



Marketing advice

The most effective way to help your small business grow is to make use of all the marketing tools and advice available to you. As a business owner, you probably know that marketing is an ongoing process...changes and enhancements constantly need to be made along the way. Small business owners always should budget funds adequately for marketing but also take advantage of opportunities that incur little or no cost.



Two ways to get marketing advice, seven days a week

Marketing blogs offer new tips all day, every day

Three Logo Mistakes to Avoid. 6 Ways to Distribute Your Press Releases. 20 Free or Cheap Online Marketing Tactics for Small Businesses. Barter May Be Smarter. Be Sticky. Think Viral. Did you know you could find quick-read articles with titles like these each and every day on Kudzu's Business Success Center?

Our two marketing blogs alternate each day, so you hear different voices giving you different choices for improving the marketing efforts of your business.

Everyday Marketing with Susan Gunelius gives you scannable, clickable solutions, usually in a numbered list, that often connect you with innovative resources you may not have known existed!

101 Marketing Ideas with Pattie Baker gives you a first-person glimpse at some of the marketing muscle being flexed right now by small businesses all over the country, with links so you can see their marketing solutions at work.

You get some great tools and tips with Susan's blog and see ideas in action with Pattie's blog. It's a powerful one-two punch that will help you punch up your marketing efforts. Tap in each morning before your first client call or late at night when you're setting your agenda for the next day and find easy, affordable, proven ways to make your business just a little bit smarter and more successful each and every day. Leave comments, tell us what worked for you or other ideas you've tried, and together we'll do our part to strengthen local business communities - and help grow your business.

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Small business marketing: you've got to personalize to connect

By Jay Lipe, president of *EmergeMarketing.com*

As a small business owner, I get my fair share of telemarketing calls. And they usually start something like this:

"Hello," I say.

"Hello," the telemarketer says, "may I speak with the person responsible for purchasing janitorial supplies?"

And right there, they lost the sale (if I did need janitorial supplies). That's because their first communication attempt with me lacks the most basic of all marketing tools...personalization.

This person hasn't done their homework. They don't know my name, my business, or the state of my janitorial supply purchases. Instead, someone probably gave them a list of telephone numbers (or an autodialer) and said "OK, go make some sales."

The problem with this approach is it automatically telegraphs to almost any person answering the phone that the caller 1) doesn't know me, 2) doesn't know my business, and 3) wants to take the fastest, least effective approach in order to establish a relationship with me or my company.

A much better approach would be to research my company...just a little bit. Then, they'd find out I'm a home-based business that doesn't have a janitor.

[Read more...](#)

Consumer review spotlight

See what user *VCAHillcrest* has to say about [King of The Painters](#):

100% Impressed

We hired King of the Painters to paint our veterinary clinic. From Day 1, they were extremely professional, listening to our needs and offering us a number of different options to meet them (i.e., type of paint, color-scheme). They also provided us with a detailed estimate, payment plan, and testimonials. The week before they began painting, they called everyday to consult and confirm. Their workmanship was impeccable, with attention to detail and cleanliness. The timeframe was as scheduled and they consulted us when finished to make certain we were satisfied. All in all, we were extremely pleased with their service and would recommend them to anyone, whether residential or commercial. Since we've had our clinic painted, we have had a lot of positive feedback from clients. It looks cleaner, warmer, and more modern. King of the Painters did a fine job from beginning to end! Thanks!

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