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Featured Merchant: Immaculate Carpet

"I book 95% of the calls I get from Kudzu. I tell everyone that Kudzu is the best advertising for the money!"



[Immaculate Carpet](#) offers residential deep carpet cleaning as well as preventative and restorative treatments. In business for 26 years, Immaculate Carpet has seen a continual rise in its new business as a result of each increased level of advertising commitment it has made to Kudzu.

"I immediately saw a difference the first time I upgraded my account on Kudzu," explained Yvonne Pillert, owner of Immaculate Carpet. "We went from one or two calls a month from Kudzu, to one or two a week."

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4 Benefits of Online Video Marketing

Video is powerful because it allows you to connect on a personal level with your customers, no matter what size company you have. People like to do business with someone they know - and with video, they feel like they know you.

Add a personal touch to your Kudzu profile by uploading a video that showcases your employees and the work you do. You can also build trust by interviewing customers who want to tell about their experience with your company on camera.

The benefits of adding video to your profile include:

- Kudzu users can sort results by businesses that have a video. Take advantage of this feature by including a video, and help your profile **show up higher in search results**.
- Consumers tend to **spend longer on websites with video**. Making your profile "sticky" with updated videos will not only get Kudzu users to stay longer, it will also keep them coming back to your profile again and again.
- Get more clicks to your website. In a study recently conducted by The Kelsey Group, results showed that approximately **55% of people who view a video visit the company's website** as a result.
- With a video, you visually demonstrate your expertise, **giving you and your company additional credibility** as a go-to reference in your industry. You can also use video to educate consumers before they contact you.

Hot Topics

- > [10 Ways to Establish Your Reputation as an Expert in Your Field](#)
- > [Little Extras That Can Help You Retain Your Best Customers](#)
- > [10 Tips for Writing Web Copy](#)

Quick Tip

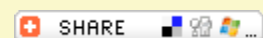
Invest some time and effort in laying out practices and policies in place to properly fulfill the expectations of your clients. These are procedures that can be standardized and followed by everyone who works with you. This way, your salespeople won't promise anything above or beyond the company standard.

Stellar Review

See what one Kudzu user has to say about [Barnett Car Care](#):

I send everyone here

My Dad always fixed my automobiles and was perfectionist about how a car was to be repaired and maintained. When he became too sick to work on our trucks, cars or jeeps, then he found [Barnett Car Care](#) for me. I have used them for over ten years, for small repairs and completely rebuilt engines, they are the best. I moved 20 miles farther away and pass dozens of repair shops on my way to Barnett's, and it is worth every mile and more.



Today's time-pressed consumers are reading less and viewing more. Adding a video will make your profile more interactive and help to deepen the connection between visitors and your business.

[See how some of your fellow business owners are using video online by clicking here.](#)

If you would like to suggest a topic for a future edition of the *Kudzu Insider*, please email us [here](#).

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