



## Building future success

With a new year fast approaching, are you looking for new ways to stretch your company's dollars? In need of innovative ideas for advertising and marketing your small business without breaking the bank? The slow holiday season is the perfect time to take a few moments and brainstorm some ways that you can save by marketing your business smarter without blowing your budget.



## Put Kudzu to work to build your pipeline

*Kudzu brings you leads without taking all your time*

Are you living day-to-day, job-to-job right now? Join the club. Today's economic climate makes planning ahead more difficult, and finding the time to spend on cultivating new business can be a challenge. That's where Kudzu can really help. Here's how we work to help you keep projects in the pipeline:

- Your advertising message on Kudzu drives our educated, ready-to-buy users to your profile.
- They find reviews from your current customers singing your praises.
- These potential customers like what they read, they view your business description, photos, credentials, video and deals and then maybe even click the link to your website for more information.
- They contact you farther along in the sales cycle than they would have been if you had cold-called them or if they hadn't had to chance to learn so much about you already.
- You get a new customer for tomorrow without taking too much time away from servicing your customers of today.

And the best part? Potential new customers can find detailed information about your business online with Kudzu.com 24 hours a day, 7 days a week and are better informed when they contact you. Kudzu works for you and your business all day, every day.

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

## 10 ways to boost business during the holiday season other than sales and discounts

By Susan Gunelius

The holiday season is here, but there are still ways to give your business an added boost. Of course, advertising, sales promotions, and so on are the first things that typically come to mind when you think of ways to boost business during the holidays, but there are actually many ways you can directly and indirectly boost sales as the year comes to an end.

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## Consumer review spotlight

See what user *akoonter* has to say about [Elements Therapeutic Massage](#):

### New Elements - North Novi Area

Stopped to check out new therapeutic massage studio that opened by me - WOW it is great. The staff was so friendly and the holiday special on gift cards was very affordable.



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