



Kudzu Tip of the Week

One very effective and inexpensive way to spread the word about your business is to engage in some form of viral advertising. Pass along something funny, interesting or useful about your business that others will want to pass along as well -- this can help promote your business faster and more memorably than almost any other means of advertising.

 BallHype

 Bebo


 Blinklist

 Blogmarks

 Delicious


 Digg

 Diigo

 Facebook

 Google Bookmarks

 Kaboodle

 Link-a-Gogo

 LinkedIn

 Live

 Mister Wong

 Mixx

 Multiply

"Kudzu is 80 percent of our marketing right now with a 3:1 return on investment, even during the landscaping off-season and an economic downturn. Now that's saying something."

Dave Suda Landscape and Design digs deeper for customers with Kudzu.com

Dave Suda, owner of [Dave Suda Landscape & Design](#) in San Diego, knows first-hand how growing his presence on Kudzu helps him grow his business.

"I started with a complimentary profile on Kudzu," explained Suda, "but then expanded to a Featured Listing and now have a full marketing package on Kudzu. My Kudzu sales rep continually helps me with new ideas, new positioning, traffic numbers per category and motivation for my entire staff to help continually drive our Kudzu numbers up."

[Read more...](#)

Kudzu teams up with Facebook

Now your clients can tell everyone in their Facebook circle about your company.

You asked, and we listened. At Kudzu, we try to make it easier for users to find and review your business - which is why we have developed a partnership with Facebook.

Kudzu users can now connect to their Facebook profiles and interact with other Kudzu and Facebook users, personalize their profiles, and share reviews with friends - without even leaving the Kudzu website. So, the next time you get a good review on Kudzu, you'll be getting one on Facebook, too.



How will users connecting Facebook with Kudzu benefit your business?

- **Easy log-in and sign-up means more reviews.** Users will be able to log in and link their Kudzu and Facebook accounts. With one less step to remember, users will be writing more reviews than ever.
- **Get to know your clients on a face-to-face basis.** Users will have the choice of using their Facebook profile picture or uploading a new one. Don't know who brad27 is? Now you will.
- **Greater awareness of Kudzu - and your business.** Users will have the opportunity to invite all of their Facebook friends to join Kudzu. A larger user base means exposure of your business to more consumers.
- **Expansion of potential clientele.** When users connect their Kudzu accounts with Facebook, they will have the option of posting their reviews to their Facebook wall and friends' feeds. So when you get a good review, all their friends will know about it -- and they'll be calling the next time they need your service.

Be pro-active; let your clients know they can use [Kudzu with their Facebook accounts](#), and watch the reviews pour in.

Don't have Facebook yet? [Now might be a good time to join.](#)

This is just the beginning - look forward to more Facebook action coming soon.

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