

Marketing for the future

No matter your chosen industry, your marketing plan should be viewed as a long-range investment. It's important to take a look at all facets of your business, including your target audience, and then establish the goals you wish to accomplish over time. This is the best way to keep your operational and marketing efforts in check, as well as ensure your success for the future. Whether that means taking advantage of the latest technologies or forming partnerships with fellow businesses in your industry, having a long range plan that includes short term goals will help you keep you focused on the day to day but allow you to stay ahead of the game...and the competition.



"Kudzu brings us the highest dollar value leads we get."

Kudzu keeps the pipeline packed with high quality leads for Central Plumbing.

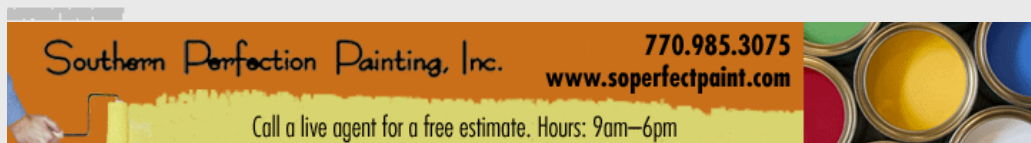
[Central Plumbing](#) got in early on Kudzu and has been singing its praises ever since.

"By the time Kudzu officially launched in San Diego, we were already well positioned with a high-ranking profile on Kudzu," indicated Roland Harman, president of Central Plumbing. "As a result, we received a steady stream of new leads from Kudzu and have continued to do so ever since."

Even with the current downturn in the economy?

"Yes, even now," Harman stated. "We get about ten to fifteen jobs a month, on average, from Kudzu. What's more, if someone comes to us through Kudzu and they've read reviews, then it's as if they came to us as a referral. And you can always expect a better sale at a higher dollar volume from repeat business or a referral."

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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

Creating a long-term plan

Preparing your business for the future

Sure, small businesses can be vulnerable to changes in the economy, but creating a long-term strategy can help your business weather the storm and emerge even more successful on the other side.

Here are some ways that you can plan ahead for long-term success:

- **Expand the way you define your company.** Instead of thinking of your company as solely a Siding Contractor, for instance, broaden that identity to be known as a resource for Painting and Staining as well. Let customers know that you offer a broader range of services, and keep the door open to expand into other areas.
- **Explore additional products and services** so that you can provide an easy solution or "one-stop shop" for your customers. If you are a dry cleaner, offer alterations or shoe repair. If you are a Pet Sitter, offer a pet taxi service or sell a line of designer collars and leashes. In today's hectic world, companies that offer solutions to multiple needs are likely to get repeat business from satisfied customers.
- **Establish a marketing communications strategy** that positions you as a trusted expert with your customers. Blogs, newsletters and monthly emails are great ways to develop and maintain ongoing relationships and will help you disseminate accurate information in a timely way. They also increase the chances that customers will feel a sense of loyalty to you during any transition period that your business undergoes.
- **Align with business owners who offer services that are complementary to your own,** and package yourselves together with a broader range of customer solutions. Working together can help bring in business, especially if there is an incentive for the customer to use both companies. Take advantage of the Kudzu networking feature to refer customers back and forth.

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Consumer review spotlight

Welcome to our new series highlighting consumer reviews that demonstrate the excellent customer service that Kudzu businesses have shown on the job. Reviews are the key to any successful online marketing program because they have such an enormous influence on potential customers who are searching for service professionals. Be sure to ask your loyal customers to add their reviews of your business on Kudzu - and perhaps a review of your business will be featured in a future issue of the Kudzu Connection.

Review of [Straughn Construction, Inc.](#) from user *Sonata*

Personable and highly skilled

You don't always find those two characteristics in a craftsman, but Steve has them! Steve installed baseboards

craftsman. Highest recommendation!



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