

"Business is up, and Kudzu is definitely a part of that success."

[Estes Heating & Air Conditioning](#) is a family-owned-and-operated HVAC service, sales, installation and repair business for more than half a century. It has used its consistent quality service and positive word-of-mouth as effective marketing tools for years, so Kudzu's ability to broadcast that track record is a natural fit.

"Kudzu is a perfect environment for us for other reasons as well," added Tommy Estes, president of Estes Heating & Air Conditioning.

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5 ways to stay on top of marketing and industry trends

For your small business to be cutting edge and beat the competition, you need to stay on top of marketing trends as well as trends related to your business or industry. Take a look at the list below for five simple ways that you can use to become first to be "in the know" about new trends.

1. Read blogs

Read blogs related to your business or industry as well as marketing-related blogs. If something is newsworthy, connected bloggers will write about it. In fact, bloggers often set the trends with their discussions. Invest time in finding and reading blogs (this article can help you find blogs), and then join the conversation by leaving comments on posts you enjoy. You'll soon find yourself part of a diverse and engaging online community.

2. Read trade periodicals

Subscribe to trade periodicals related to your business and related to marketing. While periodicals aren't typically first to get the word out about a new trend, it is their job to report on those emerging and growing trends. Therefore, it's important to take a look at them so you don't miss anything.

3. Join online social networking sites

Join online social networking sites and groups related to your industry and to marketing in general. For example, there are Facebook groups dedicated to a wide variety of industries and businesses as well as groups dedicated to marketing. Social networking provides a great opportunity to connect with like-minded people and stay on top of new trends.

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Question of the week

Last time...

We asked "What do you do to make a great first impression on new customers?" Here are the results:



This week's poll question: How do you keep on top of changing trends in your industry? [Answer here.](#)

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