Michelle Coyle of Beechtree Marketing Named Alignable?s 2025 Local Business Person of the Year for Cinnaminson, NJ

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CINNAMINSON, NJ ? March 26, 2025 ? Michelle Coyle, Founder and CEO of Beechtree Marketing, has been named Alignable?s 2025 Local Business Person of the Year for Cinnaminson, New Jersey. Presented by Alignable?the largest online referral network for small businesses?this annual award honors entrepreneurs who demonstrate exceptional leadership, community support, and peer-to-peer collaboration. Coyle was selected from among thousands of business owners across North America for her work championing the growth and resilience of the local business community.

This year?s award cycle drew unprecedented engagement, with more than 333,000 votes and over 77,000 testimonials submitted between January 14 and March 7, 2025. Coyle?s recognition places her among 4,750 winners representing more than 4,500 communities throughout the U.S. and Canada. Nominees were endorsed by fellow entrepreneurs who recognized their ability to connect, uplift, and lead within challenging economic conditions.

?This recognition is an incredible honor,? said Coyle. ?Beechtree Marketing was founded with the belief that

small businesses are the heart of the community?and they thrive when we support each other. This award reflects the strength and generosity of the entire Cinnaminson and South Jersey business ecosystem. It?s a shared win.?

Founded in Cinnaminson, Beechtree Marketing is a one-stop digital marketing agency dedicated to helping small and mid-sized businesses increase their customer activity through strategic, authentic engagement. The company specializes in tailored marketing strategies that align closely with business goals and customer needs. Its services include digital marketing strategy and execution; graphic design, branding, custom website design and development; search engine optimization (SEO) and local SEO; email marketing campaigns and list management; and content creation, including customer testimonials, video marketing, behind-the-scenes storytelling, and interactive formats such as quizzes and polls. Beechtree also offers online reputation management and social media strategy and management, as well as marketing playbooks and growth consultation.

In markets like Cinnaminson, where many businesses are locally owned and community-rooted, strong digital marketing and branding are critical to long-term sustainability. With more consumers searching for services online and comparing businesses based on web presence and reviews, local companies must have compelling websites, consistent branding, and effective online communication strategies. Beechtree Marketing plays a pivotal role in equipping these businesses with the tools they need to remain competitive in an increasingly digital-first economy?particularly in service sectors where reputation, visibility, and trust are paramount.

Coyle?s community-first leadership is emblematic of the entrepreneurial spirit Alignable?s contest aims to recognize. Her dedication to peer mentorship, knowledge-sharing, and mutual referral partnerships earned her both widespread admiration and numerous testimonials during the voting period. She now holds a special badge on her Alignable profile, enhancing her professional visibility and expanding her network within the platform?s 9-million-member ecosystem.

"This contest has supercharged small business relationships, fueling referrals, fresh opportunities, and a wave of mutual support," said Eric Groves, CEO and Co-Founder of Alignable. "When small business owners unite, they?re unstoppable. Michelle?s recognition is a powerful reminder of how leadership at the local level can drive both economic resilience and long-term community success."

As digital platforms continue to shape consumer behavior, local marketing professionals like Coyle are increasingly seen as agents of economic revitalization. By empowering businesses to clarify their brand identity, expand their online reach, and connect authentically with customers, agencies like Beechtree Marketing help stimulate foot traffic, drive conversions, and strengthen the local economy. Coyle?s leadership has helped many South Jersey businesses not only adapt to change, but proactively shape their

future in a competitive marketplace.

Looking ahead, Coyle also aims to broaden Beechtree Marketing?s community impact by expanding educational outreach. Plans include offering workshops on digital literacy, branding strategy, and content development?giving entrepreneurs the skills and confidence needed to take control of their digital presence. By fostering local knowledge-sharing and skills development, Beechtree is investing not just in clients, but in the broader Cinnaminson business landscape.

?This award is about more than recognition?it?s about responsibility,? Coyle added. ?It?s a reminder to keep showing up for others, to keep listening, and to keep building something bigger than ourselves.?

To learn more about Michelle Coyle and Beechtree Marketing, visit www.beechtreemarketing.com

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Beechtree Marketing

Beechtree Marketing, led by Michelle Coyle in New Jersey, boosts businesses with SEO, social media, and email marketing to attract and engage customers, enhancing online presence.

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