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## Sneak Peek

### Seeing Is Believing



You bet it is — especially when it means that consumers can actually "see" the services that your company offers. That's why videos that are uploaded on Kudzu.com profiles help savvy small businesses attract even more high-quality leads. So, pop some popcorn, kick back, and check out the following videos. Then, find out how you can play director — and direct more ready-to-buy prospects your way as well!

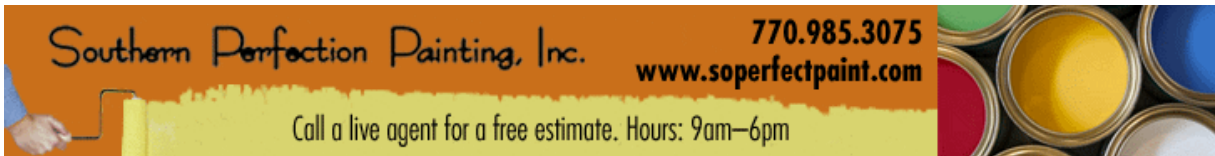
- Some folks upload a commercial that they are currently running:
  - [Express Flooring](#) (Phoenix)
  - [Benjamin Franklin Plumbing](#) (Phoenix)
- Some upload television coverage they have received:
  - [Dentistry at East Piedmont](#) (Atlanta)
- Some upload an informational video about their company:
  - [How to Create Privacy with Landscaping](#) (Las Vegas)
  - [How Granite Countertops Are Made](#) (Las Vegas)
  - [How to Design a Perfect Pool](#) (San Diego)
  - [How to Get a Home Loan without Hassle](#) (San Diego)
- Some upload a testimonial from a satisfied customer:
  - [B & J Roofing](#) (Atlanta)
- Some simply talk about their business or show a quick example of their work:
  - [A & R Stone Work](#) (Atlanta)
  - [Artistic Expressions](#) (Las Vegas)

### Got the video but don't know how to upload? It's easy:

- Include an informative and brief business description of 75 words or less in the Description field when you add your video.
- Make sure the frame rate of the clip you upload to Kudzu.com is 14 frames per second or greater. Don't worry if you don't know what "frames per second" (FPS) means. You're probably okay since the FPS for your video clips generally will default to a rate that is higher than 14 anyway.

- Put your business name in the Title field when you upload the video.
- You can upload files in these common video formats: MPEG, MP3, QT, WM, and Real.
- Whether professionally produced or homemade, your video should show off the type of service and quality you offer. If you already have a digital version of a recent television commercial, we will take those, too!

Having problems? Your file size may be too big. If the file over 30 megabytes, you will need to compress it. Don't worry — once you figure all this out the first time, it'll be a snap from here on in.



## Kudzu Works for Me!

**"I've gotten about \$200,000 worth of new business from my listing on Kudzu.com."**

[Two Brothers Painting](#) has been offering painting services in Georgia and South Carolina for more than 15 years. After only two years on Kudzu.com, 70% of its business comes from its Kudzu.com listing, and the other 30% comes from referrals from existing customers.



I didn't expect to get so much work from Kudzu.com," said Louis Furby, the owner of Two Brothers Painting. "I've been busy every single day since I listed my business on Kudzu.com. So far, I've gotten about \$200,000 worth of new business from my listing on Kudzu.com. Even though it's a slow time right now in my industry, I am booked a month out. I get calls from other places wanting me to advertise with them, but I tell them they're not going to be able to beat what I've got going on with Kudzu.com."

Follow Louis Furby's lead — and get more quality leads for *your* business. [Contact the sales team now](#), and find out how you can maximize your presence on Kudzu.com.

## Power Tips

### Where to Start with Your Website

Think websites are just for big companies? Think again. A simple, up-to-date website with basic information can be a small business owner's best friend. Your website can help you appear more professional and stand out from competitors who do not have websites. What's more, you can communicate information about your company quicker, easier, and at a potential customer's convenience. Finally, you can use face-to-face time more

productively by encouraging prospects to visit your website before you meet with them. You'll then have more informed prospects who are closer to making a purchase decision, thereby tightening your sales cycle and potentially increasing your revenues.

Here are some things to consider when building a website:



- The most basic website doesn't need to cost a lot, but you do want to through your strategy before putting up something that might be less than professional. It wouldn't hurt to sit down with a web design consultant and determine your website goals before choosing a course of action.
- Consider your brand look and feel when designing your website. Marry in with the colors, logo and any tag line or other verbiage that you use on your trucks or in other customer communications so that you present a cohesive image and get the most bang for the buck.
- Tell a bit about your company, its mission and values, its service offerings, and any credentials or professional affiliations you have. A professional web content copywriter can help you package your message.
- Let your customers rave. If you have testimonials or before-and-after photos, share them. Potential customers love to see real-life evidence of your expertise.
- Include contact information, and be sure it's up-to-date. Respond to emails or requests for appointments promptly.

No time or interest in launching a website right now? Be sure to use all your Kudzu.com features, and customers will most likely find everything they need to know about your business right there, in one handy place.

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## A Last Word

You can't browse the news these days without hearing the "R" word — recession. It makes you shudder just to think about it, but market indicators show downturns in our economy. For small business owners, now is an even more important time to be sure that your marketing messages are out there in front of ready-to-buy consumers, reaching them as efficiently as possible.

- You may want to reconsider your marketing mix and direct more resources to the cost-effective options available online.
- You may find that your target consumer base has expanded as more people invest in improving what they already own rather than buying new.
- You may find consumers put more value in word-of-mouth and customer reviews so that they can be sure they are spending their money wisely.

These are all good reasons for you to build out your profile as completely as possible, encourage customer reviews, and [contact the sales team](#) to find out how you can make Kudzu.com work even harder for you during this challenging economic cycle.