

Beacon Media + Marketing Launches New Beacon Light Division to Empower Mental Health Professionals

Introducing Beacon Light: Tailored Digital Marketing Solutions for Therapists, Clinics, and Mental Health Professionals to Elevate Their Practice.

ANCHORAGE, AK, UNITED STATES,
September 12, 2024 /

EINPresswire.com/ -- [Beacon Media + Marketing](#) has announced the launch of Beacon Light, a new division dedicated to providing specialized [digital marketing](#) services to therapists, [mental health](#) clinics, and small business owners. This initiative marks a significant step towards making high-quality marketing solutions accessible and affordable to startups and younger practices.



Beacon Co-Founders Adrienne Wilkerson and Jennifer Christensen

Beacon Light is built on the foundation of Beacon Media + Marketing's over 12 years of experience as a digital marketing agency, combined with a deep commitment to supporting the mental health community. The new division offers a range of services designed to address the unique challenges faced by mental health professionals in the digital age.

"Working with hundreds of mental health clinics over the past 5 years has given us data and unparalleled insight into the mental health community. We are harnessing the knowledge and experience we've gained in working with larger practices to benefit the small and solo practices. Understanding the specific needs of mental health professionals has allowed us to tailor our services to help them not only survive but thrive," said Jennifer Christensen, Co-founder and CMO of Beacon Media + Marketing. "Our goal with Beacon Light is to provide effective, sustainable marketing strategies that do not overwhelm small practices but instead help them grow at a pace they can manage."

Adrienne Wilkerson, Co-founder and CEO, added, "We are returning to our roots with Beacon Light, focusing on the core values of empathy and support that drove the inception of our

company. We are here to empower those who spend their lives empowering others."

The services offered by Beacon Light include website development and maintenance, SEO optimization, content creation, and targeted marketing strategies—all tailored to the needs of the mental health sector. These tools are designed to enhance online visibility and patient engagement, ensuring that mental health professionals can reach and help more individuals in need.

With a strategic approach to digital marketing, Beacon Light aims to bridge the gap between mental health professionals and the communities they serve, making mental health services more accessible through enhanced online presence.

For more information about Beacon Light and its services, please visit Beacon Media + Marketing's website.

About Beacon Media + Marketing

Founded in 2012, Beacon Media + Marketing is a leader in digital marketing, providing innovative solutions to businesses across various sectors. With the launch of Beacon Light, the company reaffirms its commitment to supporting small businesses and the mental health community, ensuring they have the tools and knowledge to succeed in the digital landscape.

Adrienne Wilkerson

Beacon Media + Marketing

9075636008 ext.

[email us here](#)

Visit us on social media:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/738713335>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.