

## What's New at Kudzu

### Love Is in the Air

Get close to Atlanta consumers when you advertise in our [Valentine's Day Guide](#). It's the go-to source for gift ideas, getaways, flowers, food, and more. Take a sneak peek at other upcoming [Kudzu.com Guides](#) and get ready to connect with your target audience in a big way.

### We Do the Work. You Get the Work.

We drive Atlanta consumers to our site -- and your profile -- every day through [ads, billboards](#), TV sponsorships, DJ endorsements, radio spots, and even "feet on the street" grassroots marketing at Atlanta-area events. Increased consumer awareness from our comprehensive media plan means our audience numbers just keep growing. What's more, we purchase more than 20,000 keywords on Google, Yahoo! and MSN so that when people search, they are more likely to get linked to Kudzu -- and to you. All the more reason to build the best listing you can!

### Brand Atlanta Links to Kudzu.com

Go to the new Brand Atlanta [Jobs and Services page](#) and you're just one click away from Kudzu.com. That's because the Brand Atlanta committee links every service to our site. Brand Atlanta's mission to distinguish the city as a preferred destination for visitors, residents and businesses alike means their extensive marketing efforts help drive traffic to Kudzu.com -- and your listing.

## Kudzu Power Tips

### Power Up Your Profile

Make your online presence as powerful as possible by building the best listing you can.

- 1. Connect.** Give customers plenty of ways to reach you, and make sure your contact info is accurate. Include email, a link to your website, phone and fax, if appropriate.
- 2. Describe.** Differentiate your business by defining what you do in a clear and compelling way. Go through our question sheet and give details that will help Atlanta consumers find you when they search. See [Eddie Reece](#).
- 3. Show.** Upload photos (up to 10!) and your logo so Atlanta consumers can see what you do and connect your listing with other advertising they may have seen about you, such as your logo on trucks or signs. See [Caricatures by Tony](#) and [Special Occasions Catering](#).

**4. Rave.** Let your best customers sing your praises by doing ratings and reviews of your services. Many consumers say this feature is what sways their opinion most when choosing a service provider. See [Ideal Dry Cleaners](#).

Take a moment to [check your listing](#) and see if you can put more power in it.

## **Kudzu Works for Me!**

**"What we're paying for our listing on Kudzu.com is a steal!"**

"Kudzu.com brings me more quality leads than the phone book, with a higher rate of conversion to actual business," says Curt Stoeckig, owner of Applewood Landscape and Design, a family-operated business servicing North Metro Atlanta, specializing in designing and building landscape solutions for the residential marketplace

Follow Curt Stoeckig's lead-and get more quality leads for your business.

Contact your account manager now or [click here](#) to receive more information about how to maximize your presence on Kudzu.com.