

October 14, 2008



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Going green

Current trends have companies changing over to biofuels, eliminating the use of chemicals that are harmful to the environment and replacing traditional materials with recycled ones. "Going green" can win you new customers as well, since many consumers today are looking to work with companies that are socially aware.



Kudzu keeps a steady flow of customers coming to AllGood Plumbing

"Including regularly-updated deals on Kudzu has most definitely been a successful strategy for us."

Greater efficiency just makes sense nowadays, and [AllGood Plumbing](#) sees that first-hand in two different ways, thanks to Kudzu. First of all, as consumers become more concerned about water efficiency, they are motivated to fix leaks, install tankless water heaters, and install low-flow fixtures. When they search Kudzu for a plumber and are attracted to AllGood's five-star rating, they then discover that AllGood's deals on Kudzu.com specifically tout the green advantages of being water-smart. These educated, ready-to-buy consumers are high-quality leads for AllGood, with a very high close rate, which then allows AllGood to save critical resources such as fuel and time by focusing on *servicing* customers rather than selling them.

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

Get more green the green way

Keeping up with green trends

Looking for a way to boost profits and save the planet at the same time? Change with the times! Today's times are requiring more environmental awareness on the part of both businesses and consumers. Businesses who give consumers the environmentally-friendly options they are increasingly demanding are halfway there. Businesses that also make environmental changes in the way they are run - from transportation to office environment to customer communications - are finding even more positive results in their bottom lines as they eliminate

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wasteful spending.

Have you thought about:

- Switching to hybrid cars and trucks, or even scooters, for your fleet, and encouraging employees to use alternative transportation?
- Using only post-consumer recycled paper and instituting a recycling program?
- Changing your lighting to compact fluorescent bulbs, using programmable thermostats, and getting an energy audit?
- Using environmentally-friendly building materials like FSC-certified wood and low-VOC paints?
- Going paperless with customer communications, from enewsletters to e-billing?

Eco-conscious consumers are increasingly savvy and on the lookout for businesses that claim to be "green" but practice few, if any, green principles in their daily business operations. This is called "greenwashing," and it's a no-no. Authentic environmentalism requires operational changes that support the green service options: pesticide-free lawncare, sustainably-sourced flooring, non-toxic dog grooming, chemical-free carpet cleaning, and so on that you are offering consumers.

Make More Money: How Businesses Can Market Themselves

Please join nationally known speakers Vince Butler and Rachel Spasser on Monday, November 10th from 9:00 A.M. to 12:30 P.M. to learn how to get leverage for your business in the new market media.

[Click here to register now](#)

[More Information](#)

Kudzu tip of the week

Share your green story

If you have a true green story to tell, shout it out to consumers. Highlight it on your Kudzu profile and differentiate yourself from your competitors in a way that is increasingly making a difference for consumers when they choose local services.



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