



908 BROADWAY BLVD. SUITE 200 • KANSAS CITY, MO 64105 • PHONE (816) 471-1400 • FAX (816) 471-1419 • [WWW.ERMARKETING.NET](http://WWW.ERMARKETING.NET)

---

## NEWS RELEASE

FOR IMMEDIATE RELEASE  
February 7, 2019

FOR MORE INFORMATION  
Elton Mayfield, Co-Founder  
[EMayfield@ERMarketing.net](mailto:EMayfield@ERMarketing.net)  
(816) 471-1400

### ***Elton Mayfield Talks Twitter at 2019 International Builders' Show***

**KANSAS CITY, MO** – Elton Mayfield, co-founder of ER Marketing, poses the question, “Are you utilizing Twitter for your business?” Specifically, Mayfield is speaking to the building materials and construction industries. It is the subject of his Tech Bytes Session [“Best Practices for Making Twitter Work for You”](#) being given during the 2019 NAHB International Builders’ Show in Las Vegas, NV on February 19, 2019.

A long-time “tweeter” within the home building and construction industry, Mayfield has successfully reached nearly 65,000 followers with nearly 40,000 tweets. His insights have helped novice Twitter users activate conversations with current and potential followers – even turning those followers and their followers into loyal customers.

“My session covers the basics. Contractors, builders and suppliers have to start somewhere, and Twitter provides a great platform to reach and talk to customers anytime, anywhere,” Mayfield said.

Mayfield’s 30-year career spans media, production, finance, and marketing for ad agencies, casinos and building products. You can follow him [@EltonMayfield](#) and on [LinkedIn](#).

#### Presentation Details:

##### [Tech Bytes Session](#)

Tuesday, 02/19, from 3:45-4:15 pm

Tech Bytes Room, South 229

###

#### **About ER Marketing**

ER Marketing is a B2B marketing agency that builds brands, strategies, relationships, and opportunities. Day in and day out, ER Marketing puts in a hard day’s work so our clients can grow businesses to their full potential. When we say we understand how to help clients in the agriculture and building products and materials industries, we mean it. For more information visit [www.ermarketing.net](http://www.ermarketing.net), or call 816-471-1400.