Target River Wins Marketing Agency of the Year in Salt Lake City

Target River has won the Marketing Agency of the Year award for Salt Lake City from the Consumer Ratings Institute.

SALT LAKE CITY, UT, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Target River, a full-service marketing agency, has been named winner of the Marketing Agency of the Year award for Salt Lake City by the Consumer Ratings Institute, recognizing the agency's results-driven, multi-channel approach to client strategy.

Founded more than a decade ago, Target River has developed over 800 marketing strategies and 5,000 lead-generating campaigns for more than 450 clients. The agency offers a full range of services, including SEO, PPC, social media marketing, email and direct mail marketing, brand marketing, graphic and website design, video production, TV and radio advertising, lead generation, public relations, outdoor advertising, and app store optimization.

Target River has built particular expertise in K-12 and higher education marketing, an area the agency considers underserved by many firms, alongside work with nonprofits, public agencies, and private businesses. The agency's "#WhoHowWhatWhere" approach centers each campaign on a defined problem rather than what it calls "random acts of marketing," and has produced measurable results including a 38% enrollment increase for a K-12 district, 4x online engagement growth for a national nonprofit, and a 220% website traffic increase for a business group.

The recognition reflects Target River's 5.0-star rating across overall reviews from clients throughout the Salt Lake City area.

The Marketing Agency of the Year award is presented by the Consumer Ratings Institute, an independent organization that evaluates businesses based on verified consumer feedback and consistent service quality, helping organizations identify partners with a proven record of trust.

Target River continues to serve school districts, nonprofits, public agencies, and businesses throughout Salt Lake City and beyond, offering strategic marketing services built around each client's specific goals.

About Target River
Target River is a full-service marketing agency based in Salt Lake City, Utah, with more than 10

years of experience serving K-12 and higher education institutions, nonprofits, public agencies, and businesses. The agency offers SEO, PPC, brand marketing, design, video, advertising, and public relations services built around targeted, measurable strategy. For more information, visit targetriver.com.

About the Consumer Ratings Institute
The Consumer Ratings Institute is an independent U.S. organization that recognizes business excellence based on verified consumer ratings.

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