

For Release

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Northern Ohio Social Security Disability Law Firm Hires The Eisen Agency

Leading Ohio Based Marketing, Branding Firm to Direct Roose & Ressler Communications

Lorain, OH – October 17, 2017 – Social Security Disability law firm Roose & Ressler has tapped leading Ohio based marketing and branding firm The Eisen Agency to develop and direct marketing activities. With offices in Lorain, Toledo, Wooster and Mansfield, Roose & Ressler works with clients to assist them with their Social Security Disability claims. Law firm principle Jon Ressler said it was important that he hired a professional marketing firm that understood the complexities of law firm marketing, while maintaining a solid communications strategy that remains true to the personality of the firm.

“When we contracted with The Eisen Agency, we saw immediately that they understood not only what needed to be done, but were also sensitive to our long and proud history,” Ressler said. “Most importantly, we are focused on serving the disabled people of our community that need help with their benefits claims, so marketing was always last on our agenda. With The Eisen Agency, we know things are taken care of and we’ll be able to serve more deserving Northern Ohioans.”

The Eisen Agency CEO Rodger Roeser explained that his agency will be doing a general refresh of existing marketing materials, including a refreshed brand and message that focuses on the core strengths of Roose & Ressler – their personal attention, and the fact that they are a local community based business.

“We’ll have an entirely new online experience for their clients and we’ll also make them easier to find and engage with, through programs in social media, community relations, and direct local reach outs to influencers in each of the four communities,” Roeser said. “It’s gratifying to work with such a grounded organization that is so focused on the needs and goodwill of their clients. They are an amazing organization with top notch leadership, and we look forward to spreading the word about them.”