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## **Former Client Partners Again with LyonShare Marketing**

Honey Brook, PA – LyonShare Marketing announces the addition of National Investment Managers Inc. to their growing list of accounts. A former client who previously served as the president of a large insurance and financial services company, now is employed at National Investment Managers as the company's National Sales Manager. In his new role, the former client asked LyonShare Marketing to partner with his new company to craft a comprehensive marketing plan to relaunch their brand and strategically grow their business.

National Investment Managers is a nationally-based, regionally-operated retirement services, pension administration and investment management business ideally positioned to be known as the premiere network of third party administrators (TPAs) in the United States. With 18 regional offices, the company encompasses the best TPAs in the country, many of which are current or past presidents of The American Society of Pension Professionals & Actuaries (ASPA) and The National Institute of Pension Administrators (NIPA). The company is headquartered in Columbus, OH and reports \$10 billion in pension assets under administration (10,000 plans).

“When former clients bring LyonShare Marketing with them to their new employer, their referral is confirmation that we effectively help meet our client's unique challenges and goals,” states Vicki Lyon, President of LyonShare Marketing. “We are ready to re-position National Investment Managers as they strive to capture additional market share and enhance their service offerings.”

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LyonShare Marketing is a full-service marketing firm dedicated to a *Get Real! Marketing*<sup>™</sup> philosophy, delivering the results companies need to survive...and thrive without “cookie cutter” approaches. Since 2004 LyonShare has serviced business-to-business and direct-to-consumer client marketing needs by offering fresh ideas and creativity, without the fluff. LyonShare offers the same services traditionally found at large advertising agencies for a fraction of the time and cost.