



MEDIA RELEASE

SMR certified to national marketing standard

Local firm Strategic Marketing and Research (SMR) received national accreditation this week as a Certified Practicing Marketer, from the Australian Marketing Institute.

The business which celebrates its tenth anniversary in 2010, has an office in Busselton and West Perth and employs seven staff.

Samantha Reece, Director of SMR stated that the accreditation recognised staff qualifications as well as longevity in the industry.

“This accreditation is along the lines of a Certified Practicing Accountant and hence provides an added level of security to clients that they are in fact dealing with a business that is qualified in the marketing field,” Ms Reece said.

“Our consultants are all senior staff and have spent close to 20 years in the business arena working for Bankwest, SGIO and Rio Tinto before joining SMR.

“We are delighted with this accreditation and believe we are the only agency in the South West to hold this status.”

SMR currently specialises in the property sector, small business and resources areas and represents clients including LandCorp, Port Bouvard Ltd, Pindan and Holcim.

Ends

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