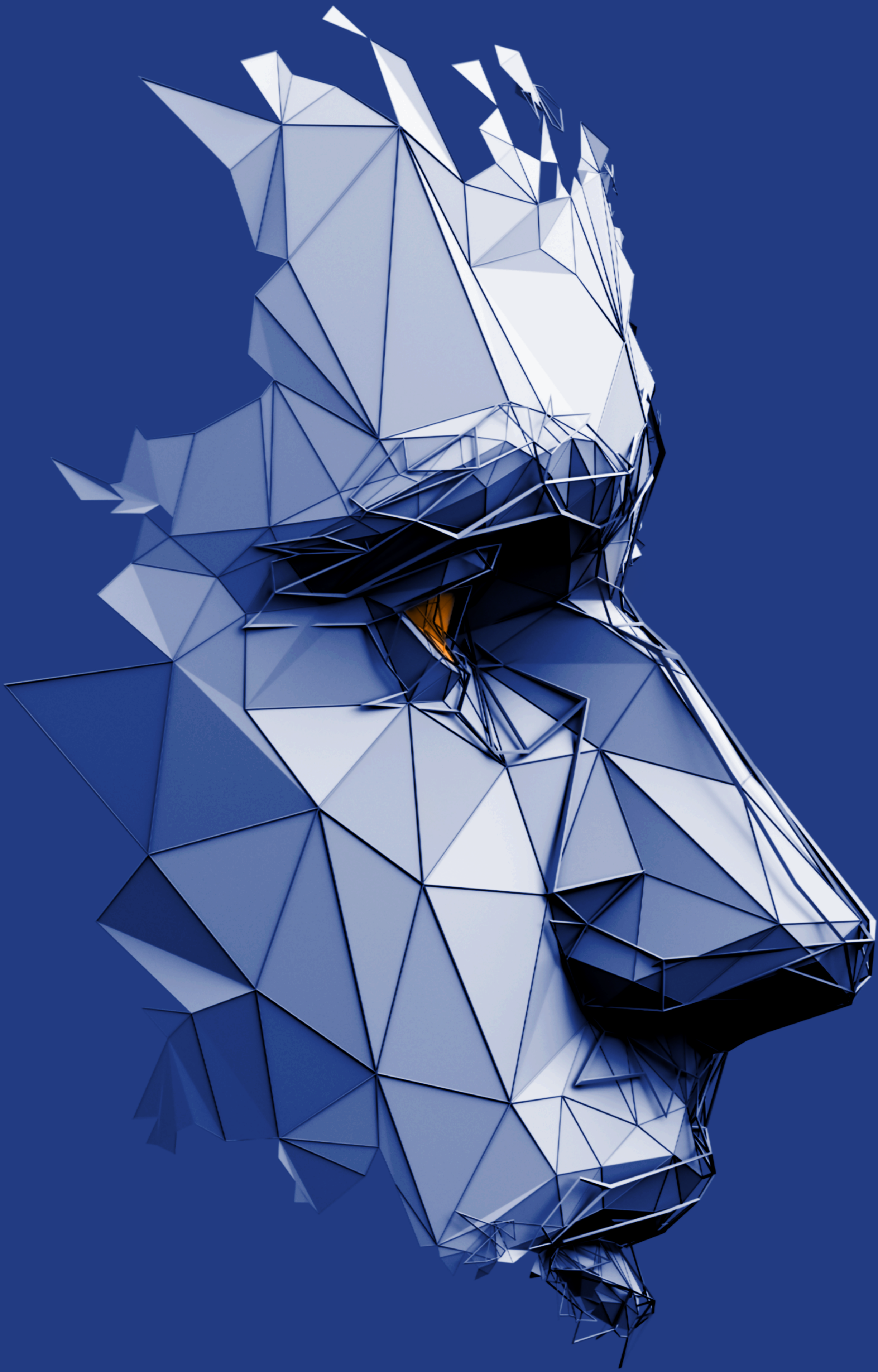
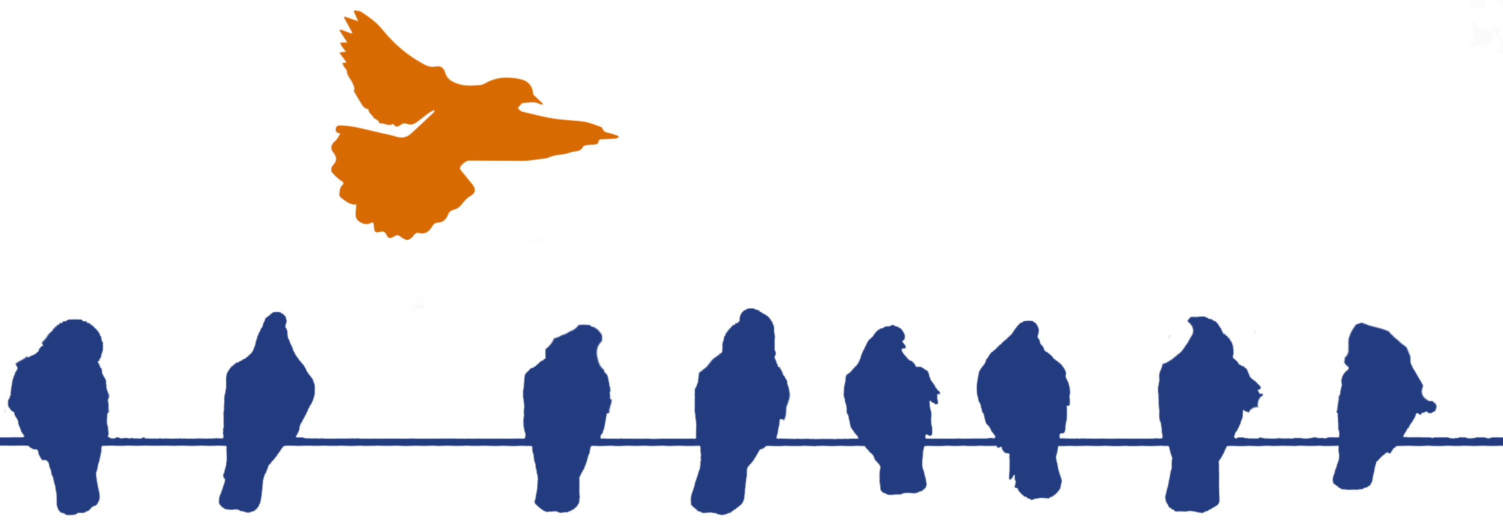


667 BOYLSTON ST, 5TH FLOOR
BOSTON | MA | 02116
INFO@LONEBEACON.COM

LONE BEACON

Contents



What We Do:

We connect a generation of people who need financial help to the institutions, manufacturers, and advisors that can help them.

LONE BEACON

1 WE BUILD A WEBSITE

- SEO
- DESIGN
- FUNCTIONALITY

2 WE FUNNEL LEADS

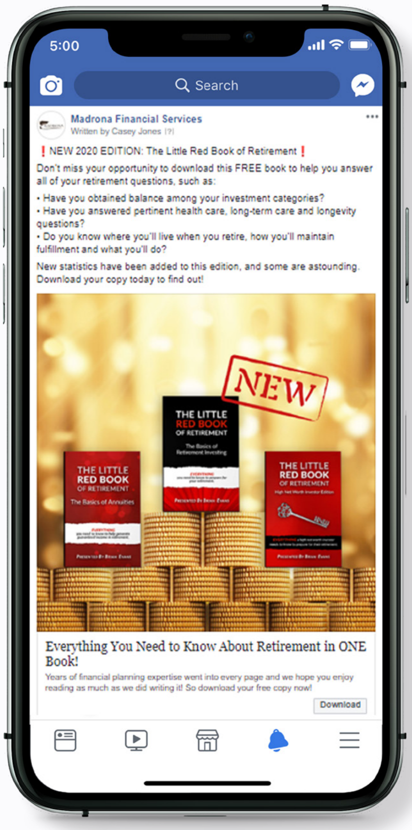
- FACEBOOK MARKETING
- BROADCAST
- SOCIAL MEDIA CAMPAIGNS

3 WE ENGAGE AND CONVERT PROSPECTS

- EMAIL MARKETING
- CONTENT CREATION
- MARKETING AUTOMATION
- PROPRIETARY SCORING ALGORITHM

SOCIAL MEDIA

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



SOCIAL MEDIA ADVERTISING

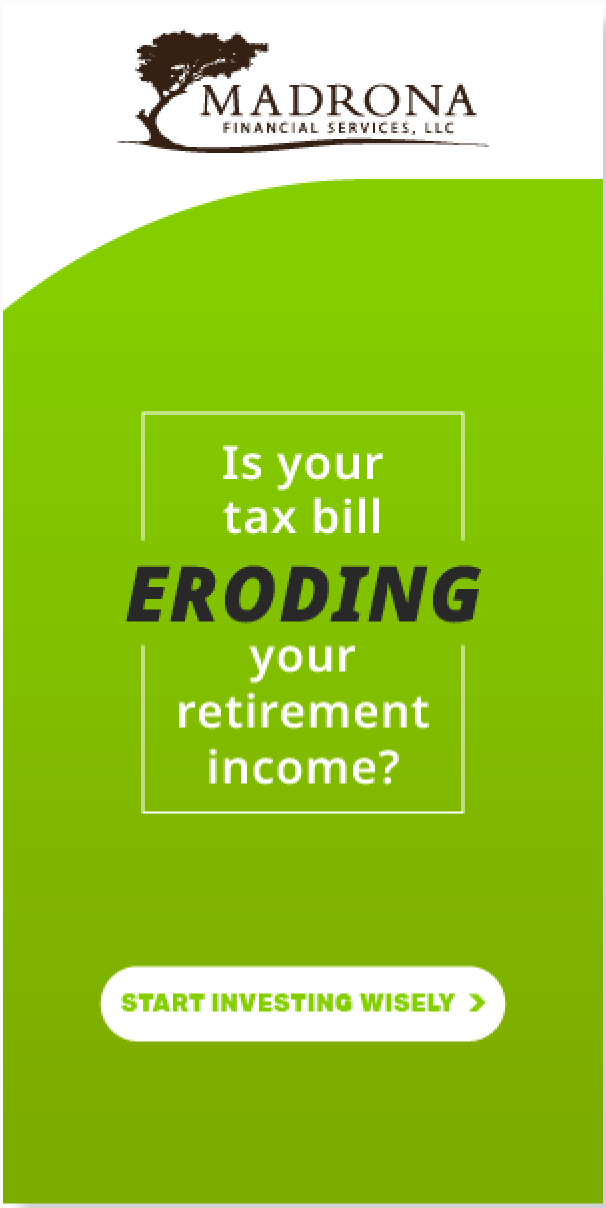
SOCIAL MEDIA MARKETING

73 Million
Baby Boomer
Population

24% Active
Baby Boomer's
On LinkedIn

68% Active
Baby Boomer's
On Facebook

PAID SEARCH



EMAIL MARKETING

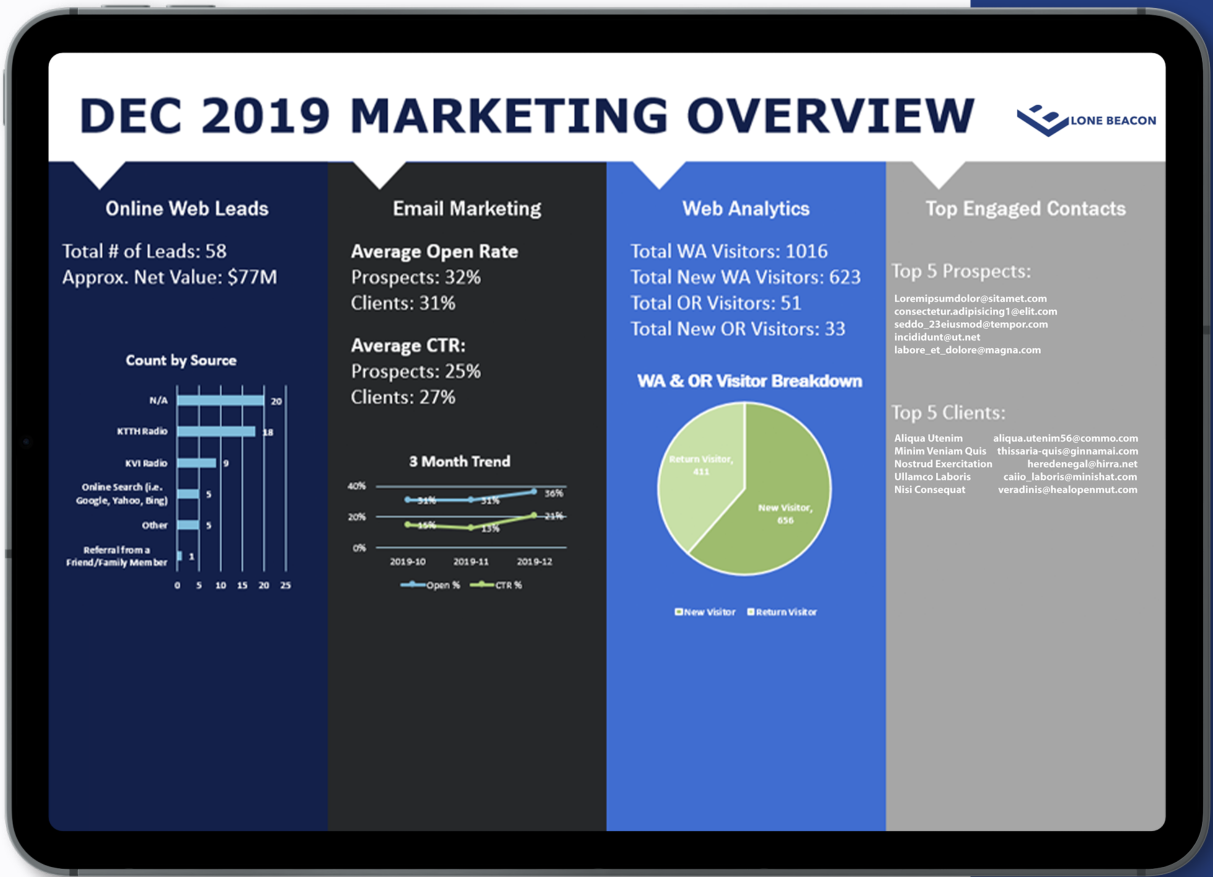
We deliver more than *2 million* emails per year.

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.

DATA DRIVEN MARKETING

$3 billion

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.

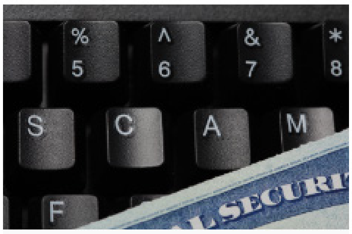
CONTENT

BOOKS AND WHITEPAPERS

Over *10,000* downloaded books and whitepapers.

BLOG POSTS

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 [...]

When it Comes to Taxes, Plan for Your Future Self

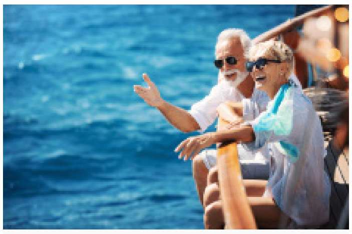
Tax Strategies

Retirement is a major event that can drastically change your day-to-day life, your financia [...]

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 s [...]



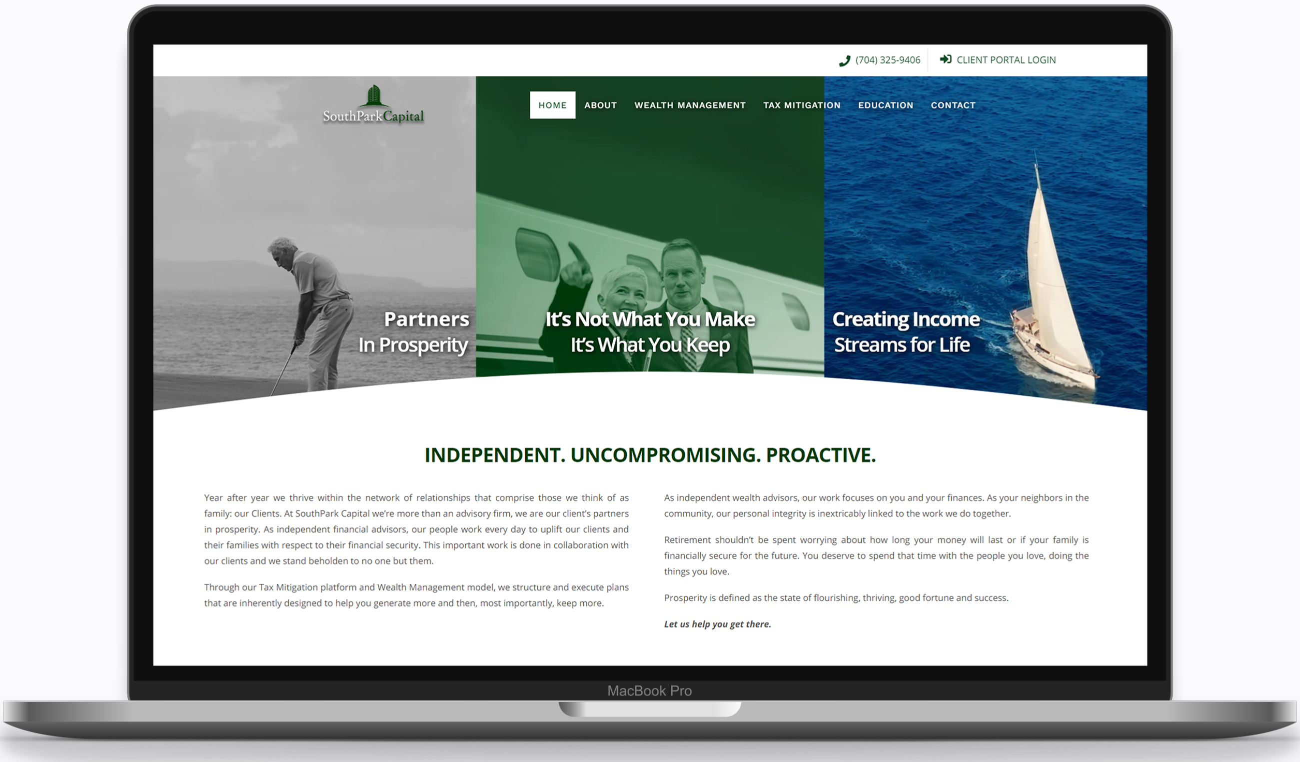
What is Your Desired Retirement Lifestyle?

lifestyle, Retirement

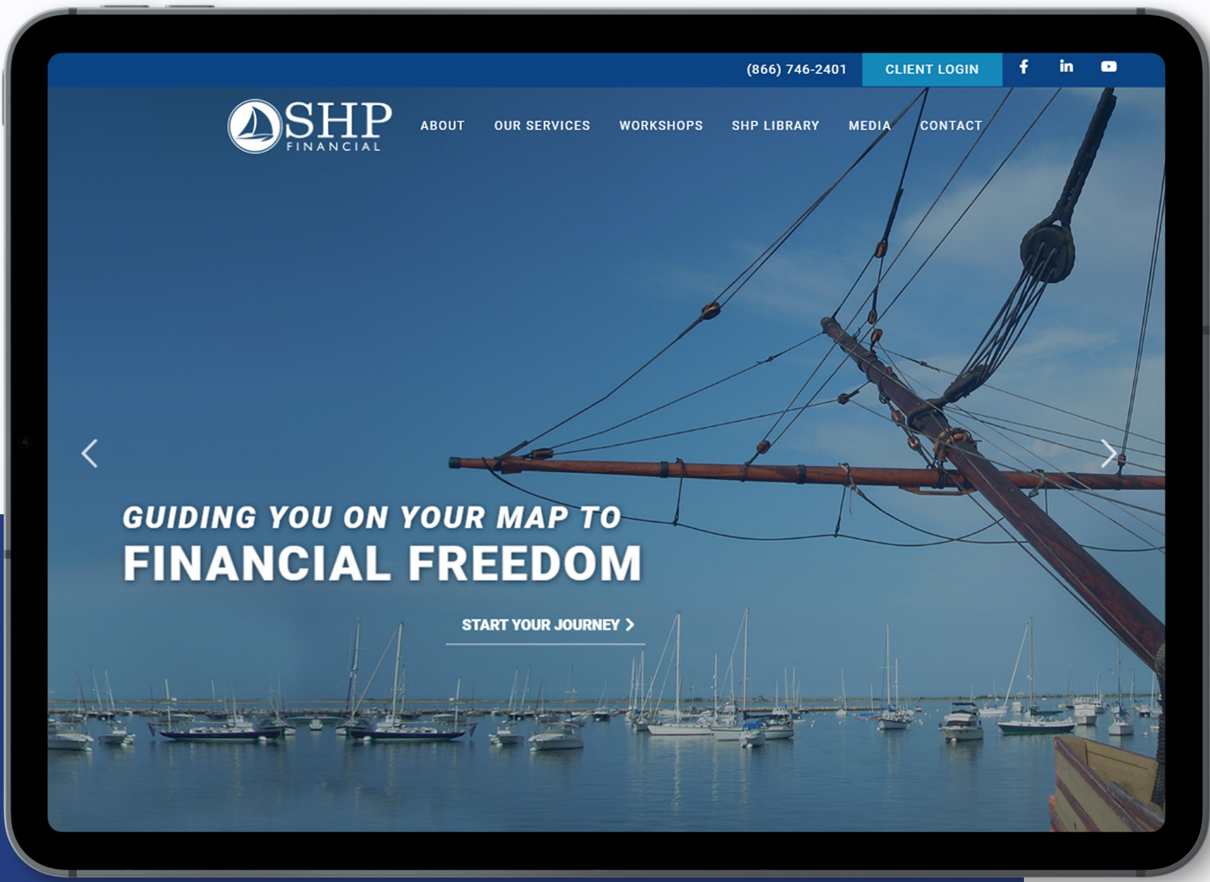
Even though finances are important, life isn't just about money. Rather than have your fina [...]

WEBSITE DESIGN

Nearly *100* Custom Websites for Advisors.



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.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SHP FINANCIAL
ABOUT
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WORKSHOPS
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GUIDING YOU ON YOUR MAP TO
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START YOUR JOURNEY


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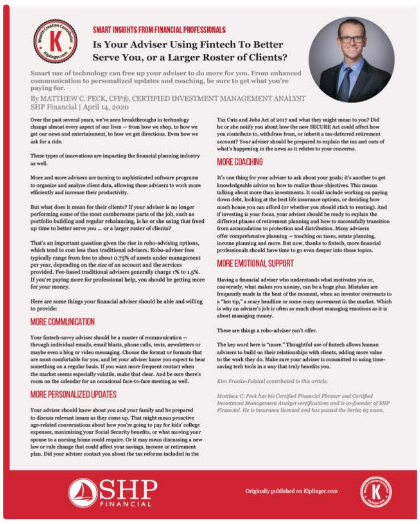
BRANDING



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.

BRANDING CAMPAIGNS

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.

BROADCAST

RADIO PRODUCTION

TELEVISION PRODUCTION & PR

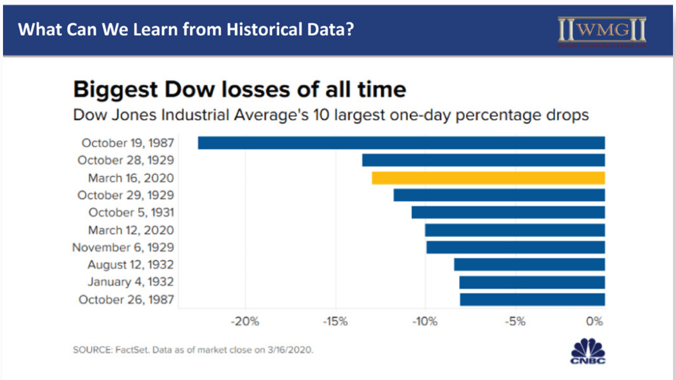
Produce and Manage Radio and Television Content Reaching Millions

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.

ONLINE WEB EVENT PRODUCTION

We create and deploy custom online events that reach thousands.

WEBINARS



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