

MarketBlazer Wins Small Business Book Awards Community Choice Award for Local Lead Generation

June 06, 2016

June 06, 2016 - PRESSADVANTAGE -

Atlanta, Georgia? MarketBlazer, Inc. is proud and excited to announce that its founder and Chief Marketing Officer, Ray L. Perry has won the 2016 Small Business Book Award and is the Community Choice winner in the Marketing category, by Small Business Trends for "The Small Business Owner?s Guide to Local Lead Generation".

This book gives smaller businesses, or really any business, the strategies needed to keep up with larger competitors in their local marketplace, even with much smaller marketing budgets. Too often smaller businesses lack the marketing strategies and tactics they need to compete head-to-head with larger competitors. Mr. Perry and his co-authors present ways small businesses can attract leads in their local market?no matter who they are competing against.

Perry said, ?This book is intended to be a guide for small businesses that are overwhelmed by the prospect of trying to compete against bigger companies with massive marketing budgets. It presents tactics and strategies that can give them the edge in their marketplace. It?s exciting.? The book is available right now on Amazon.

Readers of this award-winning book have stated that the book is filled with practical advice that doesn?t cost

a fortune to implement. They say that not only is the book well written, but also the information is pertinent

and easy to apply.

?All we really wanted to do was write a book that was pragmatic in its approach to finding and cultivating

leads. Especially for small businesses trying to compete against national franchises, it?s critical to market

wisely. There?s just not the same sized marketing budget as big corporations have, but with some smart

tactics, these small local businesses can do very well,? Mr. Perry said of the book.

With a foreword by John Jantsch, founder of Duct Tape Marketing, and accolades from multiple big names in

the marketing industry, this book has certainly caught the attention of many who see it as a blueprint for

attracting ideal leads in a local market without feeling intimidated just because the competition may have a

bigger budget and more resources.

More about MarketBlazer, Inc.

Ray L. Perry is the founder and Chief Marketing Officer of MarketBlazer, Inc. MarketBlazer is a technology

based marketing agency specializing in small business lead generation, lead conversion, and customer

engagement. MarketBlazer combines a proven 7 step marketing process and strong technology background

with the latest in internet, social media, and mobile marketing tactics to develop solid long-term inbound

marketing strategies for clients. The MarketBlazer goal with marketing is simple and straight forward; help our

clients? business thrive. Mr. Perry is a Master Marketing Consultant, certified by Duct Tape Marketing. Find

out more about MarketBlazer by visiting www.marketblazer.com.

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For more information about MarketBlazer, Inc., contact the company here:MarketBlazer, Inc.Ray L.

Perry770-893-2443rperry@marketblazer.com1280 West Peachtree Street NW #2202Atlanta, Georgia 30309

MarketBlazer, Inc.

Atlanta based, MarketBlazer, helps businesses grow with their strategy first 7-Step Small Business Marketing System

including a trust-building website, content, SEO, social media engagement, customer reviews, email marketing, and paid

lead generation.

Website: https://www.marketblazer.com/

Email: rperry@marketblazer.com

Phone: 770-893-2443



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