

Kudzu.com Works for Me!

"Many customers call us because of how we handled a couple negative reviews!"



"Ever since we upgraded our listing on Kudzu.com, our business has doubled because of our higher appearance in search results," said Anna Zanthos, owner of [Persnickety Cleaning Service](#).

"What's more, we are pleasantly shocked to find that many customers call us specifically because of how positively we handled

What's New at Kudzu.com

Our diligent development team never stops working on new ways to get your business in front of local, ready-to-buy-consumers. This month we released two cutting-edge areas to catch consumers' attention – and drive them straight to your profile.

Advice, Articles, and Tips of the Trade

[Kudzu.com Advice](#) showcases tips and tools for choosing service pros, making it easier than ever for consumers to go from "don't know who to call" to "can you come tomorrow at 9?" Our handy checklists and how-to articles help us deliver a more informed prospect to you, making it easier than ever for you to convert that lead to a sale.

Even better, the Kudzu.com Advice section showcases a handful of recently added deals per category. So, update your deals & discounts and you could score some extra exposure!

Want a guaranteed spot? [Contact Kudzu.com Sales](#) now to find out about ad opportunities in the Kudzu.com Advice section, including our exciting new large display ad units, and more!



manager at **866-338-1027** to learn more.

makes your business better than the competition.

If you don't have a video in your profile yet, you're missing the action! Grab your camera and try one of these angles:

- Videotape your VP of sales talking about your great service offerings
- Show a tour of your office or examples of your work
- Let your best customers rave about you in testimonials
- Even use a video to audition for work!

Check out these great [videos](#) from other service pros and get rolling.



Kudzu.com Power Tips

How to Market your Business on a Budget

Want to reach more potential customers and stand out from your competitors without breaking the bank? Smart marketing tactics that showcase your expertise and commitment to the local community can secure your position in the marketplace. Consider these ideas:

- **Give free information.** Share your expertise and you'll find consumers coming back to you for more. Distribute tip sheets with valuable advice relating to your expertise at your local library, at your office location, or at neighbors of your current customers. Submit an article to your local newspaper that gives timely advice that its readers would find helpful. Always include contact information about your business.
- **Speak up.** Local community centers, chambers of commerce, libraries and other groups are often looking for area experts to share information during public forums or classes. Bring your tips sheets to distribute as well.
- **Be a sponsor.** Check out the local schools and sports leagues for sponsorship opportunities. Any parades, festivals or other special events coming up? Get your name out there and you'll reap the rewards of the goodwill by becoming top-of-mind when community members are looking for your service.
- **Shout it out.** Make sure you're presenting a cohesive brand message, from your website through your business cards, with a memorable logo, catchy tag line and clear contact information. Consider simple giveaways like t-shirts, sun visors, pens and other premium items that can help turn your best customers into traveling billboards for your business.

build fences? Partner with a dog breeder—new puppy owners need fences! Are you an electrician? Get connected with a plumber. Think outside the box and you might be surprised how many ways there are to tap into new customers.