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What We Do:

We connect financial institutions and advisors to a generation of people searching for financial guidance through cutting-edge digital marketing campaigns and strategies.
WE BUILD AND MAINTAIN WEBSITES

- SEO
- DESIGN
- FUNCTIONALITY
- SECURITY

WE FUNNEL LEADS

- FACEBOOK MARKETING
- BROADCAST
- SOCIAL MEDIA CAMPAIGNS
- LINKEDIN MARKETING
- GOOGLE AD WORDS
- GOOGLE BANNER RE-MARKETING

WE ENGAGE AND CONVERT PROSPECTS

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

WE BUILD BUSINESS INFRASTRUCTURE

- DEVELOP SALES PROCESS
- CREATE SCALABLE FRANCHISE MODELS
- CONDUCT FOCUS GROUPS AND SURVEYS
- COACH INTERNAL STAFF
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.
In the financial services industry world, financial advisors recommend and sell similar, if not the same, products. Consumers also have access to a lot of the information a financial advisor, like you, has. In many ways, what separates you from your competitor today is your brand: **who you are** strongly influences your prospects and leads as much as, if not more, than **what services you provide**.
Over 14,000 downloaded books and whitepapers per year.
More Than 100,000 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 your retirement age. [Read More]

- **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 items you should pack. [Read More]

- **What is Your Desired Retirement Lifestyle?**
  - Lifestyle, Retirement

  Even though finances are important, life isn’t just about money. Rather than have your financial freedom [Read More]

- **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 financial future [Read More]
Each year Lone Beacon creates and manages 1000’s 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

31% Active Baby Boomers On LinkedIn

73% Active Baby Boomers on Facebook

CHECK OUT OUR UPCOMING SCHEDULE OF RETIREMENT PLANNING SEMINARS AND DINNER IS ON US!

CLICK HERE TO LEARN MORE

Open Range Financial Group
We will help you to set concrete milestones for your retirement. Meet with us today.

Welcome To Accelerated Wealth
Our 2 Minute Survey Could Change The Course Of Your Retirement Future
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 work closely with advisors to comprehensively market their firms to fill their seminars, dinner events, and their appointment calendars. Lone Beacon markets your individual brand and company, front and center, so your prospects recognize your brand from their very first interaction. And it’s all completely **DONE FOR YOU**.

**PACK YOUR EVENTS!**

We’ve got event marketing for advisors down to a science! Our years of experience working with financial advisors allows us to start any event off right with comprehensive marketing campaigns, state-of-the-art data collection, proven direct-response best practices, and a personal appointment-setter.
Email marketing is a tool to keep prospects and clients both engaged and well 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

We generate and score thousands of leads per year, adding up to $10 Billion in assets.

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 the activity of these leads to 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.
OBJECTION, SCOPE, ADVANTAGE

We have decades of experience in business development and building critical sales infrastructure. This means building complex, multi-market sales departments that were equipped to “Sell”. Our unique experience allows us to confidently give advice around all parts of running a small business that financial advisors desperately need - from identifying areas of improvement in your sales funnel to identifying and aiding in key new hires.

Establish Key Performance Indicators

Establish Critical Sales Infrastructure & Systems

Sales Process Execution

Benchmark Big-Picture Goals

Reporting & Documentation
OUTBOUND CALLER PROGRAM

“We Lead Junction” by Lone Beacon is an appointment setting and prospect follow-up system designed by the nation’s leader in financial marketing and consulting to help maximize your marketing ROI. Our onboarding process will train callers on the nuances of your firm and market so they can truly become part of your team.

After generating over $50 BILLION in leads for advisories around the US, we’ve applied our understanding of consumer behavior, data, and good old-fashioned sales to help turn a lead into an appointment.

We Train

The Lone Beacon Lead Junction Call Team is highly trained in customer service for your demographic and business goals.

We Call

The Caller Team handles all outbound calls, short and long. This service is perfect for managing Dinner Events and sales follow-up!

We Track

- Documenting every dial
- Linked to your CRM system
- Benchmarked against other similar campaigns nation-wide