

## Ingenuity Marketing Group Celebrates 20 Years of InGenius Marketing



**Saint Paul, Minnesota Mar 27, 2025 ([Issuewire.com](https://www.issuewire.com))** - This year, Ingenuity Marketing Group, LLC celebrates 20 years of serving professional services across the U.S. Our strategic consulting firm, with an in-house creative team, has adapted to the economic and technological changes that have transformed marketing over two decades. We are excited to build upon our entrepreneurial and flexible work culture to address what's ahead for professional services marketing and growth initiatives.

Ingenuity's Principal and Brand Strategist [Dawn Wagenaar](#) joined the firm in 2005 and became sole owner in 2016. The firm has won national awards for workplace culture, being among the first hybrid workplaces and providing a flexible environment for working parents and young professionals. The firm also has consistently won awards for branding, strategic marketing, websites and public relations. In 2024, Dawn Wagenaar was nominated as a Volunteer of the Year for her work with the national Association for Accounting Marketing (AAM). Ingenuity Marketing Group is also certified as a Women's Business Enterprise (WBE) and a Clutch Certified Women Owned Business...founded and led by women since its beginning.

"I'm just really proud of my team and everything we've accomplished in the past two decades. I also couldn't have done it without strong connections in the accounting marketing, financial services and AEC industries," said Wagenaar. "I really love working directly with clients and friends in the industry, helping them achieve their business and life goals."

Ingenuity Marketing Group was at the forefront of professional services marketing when law firms,

accounting firms and financial services firms were able to directly advertise and market their services to the public. Prior to the 1990s, these firms were barred from advertising due to professional and ethical standards. Allowing competitive marketing opened up an entirely new industry that has provided new careers, leadership roles and also equity partnerships and profit sharing within professional services. We are proud of being a part of that legacy.

Besides consulting on the emergence of digital marketing technologies and lead generation throughout the early 2000s, Ingenuity Marketing Group has helped clients develop strategies for remaining independent at a time of consolidation. This includes consulting and public relations to help firms with targeted M&A. We are also seeing the emergence of new entrepreneurial firms.

“We’ve really seen it all from the start of professional services marketing,” Wagenaar said. “I remember when I used to create marketing plans for 12 months and be done. Now I’m adapting to client needs with consulting and strategies every month. It’s always interesting and changing.”

Wagenaar got her start in professional services as the director of marketing for two different accounting firms before joining Ingenuity as a principal and owner. She has a special interest in rebranding consulting as well as effective collaboration between in-house marketing and growth professionals and Ingenuity’s consultants. “We tailor every solution because every firm is different. Every market is different. Along the way, we’ve learned a lot about our clients’ industries, whether it’s construction and manufacturing or not-for-profits and private equity. We have a strong learning culture at our agency.”

At one time, [Ingenuity Marketing Group](#) had an in-house team of 12 people that included principals, account managers, business developers and creative specialists. Due to efficient technologies and high-level consulting experience, Ingenuity Marketing Group serves clients nationwide with a team that includes a Web Developer/Graphic Designer, a Communications/PR Consultant and an SEO/Social Media Consultant. The unique cohesion of the team creates efficiencies and ideation that support small to large firms. Services include branding, digital marketing, communications, outsourced marketing retainers and research & surveys.

Ingenuity Marketing Group is a member of the Association for Accounting Marketing and the Society for Marketing Professional Services. Our team writes for and speaks regularly to these national trade groups and others such as the Association of General Contractors, Engineering Management Institute and Accounting Today. The firm is based in St. Paul, Minnesota and serves clients with strategic consulting from coast to coast.

## Media Contact

Ingenuity Marketing Group, LLC

\*\*\*\*\*@ingenuitymarketing.com

6127189733

413 Wacouta St, Suite 400

Source : Ingenuity Marketing Group, LLC

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