

## Lights, camera, action

With customers increasingly searching online to find service professionals, don't be left out when your competitors are enhancing their profiles to include video samples of their work. Whether you hire a professional or the teenager down the street to do the filming, just be sure to give consumers a feel for your work. Roll 'em!



## Show and sell

### *Seeing is believing*

Tell consumers what you do, and they may or may not hear you. *Show* them what you do, and they may never forget you. Approximately three out of four people rely on video more and more for information, which is one of the reasons news sites include so much video now. So including a video on your Kudzu profile just makes sense. What's more, research shows that the majority of people who view a company's video will also visit that company's website.

With video, you:

- Make a bigger, more memorable impact on your target audience.
- Build trust by backing up your claims with visible evidence.
- Show the scope of your service options.
- Demonstrate the quality of your equipment and the professionalism of your employees.

To make a video for your company:

- Decide where you are going to shoot - your office location, out in the field with actual customers or in a simulated customer visit.
- Draft a script that highlights three main points about your company that you want to portray.
- Be authentic, and represent your company in a way that is consistent with your brand messaging.

Gather ideas from videos that other service business owners have made. Ask customers to say a few words about their satisfaction with your service. Show what a typical service call is like. Introduce key members of your team and share their unique skills, or show state-of-the-art equipment that helps you do a job better, faster or less expensively. Show before-and-after examples of jobs you have completed or demonstrate typical customer problems that require your expertise.

Have fun. Make it lively. Add music and graphics, and let your personality, and the personality of your business, shine. Be sure to include contact info, your website address and any other information that will make it easy for customers to contact you. If you plan well and are happy with the outcome of your video, you may even find you

can use it (or edit it) for various purposes, such as for a TV commercial, a trade show, or a video email to hot prospects. With video, seeing truly is believing, and you won't believe the results you can get from including this key tool in your marketing mix.

## Coming soon: the Kudzu video contest - stay tuned!



## Why social video is key

*By Caroline Melberg, President and CEO of Small Business Mavericks*

Let's get right to the point: when it comes to small business marketing, social video is a fantastic way to get the word out about who you are, about what your company stands for, and about your products and services. There are a number of reasons why social video is something that you should take advantage of within your social networking, search engine optimization and small business marketing strategies.

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## Kudzu tip of the week

*Keep your profile up to date*

Be sure to check your Kudzu profile often and make sure all the details are accurate and that your business is portrayed in the best way possible. If you've recently completed a job that you are proud of, add new photos to your Kudzu profile. Include deals and discounts to attract new customers. And if you've broadened your service offerings, be sure to update your company description to let customers know.



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