

"I rate Kudzu a 5 for generating reviews!"

[Southern Perfection Painting, Inc.](#) offers commercial and residential interior and exterior painting and repairs. It was the first painting company to sign up with Kudzu when Kudzu launched in Atlanta.

"Kudzu asks users to rate service companies," said Sabrina Williams, president of Southern Perfection Painting. "We'll, I'd like to rate Kudzu—I give it a five for generating reviews!"

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How Small Businesses Can Use Twitter as a Marketing Tool

Twitter is a free tool that allows users to publish short messages (140 characters or less) through their computers and mobile phones. The process is called microblogging, and Twitter is the largest microblogging site based on the number of users.

Twitter messages are called "tweets", and when a Twitter user publishes a tweet on his or her Twitter profile page, that message is instantly visible as a status update to every other Twitter user who has signed up to follow the person who published the tweet. Tweets can be set up to be visible by anyone or they can be set up to be visible only by specific Twitter users).



Many large and small businesses use Twitter to promote products and services and offer real-time customer service. Companies and brands from Dell to Playboy have active Twitter profiles. In short, Twitter is a great tool to network with other people and generate free publicity.

Twitter can be intimidating to "newbies" but the best path to take is to dive right in. Register for a new account and create a compelling profile (be sure to include a link to your website or blog). Then simply start tweeting! Do a search for other Twitter users (there are a variety of search options available), and start following people that you find interesting. Add a link to your Twitter profile on your website, business blog, Facebook profile, and so on, inviting people to follow you on Twitter.

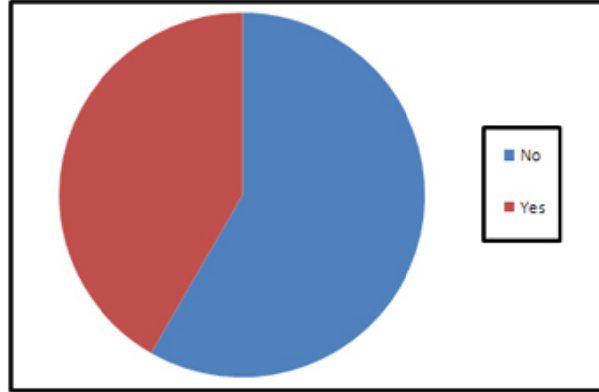
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Question of the week

Last week...We asked *"Does your company offer a loyalty program?"* Here are the results:

Company currently offers a loyalty program



This week's poll question: Which of the following social media websites does your company use? [Answer here.](#)

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

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