

Tell us what's important to you!

Which business services do you use now or would you be interested in using? Answer [here](#).

Last week...

We asked "How much of your overall marketing budget do you have allocated to online activities?"

The result: **half of you spend 70% or more of your marketing budget online!**



Expanding your service offerings

What if you want to grow the scope of your business services but don't currently have samples of your work? Don't let that limit you. While continuing to collect testimonials, photos and case studies, there are additional ways to create credibility. Here are some ideas:

- Attain industry certification, if it applies to the new service you are offering, to add legitimacy to your new expertise. Send out a press release to promote your qualifications to offer this service and add mention of it in the Credentials section of your Kudzu profile.
- Create a company blog or send out regular e-newsletters. These are great places to make announcements about new service offerings.
- Offer your new service to existing customers with whom you already have a trusted relationship.
- Run a Kudzu Deal specifically for the new service you are offering. A special offer may be just the incentive consumers need to try it.
- Provide your new service to friends, neighbors or members of your family for a reduced rate. Remember - your goal is to get examples of successfully-completed projects so that you can market the new service to others.
- Offer your service as a donation to a non-profit organization in your community. This gives you a chance to do good in the community, showcase your new service to others who may need it and strengthen local relationships. You may even discover some cross-marketing opportunities with other volunteers who run complimentary businesses.

Hot Topics

- [It's Not About You!](#)
- [Show, Don't Tell](#)
- [How Dell Used Twitter to Boost Sales and You Can Too](#)
- [Be Modest if You're Making Millions](#)
- [How Promotional Products Can Help Your Small Business](#)

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](#).

Success Center

- [Success Center Home](#)
- [Small Business U](#)
- [Getting Started](#)
- [My Account](#)
- [Reputation Management](#)

My Business MVP



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

ADVERTISEMENT

 <p><i>Southern Perfection</i> painting, inc.</p>	<p>Free Estimates • No Deposit Live Customer Service 9am-6pm Commercial & Residential Projects Licensed & Insured</p>	<p>CALL US TODAY (770) 985-3075</p>
--	---	---

[Sign up](#) | [My Account](#) | [Unsubscribe](#) | [Kudzu.com](#) | [About Us](#) | [BSC](#) | [Top-Rated](#) | [Guides](#) | [Advice](#) | [Deals and Discounts](#)

This news, information and advertising message is brought to you by **Kudzu.com**, 6205 Peachtree-Dunwoody Road, Atlanta, GA, 30328 USA