

OUR SERVICES

Strategy-first marketing programs that help businesses generate demand, attract better leads, engage more effectively, and increase qualified sales opportunities that lead to measurable revenue.



MARKETING STRATEGY

All of your marketing campaigns need to start with a strategy. It's like a road map or GPS. Without a strategy, any of us will get distracted, take wrong turns, and waste resources. [Get your road map for success...](#)



INBOUND MARKETING

The majority of your customers ignore ads. Instead, they self educate and find the info they need to make a decision on their own. [Be in the right places, at the right times, with info that nurtures those decisions...](#)



ACCOUNT-BASED MARKETING

If you sell in the B2B space, consider account-based marketing. ABM is useful in marketing to organizations with multiple decision makers and stakeholders, [reaching them with highly targeted messaging.](#)



MARKETING CONTENT

Winning customers requires more than simply putting up a website or posting on social media these days. To really win customers, smart businesses create content they know is relevant to their audience's needs. [Learn more...](#)



EMAILS & MARKETING AUTOMATION

Whether your goal is to drive more traffic to your website, nurture leads, increase purchases, or strengthen customer loyalty, email marketing and marketing automation can [help your business reach its goals.](#)



SOCIAL MEDIA MANAGEMENT

Ensuring your brand is presented well online and in the right places — is crucial in today's ultra-competitive business environment. [Reach new audiences and build a loyal social community.](#)



BRANDING & CREATIVE

Great design is perceived as more memorable, more approachable, and more worthy of your customers' trust. It communicates better and makes complex topics easier to understand. [Stand out in a sea of competitors...](#)



WORDPRESS WEBSITES

Your website is the cornerstone of your marketing strategies — the place where it all comes together. Just as all roads lead to Rome, all of your sales and marketing efforts should [lead buyers to your website.](#)



GOOGLE ANALYTICS

Do you know who visits your website and how your campaigns engage them? [Make data-driven decisions...](#)



DEMAND GENERATION

Create touch points to engage potential customers and [generate demand at every stage of the sales cycle.](#)

WHY CHOOSE LUMEN MARKETING?

“I see Lumen Marketing as an extension of my team! Given our limited resources internally, they assist me on marketing projects for some of our most strategic, multi-channel marketing efforts at TalentWave. **Lumen understands and is a guardian of our brand, and I trust them to help carry that through all of our various creative executions. Lisa is technical, creative, consultative, responsive and truly my right hand!** She’s also nimble in reacting to tight deadlines, and is prudent in making sure what she delivers has been triple-checked and is as perfect as possible! I’m grateful for the partnership we have with Lumen and for the confidence I have in their capabilities as an agency.”

— Kristen Schiffner, Sr. Director of Marketing, TalentWave

“The fact that I could lean on Lumen to execute through HubSpot without me having to direct how to get it done was a life saver. **We use this relationship as our metric for hiring other consultants.**”

— Lisa Bonanno, VP Marketing, Knowland

“Never afraid to try something new, Lisa and the team at Lumen Marketing are **the go-to experts for figuring out how to make an impact with integrated marketing campaigns that generate results.**”

— Mary Anschutz, Marketing Director, ACTIVE Network

INDUSTRIES WE SERVE



STARTUPS



HIGH-GROWTH
COMPANIES



TECHNOLOGY
& SOFTWARE



PROFESSIONAL
SERVICES



RESORTS &
ATTRACTIONS



REAL ESTATE
& FINANCE

Want to discuss your next big marketing, website, branding, or creative project? Whether you need to augment your existing team on a single project, or you need a completely turnkey, outsourced marketing solution, we can help!

Request a consultation today to learn how Lumen Marketing can help you send a clear signal with a marketing strategy that attracts, engages, and converts.

720-722-2987 • hello@lumenmarketing.com



Lumen
MARKETING & COMMUNICATIONS