

## Kudzu question of the week

*Let us know what you think!*

What percentage of your business comes from online leads?

Answer [here](#).



## 5 ideas to create more loyal customers

Offering giveaways or special deals is a great way to win new customers and keep the ones you already have by making them feel special and appreciated. To help get you started, here are a few suggestions of the types of customer benefit programs you might consider:

- **Frequency discounts:** Offer special discounts for repeat customers. For example, if you own a lawn or landscaping service, you can offer a free mow and pruning session for customers who purchase 5 sessions. Expect new customers all summer long by encouraging them to share the offer with their friends and neighbors!
- **Gift with purchase:** For first-time customers or for those who have used your services before, you can offer a free gift for new customers. If you are a carpet cleaner, you can offer to clean an extra room free or clean a couch at no extra charge. You can be sure that will get people talking about your company!
- **Loyalty programs:** Give away special gifts or offer anniversary and birthday specials for your most loyal customers to make them feel part of an exclusive club.
- **Group discounts:** Send out a special deal to neighborhoods or associations offering customers a unique deal or discount if they live in that area or belong to that group. If you are a painter or roofer working in a neighborhood, place a flier with your deal on the doorsteps or in mailboxes of the other homes in the area.
- **Referral bonus:** Reward customers for sending you additional business. For example, if you are a dentist, you may offer a friends and family discount if your customers tell their neighbors about your services. You can also offer a discount for customers who found you by your Kudzu profile.

Get people talking with special offers to your current and prospective customers. The more they feel valued, the more you can expect your business to grow.

## Hot Topics

- [What Do All Those Online Advertising Terms Mean? 31 Layman's Definitions](#)
- [Appearance Is Reality](#)
- [How to Make Twitter Worth the Hype for Your Small Business](#)
- [Tap Into People's Desires](#)
- [Advertise in the Shopping Mall to Attract Teenage Shoppers](#)

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

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