

Continuity Programs Launches New Real Estate Marketing Store

Marketing firm launches new online store for real estate teams to order customized client follow-up and lead generating campaigns.

WALLED LAKE, MICH., USA, February 12, 2015 /EINPresswire.com/ -- As a leader in client follow-up and lead generation strategies, Continuity Programs has launched a new website that features a greater focus on marketing strategies for specific industries such as real estate, mortgage/financial, contractors, small business and enterprise. The website also features an innovative "timeline" of services that offers a visual marketing guide charting access to customized industry-specific marketing programs based on individual business needs.

Continuity Programs' new website design is geared toward facilitating an end-user's needs to find service-based information quickly and easily. The options within each industry clearly define the specialized turn-key services available by subscription. Services include direct mail and email campaigns, [client retention](#) systems, lead generation, customer satisfaction surveys and custom branded storefronts.

"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 to be the first company to offer our customers advanced technology that integrates multi-channel marketing with Personalized URLs (PURLs). Our customers can now get marketing systems with the most advanced technology for their smaller quantity campaigns."

With a special emphasis on [real estate marketing needs](#), the site redesign enables real estate agents and teams to order programs and customize postcard designs online. All new print and direct mail designs feature personalized URLs and QR codes for online lead generation. Continuity Programs is currently developing similar advanced technology through online stores for mortgage loan officers, contractors and other small businesses.

About Continuity Programs: Continuity Programs (<http://www.continuityprograms.com>) is a Michigan-based database marketing firm that has been proudly serving North American businesses since 1973. It serves wide spectrum of industries, including financial and mortgage, real estate, moving, heating and cooling, home performance, legal, automotive and child care. The company provides a variety of customizable turn-key systems, including personalized direct mail and e-mail campaigns, customer retention and lead generation programs, customer

satisfaction surveys and intelligent database marketing.

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Gina Smerecki
Continuity Programs
(800) 521-0026
[email us here](#)

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