

Lighthouse Business Solutions announces Growth with Current Client

By Andrea

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Lighthouse Business Solutions Inc., a leading direct marketing agency, announces growth into 3 new markets with large telecommunications client.

Lighthouse Business Solutions Inc., a leading direct marketing agency, announces expansion into a minimum of three new markets for the last quarter of 2009. This expansion is due to much success with its largest client, a leading telecommunications provider, dealing with its fiber optic campaign.

Expansion into these markets allows Lighthouse to target a wider variety of customers for its client allowing room to increase performance as well as provide more advancement opportunities within the organization.

“We are excited for a big ending to a big year,” says Andrea Atkinson, Partner, Lighthouse Business Solutions Inc. “We are appreciative of the increase in responsibility from our client and are excited to wow them with a strong end to the year.”

Lighthouse Business Solutions started off the year with a shift in management as Evans Guerrier took on responsibility as CEO and Andrea Atkinson joined forces six weeks ago. With current conversion rates of consumers for services at over 50%, both Guerrier and Atkinson are confident that this number will increase to over 100% by the years end.

Lighthouse Business Solutions specializes in customer retention and new customer acquisition for the fortune 500 community. With a customized direct marketing approach, Lighthouse increases revenue without increasing cost. For more information on services please visit: www.lhbsinc.com

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Lighthouse Business Solutions Inc. is a premier outsourced sales and marketing firm focused on the needs of aggressive B2B and B2C clients. For more information visit:<http://www.LHBSinc.com>

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