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Featured Merchant: Dog Gone Handy

"Kudzu does a great job of getting my company in front of customers!"



[Dog Gone Handy](#) offers handyman services and specializes in small maintenance and repair jobs. An advertiser with Kudzu since the site launched, the company considers Kudzu to be a handy way to get in front of customers.

"These days, you only have someone's attention for a very short time," said Karen King, Dog Gone Handy's Director of Marketing.

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Quick Tip

Seek marketing partnerships with organizations that you would have no problem referring your best customer to. This will generate new leads and build long-term momentum for your company.

Stellar Review

See what one Kudzu user has to say about [Michael Penta Plumbing](#):

BEST PLUMBER AROUND

Last week I had some sewer line replaced at my house. I had contacted a couple of companies via the internet and scheduled appointments with Penta and another company. The other company missed their appointment. Mike from Penta was on time (not within a window, but actually on time!), friendly and professional. He answered all my questions and returned the following day to complete the work. I am very impressed by the level of service, the punctuality and obvious commitment to quality work. I will definitely use your company again and will recommend you.

4 Easy Steps to Attract Qualified Customers

One of the most important features of your Kudzu profile is your company's **Marketing Description**. This section gives potential customers a quick look at how your business stands out from the competition. Below are some guidelines to keep in mind when writing about what you do or for when it's time to freshen up your profile:

1. Keep it short.

Your Marketing Description should be a couple of paragraphs, tops. Figure out what is most important or unique about your business, and highlight that information in a direct and concise manner.

2. Keep it relevant.

List your company's qualifications and accreditations in the credentials section of your profile. Instead of putting this information in your Marketing Description, use the most of your space and leave it out!

3. Relate it to the customer.

List the benefits of your services. Give real-world examples of how you can make a difference in your customers' lives. For example, if you are a cosmetic dentist, your

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Marketing Description can describe how you will create the smile of their dreams.

4. Keep it simple.

Leave out industry jargon that may go over your customers' heads. Instead, present your company in friendly, conversational language.

If you take time to inform potential customers about your business, they will be more likely to pick up the phone and contact you. [Click here](#) for more tips and instruction on how to add or update your Marketing Description.

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

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