

## NEWS RELEASE

FOR IMMEDIATE RELEASE  
December 1, 2022

### **Jacob Frese Brings His Digital Marketing Specialty to ER Marketing's Digital Team**

**Kansas City, Mo.** – ER Marketing is pleased to announce Jacob Frese joined the agency as Director of Digital.

Frese was most recently a digital marketing specialist with a national company that addresses insurance needs for small business owners. In his role, he built and implemented strategies for SEO and PPC, organic and paid social media, email marketing, marketing automation, and CRM management. Frese also spent years bringing his marketing skills, including digital marketing strategy and web content, to national company Halfpricebanners.com and EBBIE.AI, an automated underwriting platform, based in Olathe, Kansas. Frese holds a bachelor's degree, with an emphasis in strategic communication, from the School of Journalism at the University of Kansas. He also holds a bachelor's degree in film from KU.

"Jacob brings his digital content creation, marketing strategy, project planning and CRM wisdom to an already great digital team," Elton Mayfield, ER Marketing's president and co-founder, said. "His knowledge of search engine optimization, pay-per-click and analytics fits seamlessly with the services we offer. Jacob has digital acumen that will benefit the agency, our team and each of our clients."

The compounded value to ER Marketing's clients that SEO and PPC have when integrated is remarkable, said SEO Manager Koty Potts. Potts said it's a real win to have Jacob on-board to bring a fresh eye to the growing complexity of the agency's digital marketing efforts.

"What our team can do with Jacob's additional insights and talents on all of our digital initiatives will be something to see," Potts said. "It's much like the additive effect a brand gets when it comes up twice on a page through SEO and PPC."

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### **About ER Marketing**

We're a B2B marketing agency with a special love for the building industry-quite possibly because we've been building clients ourselves. We understand the industry inside and out, and our unique perspective helps us craft creative results and impressions for our clients that make a difference for their brands. For over 20 years, we've dedicated ourselves to improving the marketing channel for all things building. For more information visit [www.ermarketing.net](http://www.ermarketing.net), or call (816) 471-1400.