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## NEWS RELEASE

FOR IMMEDIATE RELEASE

### **BIZACTIONS LAUNCHES INNOVATIVE, HELPFUL CAMPAIGN LIBRARY**

*BizActions augmented its already powerful platform with the addition of the highly valuable campaign library*

**Potomac, MD, January 7, 2010**—[BizActions](#), the nation's leading provider of email newsletters for Certified Public Accountants and payroll service firms, announced the launch of its innovative Campaign Library. This new addition to the BizActions platform was designed to support BizActions customers and partners with their internal marketing efforts. Several campaigns, spanning a number of topics, comprise the Campaign Library and are available for immediate download.

"I don't believe any other vendor provides this important service. As more and more firms embrace the power of marketing and understand its value, the demand for the professional caliber content of this service will grow," stated [Barry Friedman](#), CEO at BizActions. "We've made sending out targeted marketing campaigns as easy as selecting the campaign topic you want to deliver to prospects and clients and then establishing the frequency of the email delivery."

Because each campaign in BizActions Campaign Library is comprised of multiple parts, users of the system can program release times, know as a "drip frequency." For example, a six-part campaign can be scheduled to release one component every two weeks. This drip concept increases brand recognition and interest in the service being offered.

"The library is already well populated, and we are adding more campaigns on different topics every day. Currently, we have campaigns on tax planning services, accounting marketing, and estate planning to name a few," stated Friedman. "We are confident that our Campaign Library is going to prove exceptionally valuable to our customers and partners as they ratchet up their marketing efforts."

The BizActions Campaign Library launched in November 2009 and is available to BizActions newsletter customers and Gold Certified Partner Program participants.

### **About BizActions, LLC**

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 firms generate new business, increase name recognition, enhance cross-sales opportunities, and position themselves as experts. For more information on BizActions visit [BizActions.com](http://BizActions.com) or call **866.240.8477**.