

Eiler News

For Immediate Release

Contact:

Amanda Deluca
amanda@eilerpr.com
734 761-3399

Ann Arbor Marketing Leader Pairs With WLBY's Lucy Ann Lance On Social Media

ANN ARBOR, MI -- May 12, 2009 - Ann Arbor marketing and PR leader and CEO of Eiler Communications, Larry Eiler, pairs with WLBY's Lucy Ann Lance for a weekly Tuesday morning radio segment discussing social media. *Tech Tuesday: Surfing Social Media with Larry Eiler*, will air live on Business Talk 1290 at 9:40 a.m. and repeat at 11:40 a.m.

According to the 2008 Cone Business in Social Media Study, 93% of Americans believe a company should have a presence in social media and 85% believe that a company should not only be present but also interact with its consumers via social media. The new segment will discuss how social media are powerful marketing tools and changing the way people and businesses communicate.

Internet marketing has become the most important, least expensive and most productive form of attracting leads for businesses.

"Social media seems a mystery to many business people," said Eiler. "But it should not be because these are truly innovative and direct methods that are easy to learn and are not highly technical. I am looking forward to helping people understand this new form of media and how to use it in business."

The radio segment will take place at the WLBY studio in Ann Arbor as part of *The Lucy Ann Land Business Insider*. The segment will stream live from www.1290wlby.com and there will be podcast available on www.lucyannlance.com and www.eilerpr.com. Lance will also be facebooking and tweeting throughout the segment.

About Eiler PR

Founded in 1987, Eiler Communications deals with companies that need to build awareness with customers, business audiences, media, market analysts or the financial community. Eiler specializes in social media marketing and services for established and emerging companies. The firm provides the expertise and know-how to develop and implement creative, effective communications and PR campaigns. For 22 years, Eiler has helped clients build identities in their industries, the media and the community

For more information contact www.eilerpr.com

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Eiler Communications • 4712 Breezewood Court • Ann Arbor, Michigan 48103 • [map](#)

Phone: 734-761-3399 •

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