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Lighthouse Marketing adds partner, seeks new space

BY ERIC REINHARDT

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MANLIUS — Lighthouse Marketing, Inc., an advertising, marketing, public relations, and strategic-consulting firm in Manlius, is looking toward its future.

Susan Beebe, the firm's founder and president, added a partner in 2009 and started a succession plan, she says. Jessica Sloma, who joined Lighthouse as an account manager in 2007, now serves as vice president of client services and owns 20 percent of the company.

It made sense to start the succession plan early, says Beebe, so Lighthouse could add to Sloma's responsibilities, increase her visibility with the firm's clients, and transition over the next eight years.

"She will eventually be the president of Lighthouse Marketing and be responsible for the future growth," Beebe says.

Even though Sloma became a partner in 2009, the firm only started publicizing it at the beginning of this year, Beebe says.

Lighthouse currently operates from Beebe's home at 5821 Acton St. in Manlius, but the firm is hoping to move into a bigger space outside the home in the next year to 18 months.

"We're not staffing a traditional advertising agency, so we will look for accessibility and visibility," Beebe says.

In that time, the firm hopes to add an office manager and an account manager, Beebe adds.

Beebe and Sloma have known each other for more than a decade. When Beebe worked at Atlantic Marketing & Consulting, Inc. of Syracuse in the late 1990s (which then operated in Camillus), she hired Sloma as her assistant. Sloma later moved to Florida, started raising a family, and then joined Lighthouse seven years later when she returned to Central New York.

Before launching Lighthouse Marketing, Beebe spent 15 years in the residential real-estate business. She joined Atlantic Marketing & Consulting in 1999 before pursuing her own company two years later — starting Lighthouse in October 2001.

About Lighthouse

In addition to the owners, Lighthouse



ERIC REINHARDT/CNYBJ

Jessica Sloma (left) and Susan Beebe are the owners of Lighthouse Marketing, Inc., an advertising, marketing, public relations, and strategic-consulting firm at 5821 Acton St. in Manlius.

Marketing uses the services of about 20 "strategic partners," which Beebe also refers to as "freelancers," who work under confidentiality agreements and comprise a support team for Beebe and Sloma.

"All [are] experts in their fields," Sloma says, noting they help make Lighthouse Marketing a "full-service" advertising agency.

The freelancers are a team of designers, web developers, public-relations specialists, audio and video-production technicians, copywriters, and proofreaders, Sloma says.

Lighthouse Marketing pays the freelancers by the project.

Lighthouse Marketing generated capitalized billings of nearly \$2 million in 2010, which was about the same as its capitalized-billings figure in 2009, Beebe says, noting the freelancers are a large part of the firm's success. The firm would like to grow its billings by 10 percent in 2011.

Lighthouse works with clients that include electrical-device distributor CED Baldwin-Hall in DeWitt; Susan Budrakey & Associates of DeWitt, a firm that focuses on financial planning; Greek Peak Mountain Resort in Virgil; BlueRock

Energy, Inc. in Syracuse; John Arquette Realtors in Fayetteville; Jenny Craig; and Brophy Services, Inc. of Syracuse, which offers facilities maintenance and janitorial services.

Lighthouse Marketing also offers its clients exclusivity in their industry, meaning that if Lighthouse represents a client in the financial-planning sector, the firm won't solicit or recruit another firm in that same industry.

When Lighthouse asks a client to sign an annual agreement with the firm, which it requests of all customers, Beebe says Lighthouse makes a commitment to the client for exclusivity. And the commitment the client makes is realizing that Lighthouse will be its agency of record. It doesn't require the client to spend a certain dollar amount.

"So, it's the long-term commitment we look for with a client," Beebe says.

Lighthouse Marketing also maintains a website, and profiles on Facebook, Twitter, and LinkedIn, Beebe says. □

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