

## **Akers Consulting Group Receives Accreditation**

*Pennsylvania based consulting firm receives recognition of expertise in Microsoft adCenter marketing platform. Accreditation acknowledges high level of competency in designing and executing on-line search-engine-marketing (SEM) programs for businesses.*

June 9, 2010 (FPRC) -- Akers Consulting Group LLC, a boutique consulting firm specializing in helping small and medium sized businesses, announced today that David Akers, founder and president of the organization, has achieved Microsoft adExcellence Member designation:

Microsoft adExcellence program is an accreditation program to certify that an individual is a Microsoft adCenter expert. All certified members have passed the Microsoft adExcellence accreditation exam, and are equipped to help advertisers manage and optimize their ad campaigns on the Microsoft adCenter platform.

“As the use of pay-per-click advertising grows among small and medium sized businesses, we are pleased Microsoft recognizes our skills and knowledge of this important marketing platform,” David Akers, President of Akers Consulting Group LLC. “Receiving this designation from Microsoft provides recognition of our ability to design and execute effective on-line advertising campaigns for our clients.

Akers Consulting Group works diligently to help our clients maximize their marketing dollars, and adding online advertising to their integrated marketing strategy is a great way to achieve that goal.”

Next to Google Adwords, Microsoft adCenter is one of the top online marketing tools available. Utilization of the Microsoft adCenter platform allows client targeted advertising to show on the Bing search engine (formerly MSN) as well as partner websites, including Facebook, utilizing pay-per-click and keyword matching methodology.

The accreditation for David Akers can be seen at the Microsoft adExcellence directory: <http://advertising.microsoft.com/learning-center/adexcellence/membership-directory?MemberID=49a7ea6e-90ad-4648-acae-643a192dead8>

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### **Keywords**

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