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PowerMark Launches Online Video Blog Geared Towards Enterprise Marketing Executives

Marketing firm transitions monthly blog to video with first round of PowerTips

San Juan Capistrano, Calif., February 10, 2009 - [PowerMark](#), Southern California's premier full-service marketing and public relations company, today re-launched its monthly blog with the availability of [PowerTips™](#), a monthly online video featuring regular tips for enterprise marketing executives.

In October alone, more than 77% of Internet users watched 13.5 billion videos online, according to data from the comScore Video Metrix service. With preference for video continuing to expand, PowerMark has made its blog instantly available to marketing executives looking for expert advice.

Brought to viewers by Colleen Edwards, the host of PowerTips and PowerMark's president, this month's video blog focuses on the importance of customer retention during a recession.

"When used properly, the medium of video in business is the next best thing to communicating personally," said Edwards, a marketing expert and UCI marketing instructor, with over 20 years of experience building value into enterprises through effective marketing. "Enterprise marketers will not only receive regular PowerTips on PowerMark's video blog, but they'll hear it with all the enthusiasm in which it was intended."

About PowerMark

Award-winning PowerMark, based in San Juan Capistrano, California, is a full-service marketing and public relations company. Established in 2005 by high performance software marketing veterans, PowerMark consistently delivers fresh ideas and exceptional results, bringing competitive firepower and market distinction to all of its clients. For more information, please visit www.thepowermarkgroup.com.

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