Perry Announces the Release of a New Content Marketing Book for Local Businesses

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Atlanta marketing consultant and author Ray L. Perry announces the release of a new content marketing book for local businesses. He co-authored the book, ?Content Marketing for Local Search: Create Content that Google Loves & Prospects Devour,? with fellow marketing consultants, Ian Cantle, Mark Z. Fortune, Dan Gershenson, and Ken Tucker.

With a release date set for September 26, 2019, the book shows local business owners how to leverage the power of content marketing to beat out the competition in the search engine results while implementing a proven strategy to shrink the sales cycle. Readers will receive tactical advice regarding the steps to create content that meets the informational needs of target customers as well as the steps to deploy an effective strategy to get that content noticed.

?Today?s local business owners are extremely busy, and because of this they often don?t have the time or resources to get content marketing right,? said Perry. ?This book serves as a how-to guide for maximizing the value of their content marketing efforts, so they can put a proven system into place that will deliver results.?

?Content Marketing for Local Search? is one of many books Perry has authored and co-authored. Other books include ?Renewable Referrals? and ?The Small Business Owners Guide to Local Lead Generation.? He is also the Chief Marketing Officer with MarketBlazer, Inc., a technology-based marketing agency specializing in small business lead generation, lead conversion, and customer engagement.

Perry and the book?s other co-authors have served in the small business marketing industry for years and have seen many local business owners struggle with content marketing. They wrote this book as a solution to help local businesses in all industries and areas take advantage of what they believe to be one of the most affordable and reliable marketing methods.

?With content marketing, there?s no need for costly marketing tools or advertising campaigns, but you do need to know how to craft compelling content that provides solutions for your target audience while also getting you noticed by Google,? said Perry.

?By covering topics like SEO for local search, how to deploy a content marketing strategy, and the actual steps to creating the content, ?Content Marketing for Local Search? is the ultimate guide to bringing new customers to your business.?

About Ray L. Perry

Ray L. Perry, is the Chief Marketing Officer of MarketBlazer, Inc., a technology-based marketing agency specializing in small business lead generation, lead conversion, and customer engagement. He is a business advisor, author of several books, and a master marketing consultant certified by Duct Tape Marketing. To learn more about Perry or to get a copy of the new book, ?Content Marketing for Local Search: Create Content that Google Loves & Prospects Devour,? visit his Amazon Author Profile: https://www.amazon.com/Ray-L.-Perry/e/B00NDI2STW.

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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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