

"The vast majority of calls we get from Kudzu result in sales."

[D&S Termite and Pest Control](#) is a 40-year-old family-owned-and-operated termite and pest control company in San Diego. It relies on word-of-mouth for new business growth and specializes in the real estate market. When the company began exploring other avenues of advertising due to the economy, it was attracted to Kudzu because Kudzu complimented this word-of-mouth philosophy by enabling customers to post reviews. Kudzu has thus helped D&S expand into the residential market as a new revenue-generating business niche.

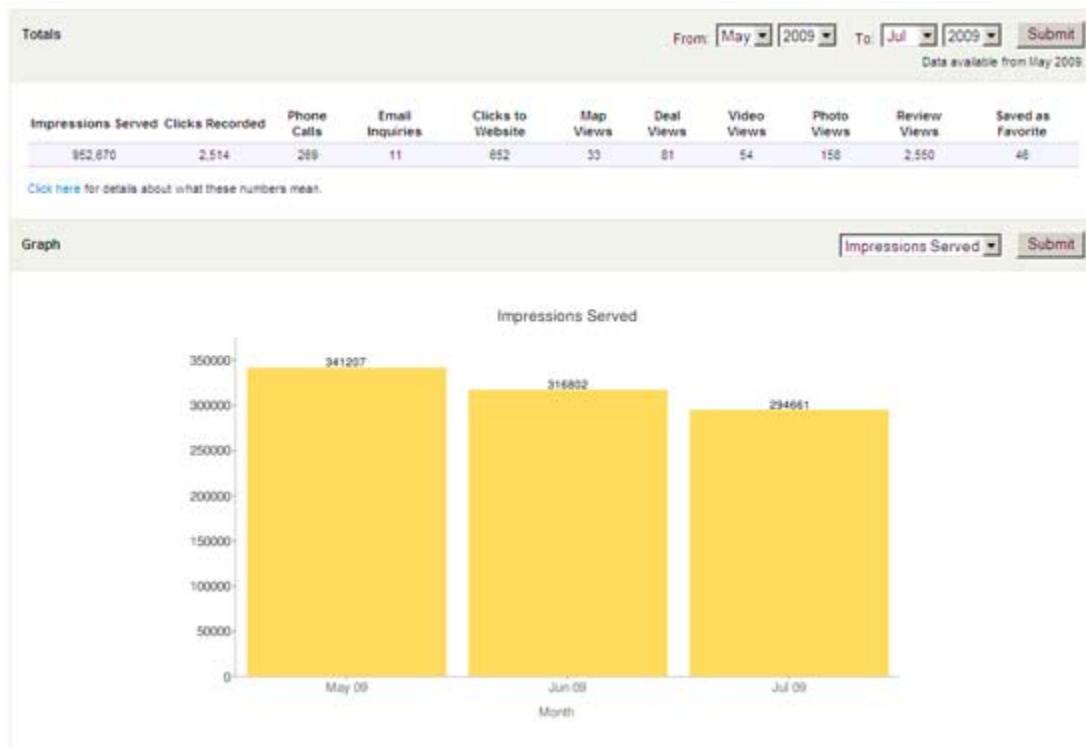
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Introducing Kudzu Advanced Reporting

At Kudzu, we strive to provide you with the most value possible. That is why we have recently developed a more advanced reporting tool for you to review your activity each month. Changes include:

- Ability to view trending reports by date range
- Graphical analysis
- More comprehensive tracking of clicks to your profile, photos, deals, reviews and more



Advanced reporting allows you to keep up with how your Kudzu profile is performing at any time and measure its effectiveness in helping grow your business.

5 Tips for Effective Email Marketing Campaigns

Email marketing is very popular because it's a quick and easy way to reach a large group of people, and it's fairly inexpensive. However, those benefits are useless if no one opens your message. Follow the tips below to create an email marketing campaign that consumers notice and act on.

Identify specific goals.

A goal like "boost sales" isn't specific enough to be effective. The best email marketing campaigns are highly targeted both in terms of the audience who will receive the email and the message contained within that email. That means, your email marketing should include one specific message with one specific goal in mind to make it the most actionable and the most compelling overall. For example, rather than announcing your business' great variety of summer clothing, announce a specific sale with a specific deadline such as children's bathing suits on sale for one week only.

Know your audience.

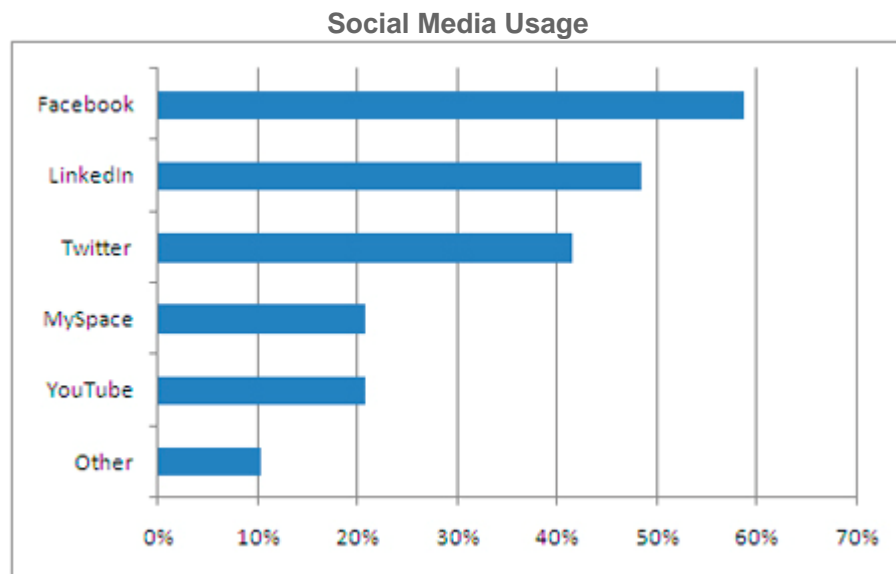
As with any marketing program, it's imperative that you know who you're communicating with so you choose the most compelling messages for that specific audience. Make sure you have a clear understanding of who will receive your email, so you can create messages they will respond to.

[Read more...](#)

Question of the week

Last time...

We asked "*Which of the following social media websites does your company use?*" Here are the results:



This week's poll question: How often does your company engage in email marketing campaigns? [Answer here.](#)

Hot Topics

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My Business MVP



At Kudzu, we've screened for the best services to help your business run as efficiently and effectively as possible. Make your business more successful with Kudzu's [My Business MVP](#).

If you would like to suggest a topic for a future edition of the *Kudzu Insider*, please email us [here](#).

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