

## Harland Clarke Marketing Services Launches Solution to Help Financial Institutions Acquire New Accou

Contributed by Webmaster  
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### More info...

Financial institutions that want to acquire and grow their core deposit accounts can now get help from one of the most trusted names in the industry. Acquisition Accelerator(TM) is the most recent intelligence-based solution from Harland Clarke Marketing Services. Designed to deliver a comprehensive, targeted and cost-effective approach to acquiring quality account holders at a desirable volume ...

### Closing the Loop on Marketing Strategies (TechNewsWorld.com)

A recent report from the Aberdeen Group explores the critical role closed-loop marketing plays in today's Best-in-Class organizations, and the dynamic shift in the tools, technologies and processes that support today's top-performing closed-loop marketing initiatives. Significantly, 88 percent of top-performing organizations indicated they leverage closed-loop marketing.

### Multi Level Marketing

#### MSO hires new director of marketing and public relations (The Herald-Mail)

The Maryland Symphony Orchestra has hired a new director of marketing and public relations, according to an MSO press release. Gregory R. Evans was hired in April to replace Lisa Nielsen, who left the MSO to work as managing editor of Frederick Magazine.

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