

PRESS CONTACT

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Crystal Vision Marketing Expands to Connecticut with Digital Solutions Guru, Lauren Middleton

October 18, 2025 – Holbrook, New York - Crystal Vision Marketing a full-service business strategy and marketing firm focused on helping their clients identify strategies for customer engagement, client satisfaction and sales growth is proud to announce that it has expanded its team, services, and locations.

Traditionally focused on classic marketing strategies, Crystal Vision will now offer a complete turn key suite of digital and web based solutions including SEO (search engine optimization) services, app development, google support services, analytics, paid social media campaigns, ecommerce solutions, and responsive web design.

The digital division of the company is being managed by Lauren Middleton, the newest member of the Crystal Vision Marketing team. Lauren has over fifteen years of experience in all facets of marketing but will be primarily focused on helping Crystal Vision clients with digital solutions to their problems.

Each of the new services comes along with Lauren’s extensive knowledge of cybersecurity and troubleshooting. She has collaborated with several high-profile clients such as Protein Sciences Corporation and Flublok Influenza Vaccine. Her true passion, however, is working with small business owners.

Jodi Jacobs, Crystal Vision founder, shares, “Having Lauren join our team has been a secret hope of mine since the first time she and I had the chance to work together. Her level of professionalism, attention to detail and the degree to which she executes her craft are admirable. She bridges our classic, traditional marketing approach with a bevy of innovative, technical expertise and a work product deeply rooted in the security of our digital solutions. I could not be more thrilled to expand the business in both services and geographic reach than with her stellar talents.”

Lauren resides in Middletown, Connecticut and will work from the new Crystal Vision offices at 386 Main Street in Middletown. Although the two locations are in Connecticut and New York, Crystal Vision Marketing serves clients all over the United States, the UK and Canada.

With a combined experience of 30 years, Lauren and the Crystal Vision team now will provide digital solutions to a large scope of business types including small to medium businesses, startups, corporations and nonprofits. Besides her mastery in digital marketing, Lauren also has extensive experience writing grants for several types of nonprofits, which is another new service for Crystal Vision Marketing.

To reach Lauren, contact her at Lauren@crystalvisionmktg.com.

About Crystal Vision Marketing

Founded in 2009 by Jodi Jacobs, Crystal Vision Marketing embodies a deep passion for turning business visions into reality. With over 30 years of experience in marketing, business strategy, and project management, Jodi's diverse background equips her to support a wide range of industries. At Crystal Vision Marketing, empathy and compassion are woven into the fabric of the company's mission. The team understands that they are not just working on marketing goals but are part of the dreams of the business owners they serve. This heartfelt approach drives their commitment to helping clients thrive.

Integrity, creativity, and adaptability are the cornerstones of Crystal Vision Marketing. The company prides itself on being honest and transparent in all interactions, fostering trust and long-lasting relationships. With a culture that encourages innovative thinking, the team consistently develops unique strategies that set clients apart from the competition. As the marketing landscape evolves, Crystal Vision remains agile, tailoring solutions that meet the changing needs of their clients and the market.

Jodi's leadership has cultivated a collaborative environment where every team member is inspired to contribute. As a trusted advisor, she dedicates herself to her clients' success, ensuring they have the support they need to navigate challenges and seize opportunities. Beyond business, Jodi is deeply committed to her community, serving on local charity boards and giving back in meaningful ways. At Crystal Vision Marketing, the goal is not only to drive results but to forge genuine connections that enhance the journey of every client and team member.