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What's New at Kudzu.com

Top Ten Ways We've Added Value to Your Kudzu.com Profile



We've grown in leaps and bounds this year, and we've added a number of valuable upgrades that improve your ability to connect with consumers at the very moment they are searching for your services. Here is our "Top Ten" list of ways that we've added value to your Kudzu.com profile. Thank you for the trust you have continued to place in us!

10. We built a bigger house! Yep, we made the [Virtual House](#) even bigger, with more ways to expose your message and more content to engage consumers.

9. We added more seasonal and industry-specific [guides](#) (including our timely [Green Guide](#) !) so that you can reach consumers in highly targeted, editorially-relevant environments.
8. We have better directions! Upgraded [maps](#) now include driving directions so folks can find you more easily.
7. We came in for a landing on landing pages! We upgraded our landing pages to make them more graphically engaging and to include features like [Top Rated](#) links that improve search results—and send more consumers your way.
6. We implemented Trust Ratings. Consumers love reviews on Kudzu.com because those reviews help them choose companies they can trust to do a good job. Our Trust Ratings let consumers know how reliable each reviewer is, based on the number of reviews that person has written and how helpful his or her reviews have been to others.
5. We added more [categories](#) to better serve our expanding business base. If you haven't already, take a moment and make sure you are in the best category that matches your

services so your profile can easily be located when consumers are searching.

4. Don't forget that [Photo Tab](#)! It makes finding listings with photos a snap!

3. We added video capability to Premium and Preferred profiles, because seeing is believing! And we want more and more consumers to believe your company is the right choice for the job.

2. Along with the videos within profiles, we added a [Video Tab](#) to our homepage so that consumers can click right to the video section, all in one convenient spot. This is another way we increase traffic to your profile.

1. **We went national!** Now, Kudzu.com is available from coast to coast. If your business operates in more than one city, add other locations and make sure you reach all your potential customers. If you are part of an organization with members or franchisees in other cities, or if you have friends or family members with businesses around the country, spread the word! The more people who know about us, the more traffic we—and your listing—get.

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|  | <p>Chateau Elan - Look no further for Holiday Office Gifts. Experience Chateau Elan Gift Certificates. Spa, Gold, Dining and more.</p> <p>Special Corporate Discounts available. Visit us at www.chateauelan.com.</p> |
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Kudzu.com Works For Me!

"Kudzu.com is the most effective tool I've used to build my brand message."

Advanced Autodynamics is an automotive service, repair and maintenance service center that prides itself on doing everything possible to make its clients feel welcome, comfortable and satisfied with their service experiences. That includes providing detailed information to consumers through its Kudzu.com profile and its website. Together, these two tools drive most new business for the company.

"The price of advertising on Kudzu.com, compared to the cost of acquiring a new customer, makes Kudzu.com a no-brainer for



us," says Terry De Waal, owner of Advanced Autodynamics. "Kudzu.com helps us build trust by leaps and bounds and helps customers make a good decision. Kudzu.com is the most effective tool I've used to build my brand message. In fact, Kudzu.com continually brings us so many new customers that we are planning to move to a larger building."

Follow Terry De Waal's lead and get more quality leads for *your* business. [Contact Kudzu.com Sales](#) now and find out how you can maximize your presence on Kudzu.com.

Kudzu.com Power Tips

Time to Celebrate—and Get Set for a Brand New Year



We sincerely hope that this past year has been a successful one for you and your business, and that you are ready to take on the challenges and opportunities of a brand new year. Not quite there yet? No problem. Most industries have a quiet week or two at year-end, and that gives folks a chance to be with friends and family, and to step back from business for a bit. Away-from-the-office days let you take a fresh look at what you're doing, how well it's working, and where you want to take your business next.

Some things to do if you just can't stay away from the office:

- Clean out the office. Get back in control of your paperwork, and you'll feel like you're back in control of your life. Consider hiring some office help if you need it.
- Pull paperwork together for your accountant. Start now while you're cleaning, and this task will be that much easier in January.
- Make a list of your accomplishments this year. Look back at your business plan, and compare what you have achieved with what your goals were. How well did you do? What, no business plan? Start jotting down some objectives for 2008, and you may find that it starts to write itself. For many business owners who advertise on Kudzu.com, the biggest question is how do you handle the new business you get from your Kudzu.com profile. It may be time to hire more employees, move to a new building, or expand your fleet.
- Have a company party or lunch. Nothing helps morale more than celebrating together. Take a little time to strengthen your connections to coworkers, and you'll reap the rewards all throughout the year.
- Pat yourself on the back. It's not easy running a small business in today's world, but folks like you know there are rewards you can't get working for someone else.

We believe in small, local business. And we're here to help you make as many connections with your target customer as possible. Please don't hesitate to [let us know](#) how we can continue to help you achieve your goals in 2008.

Happy Holidays from Kudzu.com!

On behalf of all of us here at Kudzu.com, we wish you and your families a wonderful holiday season and a very happy New Year!



--The Kudzu.com Team

This email was sent to: **laura.abrams@coxinc.com**

This email was sent by: Kudzu.com
6205 Peachtree Dunwoody Road Atlanta, GA 30328 USA

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View our [Business Agreement](#).