MELBOURNE, AUSTRALIA, September 22, 2013 /**24-7PressRelease**/ -- Next Marketing was one of the Victorian finalists in the 2013 Australian Marketing Institute Awards for Marketing Excellence program. The Melbourne based Marketing Agency's campaign 'Google obscurity to No.1" delivered the business amazing 574% ROI.

Marketing consultant Jo Macdermott, head of Next Marketing, received the award at a luncheon held at the Park Hyatt on September 19th. The Australian Marketing Institute's Awards for Marketing Excellence program is held annually and aims to recognise marketers and marketing organisations who have shown innovation and outstanding success.

In 2012, the website for the business was not performing as well as it could have been. Next Marketing's proprietor, Jo Macdermott, decided that it was time to speak to some Search Engine Optimisation (SEO) professionals about how to improve the site's search engine rankings, and overall volume of traffic.

Rather than choosing the tried and tested method of paying professional SEO consultants to handle the SEO for the site, the Next Marketing team decided to take an original approach and expand their basic knowledge of SEO by doing it themselves.

Twelve months later, the Next Marketing website is in the number one position on Google for the keywords:• Marketing Agency• Marketing Agency Melbourne.

The average number of website hits increased by 29%, and enquiries rose from non-existent, to around 17 enquiries per month.

Next Marketing has also:• Expanded and moved into its own office space• Been able to develop a website that generates new leads every week.• With Return On Expenditure (ROE) of 574%, the results were far beyond expectations.

Next Marketing Agency is based in Melbourne. We are smart, clever and real.No matter what your industry or size of business, you need customers in order to survive and grow. If you are serious about attracting more customers and expanding your business, we can help you achieve this and put the right foundations in place with a marketing strategy.Our team of marketing consultants are small business marketing experts.