

September 16, 2008



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Why Kudzu?

Yahoo. Citysearch. Angie's List. Yellow Pages. We know Kudzu is not the only option out there for advertising your local service business, but we offer some distinct advantages that help us stand out from the others. The result? A local service business search site that works to inspire consumer confidence in the service companies they choose and bring you a steady source of high-quality leads.



Sold on the benefits of Kudzu

"Kudzu does a particularly good job of bringing us prospects throughout the year."

Lesley and Andy Peters, Keller Williams real estate agents who co-own The Peters Company, were Kudzu users before they were Kudzu advertisers, so they were already sold on the site.

"If we had a client who was selling or buying a house who had a particular service company need and we didn't know who to recommend, we would find someone on Kudzu," Andy Peters explained. "And our clients were always happy with the work that was performed."

It's no surprise, then, that Lesley and Andy decided to advertise their real estate firm on Kudzu. They started with a basic profile, upgraded to a premium profile and then expanded the relationship with Kudzu to include ads.

[Read more...](#)

Southern Perfection Painting, Inc. 770.985.3075
www.soperfectpaint.com
Call a live agent for a free estimate. Hours: 9am-6pm

How Kudzu is different

How can we make a difference for you?

Business Success Center

- » [Success Center Home](#)
- » [Small Business U](#)
- » [Getting Started](#)
- » [My Account](#)
- » [Reputation Management](#)

Businesses love Kudzu because we offer a Basic Profile at no cost and an unlimited menu of additional cost-effective options so you can build your online presence to meet your exact marketing needs. Want to link to your website, email address and maps that show driving directions to your location? With Kudzu, it's no problem. Want to show up first and most often? You got it. Want to own your category page, the Kudzu Guide that relates most to your industry, or part of the Virtual House? Done. With networking capabilities that let you link to complimentary businesses and the opportunity to demonstrate your customer service values by responding to reviews, Kudzu provides a robust online environment for building customer relationships.

It's not easy running a small business in today's competitive marketplace and challenging economy, but perhaps we can help it become just a bit easier by giving you a one-stop shop for tools and tips. With the Business Success Center, you gain access to a wide variety of templates, topics and tutorials simply by listing your business on Kudzu. That's because we see ourselves as a consultative partner to you, and because your success is our success.

If you want to know how Kudzu can help you achieve more of your business goals, [contact Sales now](#). You may be surprised to discover just how different Kudzu really is, and how we can make a measurable difference for your bottom line.

Reminder: Complete a short survey for a chance to win \$100 gas card

Let us know what you think

If you haven't done so already, please take a few minutes to fill out this brief survey about your Internet habits and preferences so we can communicate with you most effectively. [Click here to get started.](#)

Make More Money: How Businesses Can Market Themselves

Special grant price from Kudzu.com

The building boom is clearly behind us, but there is still room for growth. Prosperity for businesses that know how to market themselves more effectively is a possibility. This means knowing your targets, where to reach them, and how to present yourself.

Join us on Monday, November 10th from 9:00 A.M. to 12:30 P.M. to hear nationally known speakers Vince Butler and Rachel Spasser.

Participants of this session will learn:

- How to get leverage in the new market media, including the Internet.
- How to deal with the current market environment - builders and remodelers are no longer turning away business.
- How to take stock of your current activities - work smarter, not harder.
- How to value your marketing activities.
- What resources are you overlooking? Use your own best customers.

[Register now](#)

[More Information](#)

Kudzu tip of the week

Get the word out to even more consumers

Use Kudzu to grow your business by encouraging customers who visit your website to review your business. Then, whether potential customers are on Kudzu.com, or on your own website, they can read reviews from other satisfied customers, and feel even more confident they are making the right decision to do business with you. There are three different links to choose from that can be easily added to your website. Just log in to the Kudzu Business Center, and click on "Link to your Kudzu profile".



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