

Atlanta Marketing Consultant Ray L. Perry Co-Authors New Book for Small Business Owners Struggling to Compete With Bigger Companies for New Customers

June 22, 2015

June 22, 2015 -

ATLANTA, GEORGIA (JUNE 22, 2015) ? Atlanta Marketing Consultant and Author Ray L. Perry announces the release of his newest marketing book, which has already garnered praise among marketing industry leaders such as John Jantsch of Duct Tape Marketing and Dr. Ivan Misner of BNI. In "The Small Business Owner?s Guide to Local Lead Generation", Perry joins four other marketing consultants who focus on strategic marketing for small businesses to share sage, practical advice aimed at evening the playing field, even in hotly competitive markets.

Small businesses face many of the same marketing challenges large companies face, but lack their comparatively abundant resources and wider margin for error. Because starting with a sound and thorough strategy is even more critical for small businesses, however, they are positioned to make proportionately greater gains than less strategically minded larger competitors. In this book, strategy takes center stage before a variety of cost-effective marketing tactics are introduced.

Even minus the flush marketing budgets big corporations have, small, local businesses enjoy two distinct

marketing advantages. First, small businesses are typically more agile than large corporations and thereby better able to implement quickly. Second, local businesses have ties to their communities that draw on loyalty from customers who prefer doing business with neighbors.

The marketing tactics included in the book are especially effective for smaller businesses, and include: content marketing, website design, local search marketing, directory marketing, social media marketing, email marketing, referral marketing and networking, direct mail, and live event marketing.

John Jantsch, founder of Duct Tape Marketing, speaker, and author of Duct Tape Marketing, The Referral Engine, and Duct Tape Selling, wrote the foreword for this book which was authored by a group of his protégés. The book has also received rave reviews from marketing pundits including bestselling author Michael Port, Brian Clark of Copyblogger, Jon Hall of Grade.us, Dan Olson of UpCity.com, and many more.

"The Small Business Owner?s Guide to Local Lead Generation" is available for purchase starting today in Kindle or paperback format from Amazon.com. Readers may access valuable bonuses by visiting LocalLeadGenBook.com, where there is also additional information about the authors.

About Ray L. Perry

Ray L. Perry, co-author of the best seller "Renewable Referrals", is the founder of MarketBlazer, Inc. a technology based marketing agency specializing in lead generation and lead conversion. As a Certified Duct Tape Marketing Consultant Ray helps his clients develop marketing strategies to find prospects that have a need for their products and services, and engage those prospects to know, like, and trust his clients, becoming long-term customers. MarketBlazer combines a proven marketing process and strong technology background with the latest in internet, social media and mobile marketing tactics to develop solid long-term marketing strategies for our clients. Our goal with marketing is simple and straight forward; we help our clients? business thrive.

###

For more information about Ray L. Perry, contact the company here:Ray L. PerryRay L. Perry770-893-2443ray@raylperry.com744 Noah DriveSuite 113-301Jasper, GA 30143

Ray L. Perry

Ray is a Marketing Consultant, Business Advisor, Author and Master Marketing Consultant certified by Duct Tape Marketing. Ray helps his clients develop marketing strategies to find their ideal prospects that have a need for their products and services.

Website: http://www.raylperry.com

Email: ray@raylperry.com

Phone: 770-893-2443

