

M Monthly Marketing Morsels

02
25

A BLOG PUBLISHED BY SKYLIMIT MARKETING, MYERSTOWN, PA



JACK CANTWELL BUSINESS PHILOSOPHY

1. Provide ongoing value for Clients
2. Equally important - Give back to the Community

COMMUNITY INVOLVEMENT

Lebanon Valley Chamber of Commerce

Member of the Military Affairs Committee
Winner of General Frank Smoker Beyond the Call Award
Ambassador of the Year

Community of Lebanon Association

Former Board Member (15 years)
Businessperson of the Year
Lester Leffler Community Service Award

Myerstown-Elco Rotary

Active Member, PR for Flags for Heroes

Mary Gate of Heaven Church, Myerstown

Lector, Cantor, Choir

Compeer of Lebanon County

PR volunteer

The Anne Fund

Sports Memorabilia Auction PR

Ithaca College

Former Board Member

Edgar "Dusty" Bredbenner Distinguished Alumni Award



We Plan. I Write. You Win.

Call Jack Cantwell at SkyLimit Marketing
717-269-0288 for a free consultation.
You can also email jack@skylimitmarketing.com
or visit www.skylimitmarketing.com



**A SHOUT-OUT
TO THE LOCAL
BUSINESS
ASSOCIATIONS.**

I enjoyed working in big city advertising agencies and corporations for many years and as a one-person small city Marketing Agency for the last 25 years. Both need to balance work for existing clients and develop new clients. How they go about this task is different.

Yes, it begins with a reputation for customer service and creativity in both cases. But here is where the task differs.

Big agencies leverage connections into invitations to create elaborate presentations and compete with other big agencies in a "winner-take-all" brawl.

Local agencies in smaller communities seek opportunities to "connect" with prospects more personally. Reputation always precedes the meeting.

The process usually begins with networking locally, and that's where the local business associations come into play. The trick is not to "sign up" but to "sign up and be active." Go to networking events, join committees, bring ideas to the meetings, and build a reputation.

In my area, Lebanon County, Pennsylvania, that means joining the Lebanon Valley Chamber of Commerce, the Community of Lebanon Association, the Palmyra Area Business Association, and the Myerstown Vitality Partnership. Also, add local service clubs. My choice is the Myerstown Rotary Club, which connects me to opportunities to get involved in the community.

These business association connections are vital to the success of the local business community. Let's take a moment to thank you for being there.