

September 2, 2008



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New look, new name

As part of our efforts to keep you informed on the latest news at Kudzu and in the world of small business, we are excited to announce the renaming of our weekly newsletter to the **Kudzu Insider**. The name may be different, but we will still keep you on target with the same valuable information in each and every issue.



"Getting in early on Kudzu was definitely key to our success."

Magic Touch finds sales are no sweat with Kudzu

Kudzu helps customers keep cool and sales stay hot for [Magic Touch Air Conditioning and Heating](#) in Mesa, Arizona. As one of the first businesses listed on Kudzu when the site expanded from Atlanta to Arizona two years ago, Magic Touch gained some early advantages.

"Getting in early on Kudzu was definitely key to our success with the site," stated owner Rich Morgan. "We came out strong as one of the early sponsors within our category. We built out a profile right away during the free trial period. We paid to stay within the top results when consumers search, and then we added a skyscraper in our category. That's because Kudzu is definitely working for us."

[Read more about how Magic Touch Air Conditioning and Heating is using Kudzu to improve their business.](#)

Business Success Center

Tools For Your Small Business



[click here](#)

Roll 'em - and reel customers in to your business

How a smart video strategy can help you sell

[My Business Center](#)

FaceBook, MySpace, and YouTube and the reality TV genre have changed consumers' relationships with video dramatically. No longer do you need a perfect and polished video to represent your company. In fact, consumers like the feeling of authenticity that a less-than-perfect video can lend to your business. So what is the trick to making a video that will have an impact on your customers? Make sure whatever you choose to show underscores the essence - and excellence - of your business.

Here are some simple ways to do this:

- Show your employees in action. From cutting down trees to cutting hair, it's interesting to consumers to see your business process in action.
- Let your customers talk. The next time a customer tells you what a great job you did as you're leaving his or her home, ask them if they would be willing to do a video testimonial.
- Upload often. Frequent uploads create a more robust Kudzu profile for your business and keep the conversation with consumers going.

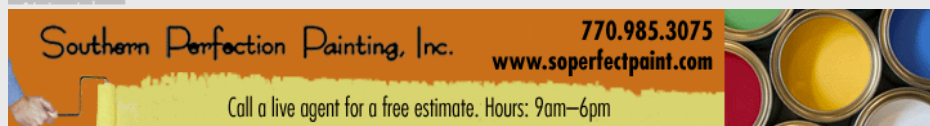
What are you doing to reel customers in with video? Take a look at [these examples](#) for some ideas and start filming!

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

Kudzu tip of the week

Run a contest

Remind customers of your business during the off season by running a fun contest. The theme might be a photo contest illustrating customers using your product or service, or an essay contest that can be used for future testimonials. Open the contest to as many people as possible - the more entries the better. Then get creative with the prize to tie it into your business. The prize doesn't have to be expensive, just memorable such as a pool party, tailgating event or a charitable donation on their behalf.



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