

Continuity Programs Launches New Website

Customer relationship marketing firm makes it easier to find industry-specific client retention strategies and sign up for services.

WALLED LAKE, MI, USA, January 5, 2015 /EINPresswire.com/ -- As a leader in customer

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Kirk King

relationship marketing and client retention strategies, [Continuity Programs](http://www.continuityprograms.com/) has launched a new website. It features a greater focus on marketing strategies for specific industries such as real estate, mortgage and financial, contractors, small business and enterprise.

Visitors to the Michigan-based company's website can now find service-based information more easily. The options within each industry offering clearly define the specialized

turn-key services available by subscription, including prospecting, client retention, [lead generation](#) and customer satisfaction surveys.

"We felt that redesigning our website would make it faster for our customers to find information more specific to their needs," said Kirk King, president of Continuity Programs. "We also wanted a fresh, clean look with parallax scrolling that includes more statistics and more information about the services and pricing options that we offer."

Continuity Programs' website is at the same Internet address and continues to offer helpful resources, a client account portal, testimonials and a way to connect socially with the company. It also enables potential customers to sign up for services online.

About Continuity Programs: Continuity Programs (<http://www.continuityprograms.com/>) is a customer relationship marketing firm based in Michigan. It provides a variety of customizable turn-key systems, including personalized direct mail and e-mail campaigns, customer satisfaction surveys and intelligent database marketing. Continuity Programs works with clients to [increase customer retention](#), systematically cross-sell, and generate leads and referrals. Its clients come from a wide array of industries, including financial and mortgage, real estate, moving, heating and cooling, home performance, legal, automotive and child care.

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