

★ **Manage your Kudzu profile to reach your desired audience**

Target your marketing strategy

In the world of marketing and advertising, there is no shortage of ways to slice and dice the space to try to find the best way to position your business for greatest impact. By understanding exactly who makes up your pool of target consumers, you can be sure your message is reaching the right people at the right time. Below are a few examples of ways to use vertical marketing to maximize your exposure on Kudzu.



Perhaps you specialize in eco-renovations or cosmetic dentistry or elder care. Make sure this is obvious on your profile so that you will attract and retain the interest of Kudzu users who need these specific services. What's more, take a look at the wide range of contextually-relevant Kudzu Guides we offer for advertising your business:

- If you work in the field of eco-renovations, check out the [Green Guide](#)
- For cosmetic dentistry practices, consider the [Wedding Guide](#)
- Elder care specialists will want to read the article about adult day care in the [Family Guide](#)
- Landscapers may enjoy the [Yard and Garden Guide](#)
- Travel agents should check out the [Roadtrip Guide](#)
- Those busy accountants can relate to the [Money Guide](#)

There are several other guides, so there's something for everyone, regardless of what business you are in. You'll reach people who are interested in your specific topic.

Did you find that your business fits into more than one category? No problem. Consider listing your business in multiple [categories](#) to reach more than one vertical market. Ask your Account Executive how you can be listed in more than one category today.

Need help figuring out how to make Kudzu work even harder for you? [Contact Sales now.](#)

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