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## Featured Merchant: A.C. White Relocations

**"Kudzu is the best value for the dollar, with the highest return on investment of any other Internet advertising we do."**



[A.C. White Relocations](#) is a moving and storage company that specializes in residential, office and commercial relocations as well as record storage and asset management services. Not only is it a long-time business, established in 1926 and now with a fourth generation of family members involved in the business, but the company is a long-time advertiser on Kudzu, having advertised on the site since Kudzu's launch.

"We do a lot of advertising, and our Kudzu investment stands out from the crowd, continuing to pay off more each year," stated Pete White, Vice President of Sales for A.C. White Relocations.

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## HGTV® and Kudzu are looking for America's best service pros

Consumers who come to Kudzu.com to find local service professionals can now review businesses to support KaBOOM!, the national non-profit dedicated to bringing play back into the lives of children. As part of HGTV and Kudzu's quest to find America's favorite home services professionals, KaBOOM! will receive a donation of one dollar from Kudzu for each review written through January 31, 2010 to help KaBOOM! build safe playgrounds for children. Use this as an additional incentive to encourage your customers to [review your business today](#). When they do, they are paying it forward in three ways:

- Recognizing the excellent work your business provided
- Helping other consumers find the best local businesses
- Building safe playgrounds for kids across America

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## Make a New Year's resolution for your Kudzu profile

As a small business owner, growing your business in 2010 is likely at the top of your list of New Year's resolutions. Start the year off on the right foot by doing all you can to get more customer reviews on your Kudzu profile. Doing so will lead to more clicks, emails and

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### Quick Tip

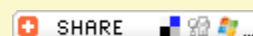
Use an answering machine or voice mail system to catch after-hours phone calls. Include basic information in your outgoing messages such as business hours and location, as well as memorable messages such as a tip of the day.

### Stellar Review

See what one Kudzu user has to say about [The Dent Dude](#):

#### My LUCKY FIND of the year!

[The Dent Dude](#) is now on my short list of go-to guys I trust absolutely and recommend without reservation. Tony arrived at my home less than 2 hours after I called him. He was professional & friendly, worked quickly and explained what he was doing. He achieved perfect results and his fee was a bargain! 3 dents completely gone from the mirror-finish black BMW in less than an hour. He saved us \$1,250 we would have otherwise paid to the body shop. The whole thing left me feeling lucky! It is almost worth getting dents just to have the experience!



phone calls and ultimately more business for your company. To get the most bang from your marketing buck, add these tasks to your marketing checklist:

- Ask your **past** customers to review your business on Kudzu
- Actively solicit reviews from **new** customers
- Respond to **all** reviews, both positive and negative
- Upload any additional **customer testimonials** you have received to your Kudzu profile as an attachment

Be sure to update your company's Kudzu profile for the best chance for customers to choose you when they are searching online. By the time potential customers contact you, they've likely done some research and are hoping your company can help them fix their problems. Make it easy for them to do business with you. Providing as much information about your business as possible will give you a competitive edge and better position your company for success in the coming year.

Need help with additional ways to get more great reviews for your business? Contact your Kudzu Account Development Manager today.

[Click here now](#) to update your Kudzu profile.

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

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