

## The Kudzu Advantage

Rate & review my business on

**KUDZU.com**  
Share your favorite businesses



### Increase Your Ratings and Reviews

**Ask your customers to rate and review your services on Kudzu.com**

One of the best ways to enhance your Kudzu profile and increase the number of educated consumers finding your business is by using your existing

satisfied customers to help spread the word about your business. Research has shown that 80% of consumers trust word of mouth more than any other source of information. So why not use your best customers to advocate on your behalf? By asking your customers to add their reviews, you can let them help do the work for you, and you reap the rewards.

Some Kudzu businesses that have used creative ideas to generate reviews include:

[1-866-U-MOVING?](#) created a contest. Every month, the mover with the most mentions in customer reviews wins a prize.

[Dr. Roof](#) sends a personalized letter thanking each customer for their business and requesting a review. For each satisfied customer who writes a review, Dr. Roof will donate \$25 to the charity of the customer's choice.

[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...](#)
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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 [conciierge@kudzu.com](mailto:conciierge@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
- family-friendly
- newly uploaded (photos already posted on the site do not count toward the contest)
- uploaded between July 15 and August 8, 2008



Copies of each photo must also be emailed to: [michael.taylor@coxinc.com](mailto:michael.taylor@coxinc.com). For additional contest rules and information, [click here](#).

#### **Frequently Asked Questions**

##### **Where can I get a copy of the rules and regulations for the contest?**

You can find the rules online [here](#). You can also request a copy of the rules in writing by sending an email to [Michael.Taylor@coxinc.com](mailto:Michael.Taylor@coxinc.com).

##### **How will you know if I added photos to my profile for the contest?**

In addition to uploading your pictures to your profile, you'll also need to email copies of them to [Michael.Taylor@coxinc.com](mailto:Michael.Taylor@coxinc.com). Without the email we will have no way of knowing who has uploaded new photos for a contest submission.

##### **Can I submit a photo from my vacation or of my family?**

The Kudzu "Enhance Your Profile" contest is only open to submissions directly relevant to your business (i.e. office, employees, your business in action, etc.).

**Please note:** We ask that all participants please include their name, company

name, phone number and email address with each submission.