

## Multi-award winning digital marketing agency, Amire, celebrates its 10 year anniversary



**Sydney, New South Wales Apr 12, 2023 ([Issuewire.com](https://www.issuewire.com))** - Multi-award-winning agency, Amire, has this month celebrated a decade as one of Australia's most reputable and experienced search and digital marketing agencies.

Amire is a leading digital marketing agency that specialises in SEO and digital marketing services.

Amire's founder, Sean Rooney, was one of Australia's first search specialists in 2002. Launching Amire in 2013, the agency has partnered with hundreds of start-ups, SMEs, and iconic Australian and global brands such as Telstra, News Corp, NSW Government, Westfield, and Unicef Australia.

In the last decade, Amire has achieved several significant milestones. The agency has been recognised with 11 awards including winning a Gold award in the 2022 International Business Awards, Bronze awards in the 2023 and 2022 Asia Pacific Stevie Awards, Marketing Services Company of the Year in the 2021 Small Business Champion Awards, and SME of the Year in the 2019 Irish Australian Business Awards. Amire also has a 100 percent strike rate as a finalist in all award entries.

Reflecting on the awards recognition, Amire Founder and Director Sean Rooney credits his team with ensuring Amire is leading the industry in regard to best practices and excellence in digital marketing.

“The award wins are truly a testament to the great team we have at Amire. With everyone dedicated to delivering the best work possible and securing great results for clients, it's no wonder we've been recognised ahead of our competitors in the field of digital marketing”

Passionate about giving back to the community, Amire has provided over \$50,000 worth of pro bono support to not-for-profit organisations in the last year. Amire also proudly supported the 'Yes' marriage equality campaign with digital marketing services in Australia in 2017. The agency ran the Google Ads campaign to help educate undecided voters, which ultimately contributed to Australia voting 'yes'.

“Being able to give back through working on campaigns we care about like the 'Yes' campaign or through pro bono work for not-for-profit organisations is extremely rewarding. We're proud to be able to make an impact, no matter how big or small,” says Sean.

As an employer of choice, Amire offers market-leading incentives and benefits to attract and retain staff including monthly paid 'wellness days' on top of annual leave days. The team is also provided with business and personal coaching, and gamified incentives to achieve personal goals like quitting smoking, increasing superannuation contributions, fitness, work/life balance, and more.

Amire has taken an active role in building capability in the industry through its intern program. To date, the agency has taken on and trained 25 interns, the majority of which were then able to secure digital marketing roles within six weeks of completing their internships. Amire believes in building a strong talent pool and contributing to the growth of the digital marketing industry.

When COVID-19 hit, Amire lost 30 percent of its revenue. However, the agency still managed to keep on all employees without cutting hours, and was able to quickly turn the business around by utilizing its expertise in digital marketing to help clients pivot to online operations.

Sean believes that Amire's people are at the heart of what makes Amire great, and its focus on SEO and digital marketing has helped them achieve their goals.

“Amire wouldn't exist without our exceptional team. This is why we invest so much in professional development, incentives, wellness, and retention. We're proud to put our people first and to be an employer of choice in the field of digital marketing.”

## **Media Contact**

Heather Marano

0450 904 875

heather@greendoor.co

## **About AMIRE**

Amire is an award-winning digital marketing agency specialising in search engine optimisation (SEO), paid search, analytics, social media, conversion rate optimisation, and app store optimisation. Amire's founding team were some of Australia's first search specialists and Amire is one of Australia's most reputable and experienced search agencies.

[www.amire.com.au](http://www.amire.com.au)

## **Media Contact**

Amire

sales@amire.com.au

1800 77 86 15

Source : Amire

[See on IssueWire](#)