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BizActions Integrates Video Messaging Embeds Video in Email Newsletters

Potomac MD, March 5, 2011 – As video becomes the preferred method businesses use to market themselves to customers and prospects, BizActions has taken the initiative to offer integrated video for their client newsletters. BizActions the premier email newsletter provider for professional service firms has announced its partnership with Charlotte-based video email messaging service mailVU. BizActions users now have the capability to record video messages right from their computer webcams and embed them into newsletters. The video recordings can be up to 10 minutes in length.

“We are excited to be partnering with the team at BizActions to provide video service. It is an excellent tool to allow businesses to stand out from the crowd,” said mailVU’s CEO Alan Fitzpatrick. “Video provides a unique way to increase the personal touch and establish your brand. It is a great way to increase the personal connection with the reader as they can see your expressions and hear the inflection in your voice.”

mailVU’s application programming interface (API) has been branded and incorporated within the editor controls of BizActions’ newsletter content creation platform to allow easy creation, insertion and delivery of video. BizActions users can simply click, record, and embed video directly into their newsletter.

“Our CEO [Barry Friedman] is passionate about being on the cutting edge of technology. As such, he is constantly researching fresh ideas to determine how they might impact BizActions,” said Mike Braun, online marketing manager for BizActions. “The idea and belief that online video is ready to move into the mainstream of e-commerce captured Barry’s attention.”

Together, mailVU and BizActions are making business video marketing easy and effective.

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 or call 866.240.8477.

About mailVU

mailVU, a Charlotte, N.C.-based company, provides the easiest and fastest way for businesses to record and distribute videos to their clients and prospects. mailVU offers private label video for service providers, as well as branded service directly to businesses. mailVU has been used in more than 190 countries. Visit mailVU.com for more information.

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