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Isaac M. O'Bannon • Mar. 21, 2012



The Tax & Accounting business of [Thomson Reuters](#) recently acquired [BizActions](#), one of the largest digital newsletter and web marketing providers for accounting firms in North America. The deal closed on February 1, 2012.

This is the latest acquisition by Thomson Reuters, which has now expanded expanded its marketing offerings for accountants. In addition to BizActions' newsletters and marketing, the other services include:

- [PDI Global](#), a leader in print and electronic newsletters for accounting firms

- [Emochila](#), a leading provider of custom Web sites and online tools for the tax and

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A recent survey by the [American Institute of Certified Public Accountants](#) found that attracting new clients and retaining current clients were top issues facing accounting firms. Another recent survey, by CPATrendlines, found that e-newsletters and Web site upgrades were top marketing priorities.

“In the current competitive environment, effective marketing has become a necessity for firms wanting to differentiate themselves and engage with clients and prospects,” Haurie said. “BizActions offers a solution that allows accounting firms to maintain ongoing contact with their clients dispensing practical advice to clients on managing their businesses and personal finances.”

BizActions offers customizable [solutions](#) such as electronic newsletters, client relationship building services, Web-based marketing, and search engine optimization that help accounting firms:

- Generate sales leads
- Increase brand recognition
- Strengthen client relationships
- Measure marketing effectiveness
- Grow their business

BizActions' flagship product is its powerful web-based [electronic newsletter system](#). A subscription includes original content to distribute up to 52 e-mail newsletters a year, an easy to use interface, a dedicated customer support representative, and detailed reports on marketing effectiveness.

Barry Friedman, CEO and founder of BizActions, will continue on in a consulting role for about six months, after which he plans to bring a new, and different type of service to accounting professionals.

“One of the most important factors to me in the acquisition was that Thomson has

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