

Local advertising group featured in national magazine

By Laura Buchanan Messenger Staff Writer lbuchanan@the-messenger.com | Posted: Friday, May 27, 2016 12:00 am

When a nationwide magazine reporter contacted the president of a Madisonville-based marketing agency for a few online advertising tips, the CEO thought she would get a token mention in a short blurb or two.

What she really got, however, was literally front page news.

"I almost had a heart attack," said Marion Miller, president and CEO of Complete Marketing Resources. "I thought, 'Dear God up in Heaven above!' "

Miller had been previously interviewed by Anna Zeck of Ratchet and Wrench Magazine, over what Miller believed were just simple do's and don'ts of designing an effective automotive website.

"She asked if I cared to give them some tips, and I said, 'Sure, I don't mind to help at all,' " Miller said. "I thought she might use some of the stuff that we talked about -- not a whole lot, but maybe some of it -- so I said if you do

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use it, just mention (CMR's) name in there and we would appreciate it."

When the May issue of Ratchet and Wrench arrived in the mail, Miller was in for a big surprise.

"I opened the mail that day and -- oh my God," she said. "It was a comprehensive article that made the cover. That's pretty big because they are the leading progressive magazine for the (automotive) shops.

"I guess we're an actual, real business now," she added, laughing. "I'm a big girl now."

The article, which quoted Miller on several online aspects, like maintaining updated, responsive websites and avoiding tedious keywords, stock photos and third-party URL addresses, is not Complete Marketing Resource's first stint with national recognition.

The team, which includes photographer Kate Stanley, administrative assistant Lisa Miller, designer Alec Peoples, programmer Zack Boarman and data entry clerk Karen Orange, designed the website for Newburgh-based Menke's Auto Repair.

That site was rated in November by AutoInc Magazine as being one of the nation's top 10 automotive websites of 2015.

"It is not often that you are in two magazines," Miller said, "let alone two of them in six months."

Miller said she plans to frame the issue and hang it on the wall of the office, which is located at The Morton House on Madisonville's Main Street.

CMR has been offering website design, commercial printing, advertising consulting, graphic design and online marketing services to area businesses for five years.

It now boasts 142 clients, with no signs of stopping, Miller said.

"This is like living a dream," she said. "When you work hard, have a dream and put one foot in front of the other, you look up one day and get to say, 'Oh my God.'"

For more information on the services of CMR, visit www.completemarketingresources.com.