

Our consulting clients hire us because we are able to make the complex seem simple, but not too simple and because we deliver on-time and on-budget.

PLANNING

Analyze: we can determine the size of a market, describe the profile of your target audience and breakdown the market into logical segments.

Facilitate: we lead planning sessions to brainstorm with your team using “white board” techniques to get their input, participation and “buy-in”.

Plan: we use a goal oriented, systematic approach to planning. We develop proforma P&L's, budgets and timelines for projects as diverse as a new grocery product introduction to the launch of an e-commerce business selling apparel.

PROJECT MANAGEMENT

In today's increasingly tough business environment, most companies are leanly staffed throughout the organization, but especially so in Marketing. Client marketers often don't have the time or the internal expertise to tackle those critical, but complex, new projects.

Beacon Marketing Group has developed, executed and maintained professional sampling programs for healthcare, B2B sales lead-generation, e-commerce and other complex programs for clients since 1992.

WHY BEACON?

Experience

- 50-plus years experience
- Consumer and B2B industries
- Client and agency backgrounds

Leadership

- Principals lead engagements
- Highly visible
- Collaborative team approach

Academic and Practical Knowledge

- College Marketing Professors
- Current on trends
- Able to communicate complex concepts



“ The Beacon team is superb: they come up with creative yet cost-effective ideas to help us grow, map out strategies to help us accomplish the ideas, and then deliver on time and on (or under!) budget. ”

—Sodexo, USA Sr. VP