

PRESS|ADVANTAGE

Press Advantage Reveals Why Agencies Lose Client Momentum After Initial Engagement Period

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Press Advantage, a leading press release distribution service, today announced insights into a critical challenge facing agency owners and account managers: the systematic loss of client engagement momentum that typically occurs after the first 90 days of partnership, even when performance metrics remain strong.

The company's analysis addresses a pattern that many agencies experience but rarely discuss openly. While the initial three months of client relationships typically feature high energy, frequent communication, and aligned expectations, a notable shift often occurs afterward that has less to do with performance failures and more to do with the natural evolution of engagement dynamics.

The phenomenon affects agencies across various sectors, from marketing and public relations to digital services and consulting. Initial engagement periods benefit from the novelty effect, where both parties invest significant attention and resources into establishing the relationship. As familiarity sets in, communication patterns shift, and what was once proactive engagement can become reactive management.

"The momentum drop that agencies experience after 90 days is primarily structural and relational rather than a reflection of poor performance," said Jeremy Noetzelman, CEO of Press Advantage. "Understanding this distinction helps agency owners recognize that maintaining engagement requires deliberate strategies beyond simply delivering good results."

Press Advantage identifies several contributing factors to this momentum loss. The transition from onboarding to maintenance mode often lacks clear protocols for sustained engagement. Additionally, as immediate challenges are resolved and systems are established, the perceived urgency of regular communication diminishes on both sides.

The structural nature of this challenge means that agencies need to build deliberate touchpoints and value demonstrations into their ongoing client relationships. This includes establishing regular strategic reviews, creating new initiatives at predetermined intervals, and maintaining communication cadences that extend beyond status updates.

"Agencies that recognize momentum loss as a predictable pattern rather than a failure can design their engagement models to counteract it," added Noetzelman. "This might include scheduling quarterly business reviews, introducing new capabilities at strategic intervals, or creating collaborative planning sessions that reignite the partnership energy."

The insights come as agencies increasingly focus on client retention and lifetime value. With client acquisition costs continuing to rise, maintaining momentum in existing relationships becomes crucial for sustainable growth. Press Release Distribution services like those offered by Press Advantage can help agencies maintain visibility and demonstrate ongoing value through consistent news generation and media coverage.

The company's observations are based on interactions with thousands of agency clients who use <https://pressadvantage.com/> for their press release needs. These agencies have found that regular news distribution helps maintain client engagement by providing tangible, shareable results that reinforce the value of the ongoing partnership.

Press Advantage specializes in full-service press release writing and distribution, serving over 16,000 businesses since its founding in 2013. The Las Vegas-based company, operated by Velluto Tech Incubator, provides comprehensive services including professional writing, distribution to major news outlets, SEO optimization, and detailed reporting. The company's platform connects businesses with hundreds of news outlets, including local television affiliates, major online publications, and industry-specific media channels.

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