

## **The BlueLens Franchise Group Announces Launch of Transition Marketing: Optimizing Revenue and Building Longterm Value**

*The BlueLens Franchise Group, a division of eWayDirect, a leader in the email and search marketing industries, now offers client companies a unique automated process effectively monetize new acquisitions and increase their lifetime value through transition marketing.*

Southport, CN ([PRWeb](#)) March 28, 2008 -- The BlueLens Franchise Group, a division of eWayDirect, Inc., is launching a transition marketing program for its resellers and marketers. While there is often a great deal of focus on building lifetime value, many marketers do not plan well for ensuring that prospects and newly acquired customers are strategically introduced to the company and made to feel valued.

In fact, the interim time between first purchase and ongoing customer loyalty is often overlooked by emarketers. "It's a critical time," says Neil Rosen, president and CEO of eWayDirect and the BlueLens Franchise Group. "These early experiences have everything to do with whether or not an emarketer is able to both obtain and retain brand and customer loyalty."

The BlueLens Franchise Group is launching a process called transition marketing, a way for new customers to feel valued and appreciated. The program comprises a series of messages sent throughout a predetermined period of time. BlueLens franchisees work closely with each client to determine the number of messages, the timeframe over which they are sent, and the actual messaging and creative. Transition marketing campaigns can take place over a few days or a few months, depending on the client company's goals and objectives for the program.

The programs are designed to optimize the return on emarketers' acquisition budgets, and collect data to ensure long-term results and define the value of acquisition programs and sources. The BlueLens Franchise Group is taking this process and making it a smooth and integral part of its total strategy and technology solution. Results can be tracked to actual sales generated by acquisition source, providing a measurable objective process.

"We've found that a carefully devised and implemented transition strategy immediately improves customer relations as well as a company's bottom line," concludes the BlueLens Franchise Group's Rosen.

For more information, visit the BlueLens Franchise Group's website at [www.bluelensfranchisegroup.com](http://www.bluelensfranchisegroup.com) or call (203) 256-5127.

About the BlueLens Franchise Group: eWayDirect's clients' successes have translated into a repeatable business model, and the BlueLens Franchise Group provides an opportunity for individual business leaders to capitalize on the eWayDirect business model to attain successes of their own.

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