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### **New Web Site Helps Advertising and Marketing Professionals Create Additional Revenue Sources via the Web**

*BizzukaPartners.com provides advertising agencies and marketing firms with means to increase billable services by offering Web design, content management and Internet marketing.*

**February 14, 2008 – LAFAYETTE, LA** – Bizzuka, Inc. ([www.bizzuka.com](http://www.bizzuka.com)), one of the country's leading providers of Web content management capabilities to small and medium sized businesses, today announced the launch of a new Web site, BizzukaPartners.com. BizzukaPartners.com is a portal which contains valuable resources to advertising agencies, marketing firms and creative professionals , and also provides detailed information regarding Bizzuka's agency partner program.

The new BizzukaPartners.com Web site is part of Bizzuka's larger campaign to expand its partner program to advertising and marketing agencies nationwide. The site includes articles on Web design, content management and Internet marketing, whitepapers written by Bizzuka staff and others, and links to industry-related sites. Marketing collateral and other resources are provided for current partners as well.

"BizzukaPartners.com was designed specifically with our creative agency partners in mind. In the spirit of fostering good partnerships with a valued component of our user base, we felt it was important to give agencies access to information that would help them generate more revenue, increase profits and increase client loyalty, using the Web as their powerbase," said Bizzuka CEO, John Munsell. "Considering that agencies, in order to compete in today's marketplace, must step beyond the creative and become proficient in specialized new technologies such as Web Content Management, Search Engine Optimization, Internet marketing, E-mail marketing, video streaming, podcasting and more, we wanted a site that provided instant access to any information they might need along those lines."

#### **Reseller Partner Program**

By offering wholesale licensing rights to its proprietary OnDeCC Web content management platform, Bizzuka provides agency partners with the means to create new sources of revenue and offer billable services in areas such as Web Design and Development, Search Engine Optimization, E-mail marketing and Web-coordinated offline marketing. With a focus on small-to medium-sized agencies, Bizzuka provides its Fortune 500 technology at a fraction of the typical cost.



"Our unique Web Content Management system enables agencies to increase productivity and profitability by eliminating programming expenses, improving operational efficiencies, and providing access to Web technologies that drive additional demand for traditional offline creative services," said Munsell. "Agencies can make changes to a client's site in seconds, or they can give that control directly to the client. Bizzuka can transform an agency's design into a fully operational Web site in one-third of the typical project time. The agency retains 100% of their normal creative fees and gains access to tools that can provide additional online and offline marketing services."

For many agencies, this solves what has proved to be a perennial problem, providing an affordable, yet reliable Web presence for their clients. "Web sites are an integral tool when communicating a brand message. As a full-service agency that specializes in branding, our services would not be complete unless we offered Web site design," says Cherie Hebert, Principal at Lafayette-based advertising agency BBR Creative. "At our agency, design has always been a core competency, but Web site technology was not. We knew we needed a solution to create beautiful, functional, professional Web sites without having to add an entire technology department. We researched many options and chose Bizzuka to be our partner. Together we are creating great sites that are easy to manage."

The Bizzuka Reseller Partner program is not limited to advertising and marketing agencies alone. Marketing consultants, IT professionals, writers, photographers and others qualify under an Affiliates program. "A company that provides consulting services and perhaps has no design skills or capabilities, for example, can help its clients get an intranet or Web site running in record time," stated Munsell. "The design services can be outsourced to our agency partners, and the Bizzuka development team can implement the skin on top of our Content Management System. Once that has been completed, we can help the client organize content and add sophisticated Web capabilities with our On-Demand component library. The consultant earns commissions on the sites he/she brings to Bizzuka for development. In scenarios like these, everyone wins."

"Our mission is simple," added Munsell, "to provide advertising and marketing professionals with an advanced, yet easy to use Web content management system that reduces cost and improves time to market. The partnership we offer enables creative professionals to build better Web sites faster and more profitably, requiring fewer in-house resources. We've designed BizzukaPartners.com to be a portal containing all the information and resources needed to help agencies and others achieve that goal."

For more information about the Bizzuka reseller partners program, visit the Web site: [www.bizzukapartners.com](http://www.bizzukapartners.com), or call Jared Allardyce at 337-216-4423, x104.

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