



## FOR IMMEDIATE RELEASE

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## BIZACTIONS LAUNCHES IN AUSTRALIA

*The premier e-marketing solution for accountants in the United States launches with Australian-specific content*

**Potomac, MD (USA), February 20, 2011** — [BizActions](#), the United States' leading provider of B2B email newsletters for accountants and other professional service providers, has launched its e-marketing solution in Australia after incorporating the country's tax, accounting, audit and other business laws and practices into its content-rich library of hundreds of professionally-written articles. More than the traditional email newsletter program, the BizActions platform is a complete branding, marketing, communication and business development solution designed specifically for the accounting industry.

"We are very proud to be in the Australian market. So many of our American and Canadian clients utilize BizActions as the cornerstone of their marketing that it only made sense to offer the same opportunities to accountants abroad," said Barry Friedman, CEO of BizActions. "We've learned the differences in tax and accounting laws and created a channel of content specifically for this market. It is our goal to help our new Australian friends discover what our North American clients have: that business is built upon relationships. Relationships are built upon communication. Communication is built upon BizActions."

BizActions is known for being the "Best in Class" electronic newsletter solution by providing the most effective, efficient, and flexible way to enhance relationships, retain clients and generate new business leads. On the leading edge of technology, BizActions developed its communication chassis to be entirely paperless, user-friendly, mobile and, above all, valuable to both clients and their recipients.

The BizActions platform includes a state-of-the-art e-newsletter delivery system with proprietary technology that ensures the highest delivery rates, integrated social media and video, website content widgets, professionally-written articles in over 60 categories (including niche and specialty practice areas), comprehensive reporting, master account capabilities for unique distribution to multiple data groups from one account, email radar blast options, as well as other business development, communication and branding tools.

"We recently added the BizActions content widget to our website. We call it 'The Buzz Box'. It enhances our reach on Google and other search engines. We are getting more traffic because of it," said Robert Gold, Partner at Bennett Gold LLP, Chartered Accountants. "I also love the e-Newsletter. I will be a sponsor [client] of BizActions forever."

BizActions launched in Australia in February 2011, meeting with prospects and clients at the Nixon Advantage CoachingClub Conference and throughout the month of March.

**About BizActions, LLC**

Since 2000 and headquartered outside of Washington DC, BizActions provides professional service firms with customized, content-rich email newsletters and a host of other helpful SaaS applications to improve communication efforts with clients, prospects, partners, and team members. Delivered through an innovative and powerful electronic business development platform, BizActions easy-to-use integrated suite of applications helps professional firms generate new business, increase name recognition, enhance cross-selling opportunities, and position themselves as experts. The goal of the company is to not only help professional service providers maintain their competitive advantage in the marketplace, but also to build the relationships and enhance the exposure that is necessary for strategic growth. For more information on BizActions, review the [online brochure](#), visit [BizActions.com/go/Australia](http://BizActions.com/go/Australia) or call 800-592-884 x223.

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