


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

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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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**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.*

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