

January 20, 2009

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Kudzu Tip of the Week

Small business growth is booming, and more people are looking to "buy local" for their product and service needs. Now the challenge is getting the word out to customers. Many small businesses rely on ads in local publications, mailers and a website to advertise their services. But don't overlook the value of word-of-mouth advertising, which you can achieve by encouraging current customers to tell friends and neighbors about you with reviews on Kudzu.com. Positive word-of-mouth from a satisfied customer is ultimately the best advertising you can ask for!



Looking ahead to stay in front of the competition

Maintain your advertising plan, even during slower times

At times, tightening belts can be a necessity. But be careful not to tighten the advertising belt too fast, however. Instead, look to history to help you look ahead. Companies that keep up their advertising during slower economic times are the ones that come out ahead when times are better. That may be a great strategy now as well. Here's why:

- You may have the opportunity to snag a coveted sponsorship spot that was previously unavailable.
- You can stand out more easily and become more memorable in a less crowded advertising environment.
- You can position yourself as providing a free service to consumers by sponsoring helpful information such as the Kudzu Green Guide, Money Guide, Emergency Guide, and more.
- You can communicate new resource-saving services you are offering to meet today's environmental and economic challenges.

Slow times tend to cause people to stay close to home. This extends to how consumers spend their dollars as well. Increasingly, they are realizing that supporting local businesses keeps more money flowing in their local economy and are proactively looking for ways to do that when they make hiring and purchasing decisions. By having a prominent presence in a local service company search vehicle such as Kudzu.com, you clearly define yourself as a business committed to local communities. The companies who have done this in the past typically experience good will - and good business - for years to come.

[Contact your account manager now](#), and ask how you can maximize your advertising presence on Kudzu.com to take advantage of unique opportunities and put your company ahead of the competition.

Hot topics

Recent headlines from the Kudzu Business Success Center

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- [Add Product Demonstrations to Your Marketing Promotions Strategy](#)
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Business Success Center

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Consumer review spotlight

See what user *kevinluv* has to say about [Davco Heating & Air](#):

Excellent service

I was having problems with my 14 year old gas furnace and I contacted Davco to diagnose the problem. The technician that arrived was polite and wore booties in order to access the furnace in the attic. The ultimate conclusion was that I had a faulty motherboard and I was given a couple of choices with respective prices to rectify the issue. I decided on the new gas furnace which was reasonably priced at under 1.5K including all installation and taxes. The job was professionally done per schedule and I will definitely use Davco Heating & Air for any future issues. This locally owned company is strongly recommended, and here is a chance for you as a consumer to keep your dollars circulating in the greater ATL area.



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