

Hightower Media Group Releases Special Report “The New Marketing Paradigm”

In today's highly competitive business market, entrepreneurs must begin by creating a message that includes a meaningful value exchange.

BEAVER FALLS, PENNSYLVANIA, UNITED STATES, April 18, 2018 /EINPresswire.com/ -- Hightower Media Group, a leading [marketing agency](#) in Beaver County, Pennsylvania, announced today the release of their free report: “The New Marketing Paradigm” written by Joe Newtz.

In today's highly competitive business market, entrepreneurs that wish to market their products and services must begin by creating a message that includes a meaningful value exchange. Information that isn't presented in a usable, interesting way won't be consumed, not matter how clever the idea is behind it. This doesn't mean that we stop trying to create awareness about our company but rather we include value propositions right from the beginning. The main thing to keep in mind is that nobody really cares about your process, or your system, or product as much as they care about the RESULT.



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To be more effective marketers, we must develop strategies around holding a potential customer's attention. That means that we need to start treating our customers more like partners.”

Joe Newtz

When you live in a small town like [Beaver Falls](#), Pennsylvania, you must realize that there must include a real value exchange that runs completely through the entire sales process of acquiring customers and keeping them for life. Instead of wasting time on pointless tactical marketing maneuvers that do not help you significantly increase your business, you must make sure that your message is communicated to (and understood) by your target market in a cost-efficient manner.

Joe Newtz reveals creating awareness of your product or service is not enough. To stay above the competition, you

must create compelling and engaging content that requires the construction of a meaningful value exchange.

Hightower Media Group is a Boutique Marketing Agency serving clients in the Greater Pittsburgh area - including Allegheny and Beaver Counties - that focuses on making small businesses stand ABOVE the competition. The team at Hightower Media Group has over 50 years of combined business and marketing experience helping business owners develop a tactical marketing plan that focuses on building and maintaining a strong customer presence. Learn more about Hightower Media Group by visiting the website at www.Hightower1.com.

If you would like more information about this topic or to receive this free report, please contact Joe Newtz at (800) 877-2881 or email at joenewtz@hightower1.com.

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This press release can be viewed online at: <http://www.einpresswire.com>

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