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What We Do:

We connect a generation of people who need financial help to the institutions, manufacturers, and advisors that can help them.
1. **WE BUILD A WEBSITE**
   - SEO
   - DESIGN
   - FUNCTIONALITY

2. **WE FUNNEL LEADS**
   - FACEBOOK MARKETING
   - BROADCAST
   - SOCIAL MEDIA CAMPAIGNS

3. **WE ENGAGE AND CONVERT PROSPECTS**
   - EMAIL MARKETING
   - CONTENT CREATION
   - MARKETING AUTOMATION
   - PROPRIETARY SCORING ALGORITHM
Each year Lone Beacon creates and manages 1000s of Custom Campaigns across social media platforms. We build campaigns to generate leads for events, to promote downloadable content, to increase web traffic, and influence direct response campaigns.
73 Million Baby Boomer Population

24% Active Baby Boomer’s On LinkedIn

68% Active Baby Boomer’s On Facebook

Is your tax bill ERODING your retirement income?

THE FINANCIAL MOVES YOU MAKE COULD HAVE TAX IMPLICATIONS

START INVESTING WISELY

START SAVING TODAY

PAID SEARCH
We deliver more than 2 million emails per year.

Email marketing is a tool to keep prospects and clients both engaged and informed. We research extensively so that we are putting the best email possible out there. This includes paying attention to the time of day we’re sending, the subject lines and content, optimizing for mobile, and making sure that lists are properly maintained.
We generate and score nearly $3\ Billion in leads per year.

At Lone Beacon we have created a proprietary lead scoring algorithm to collect data on every lead that visits your site. We’re able to track these leads’ activity and gain important insights into their journey. Our scoring system gives us the ability to pinpoint when a lead is highly engaged and most likely ready to close.
Over 10,000 downloaded books and whitepapers.
More Than 2,000 Social Media & Blog Posts Per Year.

- **Common Social Security Scams**
  - Fraud Protection, Social Security
  - Turning 65 means a lot of great things - you’re eligible for Medicare, you’re at or near yo [...]

- **5 Essential Items to Pack on Your Next Trip**
  - Lifestyle
  - If you’re traveling this summer, or plan to travel often in retirement, there are certain [...]

- **When it Comes to Taxes, Plan for Your Future Self**
  - Tax Strategies
  - Retirement is a major event that can drastically change your day-to-day life, your financi [...]

- **What is Your Desired Retirement Lifestyle?**
  - Lifestyle, Retirement
  - Even though finances are important, life isn’t just about money. Rather than have your fina [...]

- **LONE BEACON 2020**

2,000
We view your website as your company’s storefront. We design your site around your unique strengths and personal brand. Most importantly, we create functional websites that generate leads.
Your brand is important to us. Every financial advisor has a unique set of factors, such as different needs and capabilities, competition, regional market, and company position. Branding that considers these factors can positively impact your market presence and marketing activity ROI.
Once we find the true essence of your brand, we will continue to keep it consistent throughout our marketing efforts, as a foundation to set you apart from your competitors.
Our foundations began in the broadcast business, which means we know the game inside and out. Our experience, relationships, and attention to detail when it comes to broadcast are just a few of the things that set us apart.
We create and deploy custom online events that reach thousands.

We’ve moved conventional financial workshops online. This allows for leads to generate without costly mailers, venue rental, and most of all...your time.