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NEWS RELEASE

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ER Marketing Expands with New Digital Marketing Group New Department to Be Led By Corey Morris, Director of Digital Strategy

Kansas City, Mo. – ER Marketing announced today it is enhancing its offering with an expanded and dedicated Digital Marketing Group—a team of experienced, focused digital marketing, strategy, and interactive specialists. Helming this effort is new hire Corey Morris, Director of Digital Strategy at ER Marketing. Morris brings more than a decade of digital marketing and interactive expertise that enhances ER Marketing’s pre-existing client offerings.

"We've long believed that integrated marketing is an approach, not a list," Elton Mayfield, principal at ER Marketing, said. "What constitutes 'marketing' is evolving and growing quickly, and much of what is spurring that on is technology. So that's what we're investing in."

The Digital Marketing Group will work both in tandem with and independently from ER Marketing's core teams, providing the unique ability to enhance existing client marketing services as well as function as a stand-alone offering for entirely new clients. From high-level strategy to advanced technical tactics, ER Marketing now offers a level of digital acumen normally reserved for dedicated digital shops.

"Our new team will be able to deliver even greater results for both new and existing clients," Morris said. "We plan to enhance ER Marketing’s ongoing integrated digital marketing services with deeper data, improved analytics, and most importantly, a dedicated team of professionals who can both improve and optimize clients' digital efforts."

"We saw the opportunity to invest in our clients’—as well as our own—long-term digital strategy," Renae Gonner, principal at ER Marketing, said. "What this focused group provides in terms of strategy, new solutions, best practices, and experience will be instrumental for our success, but will prove even more so for our clients."

The ER Marketing Digital Marketing Group will offer strategy, development, and execution for SEO, PPC/SEM, social media, email, websites, UX, app development, and analytics.

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About ER Marketing

ER Marketing is a full-service B2B marketing agency located in Kansas City’s River Market. As an innovative business-to-business marketing firm, ER Marketing combines big-agency scope with small agency accessibility. While the founding principals’ experience spans nearly 60 years, they are backed by a diverse team that thinks creatively, works efficiently, and creates real results for clients. For more information, please visit www.ermarketing.net.