



Blog Launch Press Release - 25 March 2008

EWA Launches Corporate Blog

Specialist relationship management agency, EWA Bespoke Communications has recently launched a new corporate blog. The blog will become an essential part of the company's marketing communications and provides a dynamic means of connecting with both current and potential clients.

EWA has been in business for over twenty five years and specialises in providing outsourced marketing services including:

- Database Marketing
- Customer Insight
- Contact Centres
- Response Handling
- Print & Fulfilment
- Relationship Management

The company has designed and managed outsourced customer relationship management programmes for clients such as M&S, Nissan, adidas and Merial Animal Health.

"EWA has been a market leader in customer relationship management since 1981 and we want to share our knowledge, create debate and discuss areas of work which we are passionate about" commented Jason Elkins, EWA's Business Development Manager, who went on to say "our new blog is the perfect means to do this but more importantly provides our clients with the opportunity to question us; challenge us; learn about us and engage with us."

The launch of the corporate blog is an exciting new initiative for EWA and positions the company as thought leaders in the customer relationship management industry. The blog will be updated regularly with industry comment, helpful advice and information on company developments, offering an excellent way of connecting with potential customers as well as building additional web traffic.

The launch of the blog also marks the recognition that online marketing is more than just a means for one-way communication with current and prospective clients. Blogging provides an effective means for customer engagement and a forum for discussion, something which until recently, would not have featured in company's marketing mix.

The new EWA blog can be found at: <http://ewa-ltd.blogspot.com/>

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