

NEWS RELEASE

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ER Marketing Named Agency of Record for ThyssenKrupp Access

Kansas City, Mo. – ThyssenKrupp Access has named ER Marketing, an independent full-service marketing agency, as their agency of record. ThyssenKrupp Access, a part of ThyssenKrupp – a multi-billion dollar global corporation – specializes in accessibility assistance, manufacturing lifting technology such as stair lifts, wheelchair lifts and residential elevators.

“ER Marketing has demonstrated knowledge of our industry and understands our marketing needs at every level,” Scott Zoetewey, CEO of ThyssenKrupp Access, confirmed. “They know our goals and have the expertise to make an impact immediately.”

ER Marketing began working with ThyssenKrupp Access several months ago and has already completed a new, user-friendly website with back-end resources to help collect and maximize sales leads. In addition, ER Marketing is taking the lead on collateral redesigns, national and local media buys, dealer promotions and a public relations campaign, among other projects.

“ThyssenKrupp Access is a global leader in accessibility and we look forward to providing value to their brand,” Elton Mayfield, agency partner at ER Marketing, said. “Our experience in the building industry gives us a unique perspective and allows us to create real results for their business.”

Renaë Gonner, agency partner at ER Marketing, added: “We are proud to bring ThyssenKrupp Access on to our client roster. It’s a great testament to the depth of our experience that they recognize our knowledge in their industry. “

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About ER Marketing

As an innovative business-to-business marketing firm, ER Marketing combines big-agency scope with small agency accessibility. While the founding partners’ experience spans more than 50 years, they are backed by a diverse team that thinks creatively, works efficiently and creates real results for clients. Celebrating their 10th anniversary this year, ER Marketing is a full-service marketing agency located in Kansas City’s River Market.

For more information, please visit www.ermarketing.net or call (816) 471-1400.