# Atlanta Marketing Consultant Launches New Website that Aggregates an Array of Digital Marketing Tactics

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Atlanta, GA: In the interest of providing clients with information on and assistance with the huge array of digital marketing tactics now available to entrepreneurs and small business owners, Atlanta Marketing Consultant Ray L. Perry has recently launched the new face of MarketBlazer, Inc.

As Perry explains on his website, numerous marketing tactics exist to help ?inform, educate and engage prospects? about what a business does and how it does it. These tactics may variously help clients and prospects understand individual products and services, or grasp the importance of any business as a whole ? not to mention the values and philosophies it brings to the table.

But, Perry cautions, ?While some marketing tactics are optional, others simply aren?t. Business owners who choose not to engage with potential clients or customers on these mandatory channels will lose out.?

As a high-tech marketing executive and an online marketing consultant, he has a wealth of experience in lead generation and lead conversion. Clients are the bread and butter of most businesses, and the MarketBlazer website points to a very important tenet of marketing: in order to be successful, business owners must find,

woo and then retain prospects. It is not enough merely to nail one part of the pipeline; it must always be full.

Perry is confident he can help any small business do this, and in a challenging, creative and respectful environment, to boot. As a Certified Duct Tape Marketing Consultant, Ray L. Perry and MarketBlazer offer its clients a wealth of services, beginning with the Business Marketing Audit to ascertain what the business is currently doing right and what it could be doing better.

Ray L. Perry and MarketBlazer also encourages business owners to use a Strategy First approach to fulfill business marketing goals. In so doing, their marketing goals naturally align with their vision of what they hope to accomplish, they can formalize their objectives and make them more concrete, and they can slot several backup plans into place in case primary efforts underperform.

In addition to his other books, Perry recently co-authored the book "The Small Business Owner?s Guide to Local Lead Generation: Proven Strategies & Tips to Grow Your Business!"

If your small business is looking for an Atlanta Marketing Consultant for help refining your company?s business vision, forming a strategy and streamlining its marketing efforts, please use the following contact details:

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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.*

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