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**Innis Maggiore Enhances Public Relations Team**

**with Social Media Strategist**

CANTON, Ohio (Dec. 4, 2014) - Innis Maggiore, the nation's leading advertising agency in the practice of positioning, today announced Alison Oyler of North Canton was hired as social media and public relations strategist.

Marty Richmond, director of public relations at Innis Maggiore, said the addition to the Public Relations department is in response to the ever-growing demand for social media marketing and the agency’s focus on providing a full complement of services to clients.

“Alison brings a wealth of experience in social media as well as excellent writing skills and a background in website analytics that will benefit our agency as well as our clients,” Richmond said. “She has keen insights regarding digital marketing and audience engagement which will help enhance our positioning work as we help create positive brand awareness for our clients.”

Most recently Oyler served as digital content specialist for Advanstar Communications where she developed, wrote and deployed content for a national medical publication and created and implemented email marketing strategies. Her strong public relations and writing skills were honed at internships at Akron Children’s Hospital and WKSU-FM. Oyler graduated summa cum laude from Kent State University with a bachelor's degree in magazine journalism.

Innis Maggiore Group is the nation's leading advertising agency in the practice of positioning, building strong brand positions for companies in competitive markets. The advertising and public relations agency had 2013 capitalized billings of more than $26 million. Key clients include AultCare, Aultman Hospital, Bank of America, Campbell Oil/BellStores, FSBO.com, GOJO Industries, Inc., inventors of PURELL®, Goodyear, GuideStone Financial Resources, Kendall House/KFC, Nickles Bakery, RTI International Metals and Republic Steel. Innis Maggiore is a member of the American Association of Advertising Agencies and the Public Relations Society of America. The company maintains a website at www.innismaggiore.com.

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