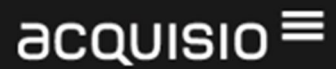


Acquisio likes their clients the way they like their employees... trained by Market Motive

Friday, April 2nd, 2010

Here's a small shout out to a [Search Marketing Tools](#) company that believes staff and client education is a top investment. CMO and co-founder Marc Poirier at Acquisio reached out to us and offered to let his clients and prospects know about [Market Motive online marketing training courses](#). Why? Because he believes that a well educated customer is the best long term customer, that's why. And we think he's right.

The Acquisio logo consists of the word "acquisio" in a lowercase, sans-serif font, followed by three horizontal bars of varying lengths to the right, resembling a hamburger menu icon. The logo is white on a black rectangular background.

Acquisio walks the walk internally, too... Marc also believes that a well-educated employee is the best long term employee. And again, we all seem to be in agreement. Marc hired one of our students, Noran Shinnawy, while she was still in our Conversion Optimization program. "[Acquisio] was looking for someone with Conversion expertise, since they were re-doing their website," she says. "I was recommended to them as a Market Motive student. Since we were studying real companies, websites, and clients, they recognized that as current, relevant experience and education."

Noran was also tapped as a Conversion Site Clinic panelist at SES New York on the recommendation of Market Motive Conversion faculty chair Bryan Eisenberg, just following her graduation, an experience she says was "amazing and fun". [above, Noran with Bryan Eisenberg and Acquisio's Marc Poirier]

Of course, it's no secret that Market Motive Graduates have an almost unfair advantage in the work marketplace. But as Noran says, the very fact that she was currently IN our Master Certification course was a big plus in her hiring process.

Acquisio will soon be gracing Market Motive with another student - They'll be sending MJ Lepage to join us for training during our Spring quarter.

Marc's commitment to education and training is inspiring and is a testament to the quality of Acquisio and their [PPC management tools](#).

And we thought that deserved a little ink.