

April 21, 2009

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"The call rate difference between Yellow Pages and Kudzu is 5 to 1!"

Guedes Construction finds Kudzu to be an important part of its marketing toolbox

Kudzu has helped [Guedes Construction](#) build its business for years now.

"We got involved with Kudzu when it first came into our market, said Rick Guedes, owner of Guedes Construction. "The results have been solid, with a call rate difference between Kudzu and Yellow Pages of 5-to-1 and the quality of leads night and day in comparison, with Kudzu's being far better."

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A deal that's a steal

Have you taken a look lately at all the Deals and Discounts on Kudzu? There are hundreds for consumers to choose from, representing almost every city and category. As consumers are looking around at different service companies and getting more estimates than ever before, they are always looking for good deals on great service.

Kudzu users are increasingly getting used to checking the Deals and Discounts section to help them choose the service businesses they call for estimates. Stay on the top of your game and make sure they see your name when they search. Create a Deal or Discount that will entice them to give your business a try - and perhaps convert them to become a long-term customer whose value to you makes those few dollars off at the start totally worth it.

Just remember:

- You can list up to three Deals and Discounts at a time on your Kudzu profile.
- If you list a Deal, you also get exposure through the Kudzu Deals and Discounts tab.
- Refresh your Kudzu Deals often since they expire every three months.
- Give users seasonal reasons to come back to you.

This is a simple way to stand out more on our increasingly active website. Take advantage of one of Kudzu's best deals of all - extra exposure at no extra cost to you. [Click here](#) to add Deals and Discounts now.

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My Business MVP



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