

## The Kudzu Advantage

Rate & review my business on

**KUDZU.com**  
Share your favorite businesses



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**All About Plumbing** sends a personalized card to customers and thanks customers who write a review with a discount on a future service.

Wondering what makes a "good" review that is useful to potential customers? A good review is one that not only tells about the good job your company did, but also gives relevant details such as how you handled a problematic situation, your commitment to customer service, your knowledge of the subject area, etc.

Here is a sample of a good consumer review:

### **Wonderful Experience**

"Classic Roofing was so prompt with getting my roof on just last week, and it was completed within 1 day with everything cleaned up on the same day! The owner was very good at returning my calls and explaining the whole process to me. The office staff was so friendly and also very informative. All in all, I would highly recommend them for a quality roofing job. These are people who can be trusted and for me that is key for a major home improvement job such as a new roof."

Ask your best customers to write reviews of your business on Kudzu.com so that potential new customers can see testimonials from real customers and feel confident with their decision to use your service.

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## More Tips to Generate Customer Reviews

**Not sure of the best way to ask your customers for reviews? Here are some additional creative ideas.**

- Print a request for a customer review on invoices or bill stuffers.
- Send a follow-up email after servicing a customer about their experience with your company and inviting them to post a review on Kudzu.com.
- Offer an incentive to customers if they post a review, such as 10% off next service from your company.

- Add a "rate and review me" logo to your web site with a link to your Kudzu profile. [Read more...](#)



Don't forget to check out our [Business Success Center](#) for more tips and tools to increase your exposure and get even more business. Recent additions include:

[Tips to Improve Your Search Results](#)

[Strategies to Fight the Competition](#)

[Capitalize on Your Strengths](#)



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**Are you a business owner who is using a specific tool or doing something creative to generate more business on Kudzu.com?**

If so, tell us about it, and you could be our next featured merchant. Send us a brief description of how you are maximizing the tools available on Kudzu.com. Email your recommendation to [concierge@kudzu.com](mailto:concierge@kudzu.com).

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### **"Enhance Your Profile" Photo Contest Extended to August 8**

Due to popular demand, we have extended the deadline for our photo contest for ONE WEEK ONLY. Get snapping and send us examples of photos of your business and your work, and post them on Kudzu.com to be entered to win a digital camera from Samsung. Photos will be judged based on the following:

- business-related
- enhance your business profile on Kudzu



