



Continuity Programs Introduces New Mortgage & Financial Marketing Store

Leader in customer retention unveils ecommerce store creating user friendly way to browse, customize, and order direct mail and client follow-up programs.

WALLED LAKE, MICH., USA, April 14, 2015 /EINPresswire.com/ -- Customer retention and lead generation specialists, [Continuity Programs](http://www.continuityprograms.com), has launched an SOC Compliant ecommerce portion of their website. The brand new [mortgage and financial marketing](#) store includes customizable marketing campaigns that can be ordered on site with just a few clicks.

The mortgage and financial marketing store allows Loan Officers or Marketing Managers to easily design unique direct print and mail postcards and order [client follow-up programs](#) based on their company's needs. The ecommerce store is a valuable addition to the company's new website unveiled earlier this year. Product categories include client follow-up programs, email marketing, print and direct mail.

Increase lead generation, referrals and testimonials with Continuity's hassle-free proven methods to customer retention – now easily accessible in the financial marketing store. The featured turn-key campaigns continuously work to drive member and customer loyalty, profitability, and increase cross-sell ratios.

"Our goal is to make the process of customizing and ordering our products more user-friendly," said Continuity Programs' president Kirk King, "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."

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 a 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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