

The **KUDZU**.com Advantage

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What's New at Kudzu.com



Roll 'em!

Lots of you want to add video to your profiles but are getting stuck for one reason or another. Let's see if we can help you get the show rolling!

1. Don't have professional equipment? Please. This is *so* not an issue. Folks are uploading video from cell phones and it's just fine as long as it shows what you can do for a customer. So, bring those cell phones on jobs in the field and capture your work in action. That'll sell your service much more than some slick, studio production. Trust us.

2. Not even sure how to work the cell phone video function? We hear ya'. This is where "family business" really earns its name. Tell the kids you have an assignment for them and set them loose to create a video for your company. They may even be able to work this into a school project—now, that's efficiency! We don't know how these kids know how to do all this stuff, but they do. They just do. So, let them.

3. Got the video but are now stuck trying to figure out how to upload it? Okay, here goes:

- Include an informative and brief business description of 75 words or less in the Description field when you add your video.
 - Make sure the frame rate of the clip you upload to Kudzu.com is 14 frames per second or greater. You're probably okay and shouldn't worry if you don't know what "frames per second" (FPS) means since the FPS for your video clips generally will default to a rate higher than 14.
 - Put your business name in the Title field when you upload the video.
 - You can upload these common video formats: MPEG, MP3, QT, WM, and Real.
 - Whether professionally-produced or homemade, your video should show off the type of service and quality you offer. If you already have a digital version of a recent television commercial, we take those, too!
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Let's Make a Deal!

Kudzu.com users love deals, and our handy [Deals tab](#) makes it extra-easy for them to check what's being offered by enterprising businesses. But, did you know that deals expire after three months? That means that if you don't update your deal, it gets dropped from our tab. Yikes!



Listen—we're not being meanies. Customers like change, and freshening up your deals keeps them coming back for more. Just pop it on your calendar every three months and view updating your deals as a way to keep things from getting stale.

You can offer seasonal savings; anniversary specials; different discounts for different services (you can offer up to three deals at a time, you know!); frequency discounts (example: get fifth manicure free), offers for dayparts (10% discount before 5 PM, for instance, if that's a slow time for your restaurant), days of the week or times of the year when your business could use an extra boost; or think up some other creative ways to entice folks to give your business a try, or become a more frequent user of your services.

For more ideas, browse around the Kudzu.com [Deals tab](#) and take a look at what other merchants are doing.

Kudzu.com Works For Me!

"We see the benefits of having a listing that shows up on top on Kudzu.com."



"Kudzu.com has been a very smart business decision for us," says Michael Fabian, co-owner along with Scott Harb, of TopJob Staffing. "Instead of having a traditionally slow summer, we now have a steady stream of new business. More people use the internet than the phone book, and we see the benefits of having a listing that shows up on top on Kudzu.com."

Follow Michael Fabian's lead—and get more quality leads for your business. [Contact Kudzu.com Sales](#) now and find out how you can maximize your presence on Kudzu.com.

From the Expert

An occasional series offering technical expertise from fellow Kudzu.com merchants.

