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GALLOWAY WALLACE

Galloway Wallace is a marketing / ad agency with the single purpose of helping equipment manufacturers grow and succeed.

[h.wallace@gallowaywallace.com](mailto:h.wallace@gallowaywallace.com)



## A DEDICATED TEAM TO MAKE THINGS HAPPEN



### Ownership That Knows Sweat.

Our owner knows the effort of accomplishment of loading a truck, operating a dozer, bidding jobs, and motivating labor. He has over 30 years' experience building successes in equipment marketing communications. This deep immersion means his proposals and marketing ideas are based on a true appreciation of the complexities of your world. We know you will appreciate the common-sense approach he brings to all our efforts.



### A Project Manager Who Knows Equipment.

For over 10 years, she has immersed herself in the world of equipment specifications, features and bottom-line performance qualifications for a wide variety of manufacturers. She has created a network of experts for collaboration of PR and feature stories, translations of brochures into multiple languages, creation of impressive websites and the creation of impressive video applications.



### A Design Manager Who Knows Customization.

Our design manager lives and breaths things that eat gasoline. He also knows the importance of collaboration. We match the project to the best expert around to create the most effective package possible, efficiently produced.



### A Manager Of Dealer Relations.

We have a manager plus available staffers to call your dealers about new prospects, new lists, new opportunities, and new products. We've learned that what's provided by your dealernet website and emails isn't always the spark needed for action. It takes a call. Maybe two or ten calls. It is this effort that makes a co-op program come to life.



### An Exhibit Manager Who Knows How To Get Things Done.

We see ourselves as your own, private exhibit/event department. Listening to you needs and desires, we custom package a proposal based on our research of materials and services currently available. We get the ball rolling with ideas based on our own experiences and then collaborate with others to create 3-Dimensional drawings and plans and then price/bid the execution of our designs—often bidding ourselves against others to see if indeed, we might be the lowest cost for certain elements of the package. We then provide you a complete proposal.



### Talented Writers.

Writers Who Have Traveled the World of Equipment. Our writers know equipment. They Travel constantly, write to be easily understood and accepted, and take great digital Photographs available to our clients without extended release issues.

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