

"Kudzu brings in highly educated buyers, including 36 this month alone!"

[Dr. Roof](#) is a full-service roofing company that uses Kudzu to cover several marketing objectives - including lead generation and branding.

"Kudzu users are highly educated, have done their research, have narrowed the field and are ready to buy by the time they call us. That's a great way to tighten our sales cycle and bring in qualified leads, including 36 this month alone," explained Michael Friedlander, Dr. Roof's general manager.

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Showcase Your Specialty

If you've been established in your business for a number of years, you may have noticed that there are a few things that you seem to be specializing in. Maybe you really concentrate on some aspect of your business that you particularly enjoy. Or maybe you specialize in some area that no one else enjoys, and you saw that you could attract a good deal of business by offering that service.

Think about this for a moment. What is it that you and your company are particularly good at? What is the service for which you get the most referrals? What is it that customers consistently say, "You are the best at this" to you? That is your specialty! It may not even be what you think it is.

The question then, of course, is: Are you marketing that specialty?

By recognizing your area of specialization, you can start to form a more focused, streamlined marketing campaign around those services. For example, offer a discount or bonus for customers that hire you for that particular job, or highlight the fact that you offer these services on your website. [Here](#) is a lawyer who has a very specific specialty-food poisoning litigation. Take a look at how he showcases this focus.

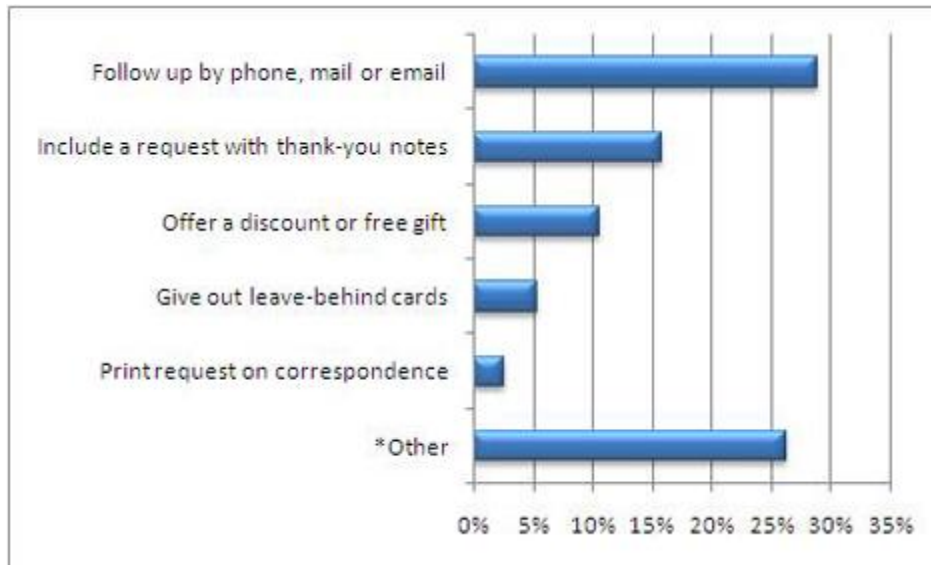
And finally, be sure to ask customers to review your business on Kudzu, highlighting the type of work that you did for them!

Question of the week

Last time...

We asked **"Do you actively solicit testimonials from your customers?"** Here are the results:

Methods of soliciting testimonials



*Alternate answers included customer surveys, asking for testimonials at the end of each job and gathering recommendations on LinkedIn.

This week's poll question: How does your business market specialty services? [Answer here.](#)

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