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Kudzu Tip of the Week

Social networking websites like Facebook and MySpace are gaining popularity and revolutionizing the way consumers use the Internet. What you may not know is that they aren't just for your teenage son or daughter - these sites can also be a powerful tool for your small business to showcase your services. A poll by msnbc.com found that 75% of 4,000 responders agree that online social networking can boost their business. Don't be left out in the cold while other local businesses take advantage of what social networking sites have to offer. [Check out Kudzu on Facebook today.](#)



"Kudzu is helping us survive."

Kudzu helps fill the pipeline with new leads for Mountain Valley Plumbing

Mountain Valley Plumbing in Mesa, Arizona has been relying on Kudzu for high-quality, profitable leads for several years now, and Kudzu's ability to deliver results has never been more important than now according to Constance Goldsby, owner of Mountain Valley Plumbing.

"Kudzu drives at least 80% of the calls that come in, with a conversion rate over 60%," explained Goldsby. "Delivering leads with an average sale of \$300, Kudzu has proven to be more profitable for us than any other way we advertise."

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Change with the times

By [Pattie Baker](#)

If you happen to be "of a certain age", you may think you're totally 21st century because you finally, finally, created a website. Obviously, that's a great step, but technology continues to move at a breakneck speed. Savvy businesses, especially small businesses with limited human resources, are putting technology tools to work for them in every way they can. That means being accessible via Blackberry (or at least cellphone), sending e-newsletters, and using email effectively (and often). But don't stop there. Consider adding a MySpace page, podcasting, blogging and Twittering. Don't know what these things are? Ask your closest teenage relative!

Okay, granted, you may decide all of this stuff is just a waste of time for you. But, you may also be surprised to discover that you actually enjoy using at least one of these technology tools.

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