Justin Vorhees Takes Helm at Ignite Local: New Leadership to Boost Marketing Mission with AI Innovation

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BOTHELL, WA - May 13, 2025 -
Ignite Local has announced a leadership change as Brad Vorhees, the company's founder, hands the reins over to his son, Justin Vorhees. This move aims to keep Ignite Local's mission of providing honest and people-focused marketing solutions that are effective for local businesses. The company focuses on offering lasting value without pushy sales tactics.

Now the CEO, Justin Vorhees is excited about carrying on their original mission with fresh energy. He remarked, "This isn't just a handoff?it's a continuation of our mission with new momentum. We're doubling down on what's always mattered: doing business by the Golden Rule, caring deeply for our clients, and building long-term value." Justin plans to build on the values set by his father while bringing in new ideas like AI tools and scalable marketing systems. These tech-focused improvements aim to make processes more efficient, cut costs, and boost return on investment.

Ignite Local's promise to support local service businesses stays strong. Brad Vorhees built the company on key principles like treating people right, showing real results, and seeing clients as a part of the Ignite Local family. These values remain central under Justin's leadership, while new updates are made to keep up with market changes. New services are being added to keep pace with these changes, using new digital marketing tools and strategies to make the company a reliable growth partner for small business clients, no matter their industry.

The employees at Ignite Local embody the company's warm and people-focused culture. Client Success Manager, Dennis Braun, said, "Leadership at Ignite Local is unlike anything I've been part of. They truly care. It's not just lip service." Midwest Web Presence Consultant Dan Trubak added, "We're not about the quick buck. We make sacrifices to do what's best for clients?and that's the culture here. Everyone helps each other

grow." These comments show how Ignite Local prioritizes client satisfaction and ethical marketing over just expanding their market share.

Ignite Local offers a wide range of digital marketing services, including web design, local SEO, social media advertising, and reputation management. By partnering with hundreds of small service businesses across the U.S., the company aims to boost business growth and online presence effectively. More details about their services can be explored further at IGNITElocal.com. One of their clients, Buttera Motors, praised Ignite Local's impact: "Ignite Local has been a game changer for our business. Even after 60 years in business, we still needed help reaching new customers?and Ignite delivers." This feedback highlights the success of Ignite Local in meeting the changing marketing needs of businesses.

Outside the business world, Ignite Local is involved in broader efforts to support global entrepreneurship. Through their partner nonprofit, Entrepreneurial Leadership Development (ELD), the company supports mentorship and microloans to underserved entrepreneurs worldwide. This initiative shows the wider societal goals the Vorhees family is committed to through their business actions.

For the team at Ignite Local, the mission goes beyond typical marketing. As Justin states, "We don't do what we do to live?we live to do what we do. This is our calling: to help good businesses grow, to restore trust in our industry, and to do it all with excellence and empathy." This perspective anchors the company's focus on service and care, highlighting the importance of growth both in the market and in community efforts.

Founded in 2014, Ignite Local stands for integrity, offering digital marketing services that promote honesty and effectiveness for local businesses. Avoiding contracts or tricks, the company aims to build lasting client relationships. With new leadership at the helm, Ignite Local is ready to adapt to changes in the digital marketing world, continuing to focus on the success and trust of its clients. For those interested in learning about their free web presence analysis, please visit Ignite Local's website for more information.

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Ignite Local

Ignite Local helps local service businesses grow with honest, data-backed marketing?no long-term contracts, no jargon. We?re committed to real results and making a positive impact in the communities we serve.

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