Smart Marketing Consulting Now Certified To Help Build Your Business

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Smart Marketing Consulting, a Cave Creek, Arizona based marketing company, recently received certification from Credly. On April 10, 2015, the company was granted the Certified Customer Value Optimization Specialists title.

Carrie Hartunian Smith of Smart Marketing Consulting commented on the company's achievement, "We're pleased to have these credentials and excited to be able to provide our clients with a higher level of service." Smith and her company are now considered experts in their field of customer value optimization, due to the certification.

The certification as customer value optimization specialist enables the company to help businesses architect a conversion funnel that will enable them to lower customer acquisition costs while increasing customer value at the same time. According to certifying agency Credly, "Many businesses have some sort of 'funnel' for on-boarding leads and converting those leads into customers. Certified Customer Value Optimization Specialists are able to plug the leaks in those systems, and deliver a truly optimized conversion for their clients."

In order to obtain certification, Smart Marketing Consulting, with website at http://smartmarketingconsulting.com/, had to complete an advanced six module and 56 lesson online course in customer value optimization. The course is designed to teach the details about leads and conversion, as well as tactics and strategies proven to work in today's business world.

In addition, the company passed six quizzes and a final exam that tested them on the full spectrum of tactics used for conversion funnel optimization. The certification is designed to create expert status on strategies used, including fundamentals and advanced methodologies. The final exam shows to the public and future clients of certified agencies, that recipients have attained a competent level that is appropriate for professional services.

Carrie Smith explains, "We know our stuff. We're now ready to begin assisting businesses with strategies that are going to really put them over the top."

Smart Marketing Consulting offers a suite of business services. The company takes traditional business practices and incorporates modern techniques, both online and offline, to create profitable business models for clients. More about Smart Marketing Consulting can be seen at http://smartmarketingconsulting.com/.
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Smart Marketing Consulting

Smart Marketing Consulting takes the ?classic tried and true? business practices and incorporates 21st century proven techniques to create a thriving scalable, repeatable and profitable business for you.

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