Atlanta Marketing Consultant and Author Discusses the Benefits of Facebook Marketing

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ATLANTA, GEORGIA (July 08, 2015) ? Atlanta Marketing Consultant, Ray L. Perry, founder and Chief Marketing Officer of MarketBlazer, Inc., is excited to share his best Facebook marketing tips for small business owners.

Facebook has approximately a billion active users, and that is no exaggeration. The majority of those people use the platform on mobile devices at least some of the time. Millions of people shop online for goods and services every day, and Facebook pages and ads have put the social media platform at the forefront of online advertising. People don?t just use Facebook to connect with old friends from high school anymore.

Creating a Facebook Page for a company allows entrepreneurs to share important and useful information with the people who Like the Page. The company?s location, contact information, and business hours are a good start when it comes to fleshing out a business?s Page. The next step is to share content that is interesting, relevant, useful, and compelling to the company?s ideal audience.

Perry stated, ?It?s important to avoid the temptation to just post information about your own products and

services. Share articles, images, and thoughts on related but separate topics that your audience will relate to and that will make them want to connect with you more.?

However, sharing engaging content every day will only accomplish a small measure of growth. Because a Page?s organic reach is usually fairly small, many businesses use Facebook ads to increase their audience. Facebook?s ads program allows the user to target an audience with extremely specific interests in order to maximize the return on investment for the ad campaign.

For an investment of just a few dollars a day, Facebook ads can be an incredibly effective tool for generating new leads. Capturing leads on a website requires people to enter their personal contact information, and getting people to take that step is not always easy. But with Facebook, ad campaigns can be customized to reach out to a whole new audience the company may never have found otherwise.

Perry?s latest book, "The Small Business Owners Guide to Local Lead Generation" is available from Amazon and explains even more proven strategies and tactics for growing any business. To learn more about Facebook Marketing, visit the Facebook page at MarketBlazer.

About Ray L. Perry

Ray L. Perry is the founder and Chief Marketing Officer of MarketBlazer, Inc. a technology-based marketing agency specializing in lead generation and lead conversion. Ray combines his experience as a marketing executive with his online marketing expertise to provide his clients with innovative services. Ray is also a Certified Duct Tape Marketing Consultant who helps clients create marketing strategies to engage prospects. His methods foster relationship development that leads to customers who know, like, and trust his clients. The end goal is for new clients to become long-term customers who refer Ray's clients to other potential customers with similar needs.

Learn more about Ray L. Perry by visiting his Amazon Author Page.

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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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