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## Featured Merchant: Mark the Mover

"Customers we get through Kudzu pay their bills."



[Mark the Mover](#) began over 30 years ago with a man named Mark and a pickup truck. Today, Mark the Mover is a full service moving company with a storage facility, a fleet of 14 trucks and 50 full-time moving professionals. Kudzu has been part of that growth for years now.

Mark the Mover Sales Manager Justin Fascilla says, "Kudzu delivered a couple hundred thousand dollars in revenue the first year we

advertised on it and continues to provide us with a solid customer base."

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## Customer feedback is essential to success

Want to know how some businesses are receiving stellar reviews, non-stop phone calls and full appointment books? These companies are succeeding by requesting customer feedback on top of providing excellent service. If you aren't listening to what your customers are saying, you are missing out on a big opportunity - not to mention leaving yourself open to potential negative reviews on Kudzu.

Use these tips to stop negative word of mouth before it starts:

### 1. Customer satisfaction survey

Ask customers to fill out a survey, and offer a reward for those that take the time to complete it.

### 2. Focus Group

## Hot Topics

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## Quick Tip

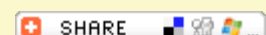
Make reordering easy – send reminders in the mail to your new and existing customers to reduce turnaround time.

## Stellar Review

See what one Kudzu user has to say about [Ducks Roofing](#):

**Quality Job for Reasonable Price**  
Duck's Roofing recently replaced my roof and did an outstanding job. They were very thorough and provided excellent follow-up to insure that I was 100% satisfied. I have since recommended Duck's Roofing to at least 6 friends and/or relatives that used their services. All of them would tell you the same thing....quality workmanship and customer service at its best!!!

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Use a focus group to find out the strengths and weaknesses of your company. Post the results on your website, and address any issues you discover.

### 3. Manage Your Reviews

If you get any negative comments on Kudzu, be sure to respond in a way that showcases your excellent customer service and willingness to make positive changes.

### 4. Suggestion Box

Place a box for suggestions near your register. Customers can write comments while waiting in line when your service is fresh on their minds.

Many merchants have benefitted from these and other reputation management tactics. Follow suit and ensure your company comes out smelling like roses. Take a look at [this business owner's replies](#) to his Kudzu reviews.

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

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