

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Rachel Katz

(949) 481-4100

rkatz@thepowermarkgroup.com

PowerMark Launches PowerTouch Customer Retention Marketing Program
Care-centered service offering addresses need to retain high value customers during recession

San Juan Capistrano, Calif., February 4, 2009 - [PowerMark](#), Southern California's premier full-service marketing and public relations company, today announced the availability of [PowerTouch™ Campaigns](#). PowerTouch Campaigns is a custom service offering to help large enterprises retain their high value customers in 2009 and beyond. The annual campaigns are custom-designed to deliver consistent and caring touches to a sales organization's highest value customers throughout the entire year.

Sales executives have two priorities: 1) protecting their core revenue base and 2) driving incremental top line growth. In healthy economies, the focus is on incremental top line growth. But during a recession, sales executives must concentrate on protecting their core revenue base. PowerTouch Campaigns address this need directly and the entire, highly customizable program can be outsourced to avoid putting a drain on internal resources. PowerTouch Campaign benefits include:

- Enhances customer loyalty
- Preserves core revenue
- Eases account penetration
- Promotes customer referrals
- Differentiates companies from competitors
- The right thing to do

"Smart companies don't take their existing customers for granted in any economy, but ignoring them in this economy can be catastrophic to sales," said Colleen Edwards, president of PowerMark and recent *OC Register* Holiday Spirit Award honoree for demonstrating good will all year long. "PowerTouch Campaigns are designed to let your high value customers know you care about them. It's walking the talk. And the real beauty is, in most cases, 'power touches' will turn out to be the highlight of the recipient's day or week."

"I've been on the receiving end of PowerMark's PowerTouch Campaigns and they are very creative, personal and memorable," commented Tom Clancy, Chairman of BrightCloud, Inc. "In a competitive 'me first' business environment, caring actions have a huge impact. PowerMark can help any sales organization strengthen their key client relationships through high touch marketing."

PowerTouch Campaigns are comprised of a series of caring "touch points." Most often they are customized, themed 3-dimensional mailers that include a hand-selected premium item and personal message from company executives, but they can also range from personalized emails, voicemail messages, and home-baked/hand-made gifts, to personally signed cards or electronic gift cards. After an input session to define objectives and identify and segment customer categories, PowerMark custom-designs the annual program, then executes,

evaluates and refines it throughout the year, taking the entire burden off of the often resource-constrained client.

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. To discuss implementing a VIP PowerTouch Campaign in 2009, call **949.481.4100** or email powertouch@thepowermarkgroup.com.

###

Note to Editors: PowerMark is a registered trademark of The PowerMark Group, Inc.
PowerTouch is a trademark of The PowerMark Group, Inc.