And can you manage the execution on top of everything else you do?

CREATIVE CAMPAIGNS

**PRINT
MEDIA
DESIGN**

CONTENT MARKETING

PPC MARKETING

**WEB
DESIGN**

SOCIAL MEDIA ADVERTISING

**LOGO
DESIGN**

UX DESIGN

What are the right tactics?

DIGITAL MARKETING STRATEGY

WEBSITE HOSTING & MAINTENANCE

EMAIL MARKETING

SEO

BRANDING

**PHOTOGRAPHY
& VIDEOGRAPHY**

ECOMMERCE WEBSITE DESIGN



**You're worried
about your website.**

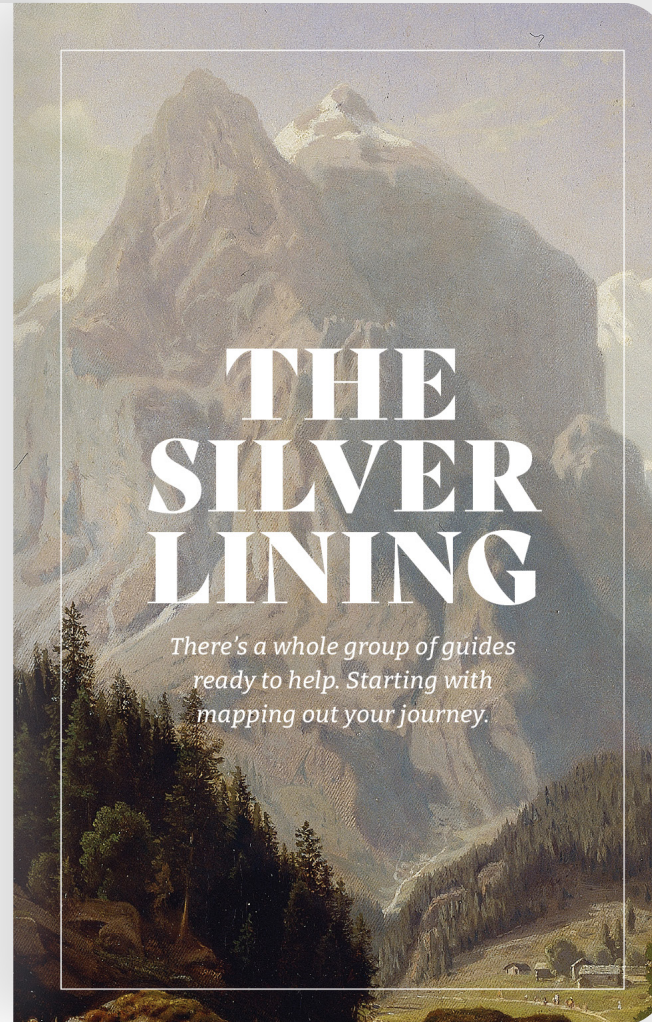
*Is it actually reaching the right audiences
and working the way it should?*

**You know appearances
are important.**

*Is your marketing creative making
a good first impression?*

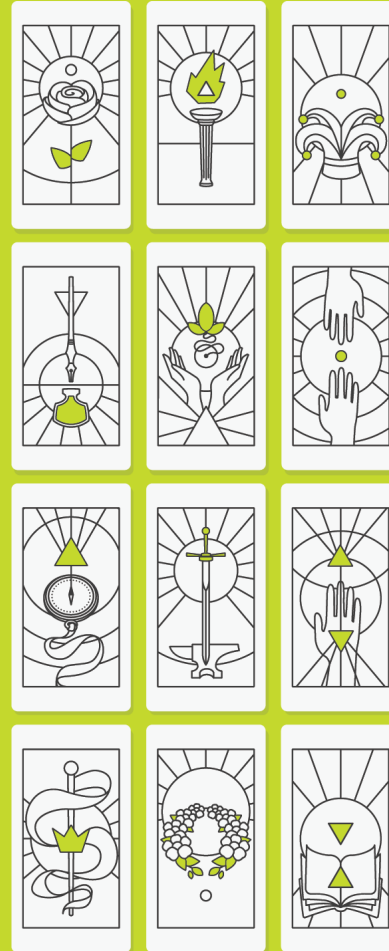
**You know regular
internet marketing
matters.**

*But with all the tactics (SEO, content,
social media, PPC, email) where do
you even focus?*



**There's a host of
characters in *your*
story, ready to help.**

*Starting with a few guides that can
help you prepare to start the journey.*





With *Tower Marketing* as a partner, you can count on **25 years of marketing experience**. Our team knows what it takes to help you elevate your business in the marketing landscape.





**Tower can help
you pinpoint what
tactics matter most**

and will reach your business goals.

**We make
sure those
marketing
tactics are
measurable
too.**

It's a path we've climbed many times

and know by heart.

“

*Incredibly professional,
prompt and helpful.*

*We LOVED the website that they
created in an extremely time
constrained period. HIGHLY,
HIGHLY recommend!”*

Dr. Susan Dicklitch-Nelson

*Principal Investigator, F&M GBGR® / GBTR™,
Professor of Government,
Franklin & Marshall College*

*“The team at Tower rolled up their sleeves
and dove deep into our business. They
listened well and worked hand-in-hand
with us to find a brand name that
honestly captured the essence of our
brand and its people. Their guidance,
insights, and persistence were
instrumental in our becoming Enwild.”*

Jason Grantz

Former Marketing Manager, Enwild

*“We appreciate the collaborative
effort of the Tower Team. Even after the
launch, Tower remains a partner as we
focus on continual ease & accessibility to
provide info to our online customers.”*

Debi Drescher

*Director of Marketing & Branding,
Stauffers of Kissel Hill*



So what's the first step?
**Pause for a moment
and reflect on the
journey ahead.**

Where do I want my business to be in a year?

What marketing hills do I need to climb to make it happen?

What marketing tactics don't I have the capacity to do internally?



**And next, find a
guide who can help
you explore your
business' options,**

*so you can start planning your climb
with confidence.*



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