



BEACON
Marketing Group Inc.®

MARKETING COMMUNICATIONS

“Either write something worth reading or do something worth writing about.” —*Benjamin Franklin*

ARE YOUR CUSTOMERS GETTING THE MESSAGE?

Effective marketing communication means reaching the right people with a compelling proposition, cost effectively. This holds true regardless of media used; search engines, direct mail, telemarketing or email.

Beacon’s results-oriented creative and media-neutral, ROI-based planning approach will get you the most bang for your marketing buck.

We practice what we preach and work with our clients to measure the results of every initiative, whether it is a blast email campaign selling Tastykake gift collections or a seminar invitation mailing for one of our financial services clients. We have over fifty years of experience on the client and agency side and a track record of success.

- Direct Mail
- Sales Materials
- Corporate Identity
- Website Development
- Email
- Social Media
- Search Engine Marketing
- Mobile Media



“Beacon was instrumental in creating successful launch events and materials for us under intense time pressure.”

—IBM Marketing Director

WHY BEACON?

Experience

- 50-plus years experience
- Consumer and B2B industries
- Principals lead engagements

Proven Track Record

- Agency and client backgrounds
- Media-neutral orientation
- Strategy-based approach

Academic and Practical Knowledge

- College Advertising and Marketing Professors
- Current on trends