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CONTACT:
Paul Chaney
337-216-4423 x130
pchaney@bizzuka.com
<http://www.bizzuka.com>

Computer Manufacturer Dell to Run Bizzuka's Recession Marketing Video Series on its Small Business Blog

"Nine Ways to Maximize Your Marketing Dollars during the Recession" catches eye of Dell digital communication team

February 18, 2009 - LAFAYETTE, LA - Bizzuka, Inc. (www.bizzuka.com), a provider of component-based Web and intranet-based solutions, today announced that its new video series, *Nine Ways to Maximize Your Marketing Dollars during the Recession*, has been picked up by Dell who will syndicate the series on its small business blog.

"News of this came as a pleasant surprise," said Bizzuka CEO John Munsell. "While we hoped the series, which is designed to help small businesses utilize the Web as a cost-effective marketing channel, would receive wide distribution, we never anticipated it getting the attention of a company the size of Dell."

"Over the next week we will share the entire series here on the Small Business Blog. Each video is only 4 to 5 minutes in length and contains a wealth of information on how to use the Web as a cost-effective marketing tool during the recession," says the Dell blog post announcing its intent.

The video series contains interviews with some of the brightest minds in marketing today, including popular authors David Meerman Scott, Paul Gillin and Ben McConnell. "These industry leaders understand the economic situation we face and were more than happy to share their insight, advice and opinion," said Munsell.

Each video in the *Nine Ways* series takes only a few minutes to watch, the longest being less than six minutes. Topics include: Using the Web as a marketing tool, search engine optimization, customer service, niche marketing, word of mouth, content marketing, measuring ROI, content management and social media.

Bizzuka plans to give the content away with no strings attached. In fact, marketing of the series mirrors the content contained in it. "When we developed the marketing plan, we decided to eat our own dogfood," said Paul Chaney, Bizzuka's Internet Marketing Director. "If we were telling people they could use the Internet cost-effectively to market their own business, we certainly weren't going to create some expensive ad campaign to drive attention to it."

Though the series is only in the second day of distribution, it has already been seen hundreds of times by users across the United States and beyond. "Our hope was that people would watch the videos, share them with friends and colleagues and that is apparently what is happening," said Chaney. "The speed at which the message is spreading proves that good old grassroots, word of



mouth marketing really does work. The Internet just puts it on steroids! The Dell situation is just one example of how viral the Web can be and is truly icing on the cake."

To view the video series, go to: <http://www.bizzuka.com/recessionmarketing>

To see Dell post, go to: <http://bit.ly/abtdL>

About Bizzuka

Bizzuka provides custom Web site design and content management services and intranet development services for small and medium sized business throughout North America.

Bizzuka's mission is to give small businesses access to the same technology that was previously only afforded by big businesses, and to do so at a price that yields to our clients a return on their investment in months rather than years.

For more information about Bizzuka, please visit the Website: www.bizzuka.com, or call 337-216-4423.

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