Ray L. Perry Celebrates Tenth Anniversary as Duct Tape Marketing Master Consultant

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MarketBlazer, Inc., based in Atlanta, Georgia, is proud to announce that Ray L. Perry, chief marketing officer at MarketBlazer, has celebrated his tenth anniversary as a Duct Tape Marketing Consultant. Ray maintains the highest level certification provided by Duct Tape Marketing, Master Marketing Consultant. As such, MarketBlazer employs the proven marketing techniques developed by Duct Tape Marketing in helping clients create marketing strategies for finding prospects who need their products or services. Furthermore, these new customers often refer MarketBlazer clients to other potential customers who have the same need or problem. Read more about this on MarketBlazer.

Ray L. Perry says, ?We are a technology-based marketing agency specializing in small business lead generation, lead conversion, and customer engagement. We combine our proven 7-step marketing framework and strong technology background with the latest in inbound marketing, content marketing, social media marketing, and mobile marketing tactics to develop solid long-term inbound marketing strategies for clients.?

Duct Tape Marketing works by helping clients design their best path towards profit and then matching clients

with one of the top small business marketing consultants worldwide to assist in the execution of that marketing plan. Thus, Duct Tape Marketing often refers clients to Ray L. Perry and MarketBlazer.

Chief Marketing Officer Ray L. Perry heads MarketBlazer. He is a business advisor, marketing consultant, and author of ?Guide to Marketing Your Business Online,? and co-author of ?Renewable Referrals,? ?The Small Business Owners Guide to Local Lead Generation,? and ?Do Leadership: A Step-by-Step Guide to Doing Thought Leadership.? He is also the co-author of the book series, ?Marketing Guides for Small Business,? which tackles various topics, including local SEO, website design, Google AdWords, social media, reputation management, and content marketing. He also often writes articles that are featured by Duct Tape Publishing. Learn more about Ray L. Perry and MarketBlazer at https://www.marketblazer.com/about/.

Ray L. Perry points out that small business marketing has evolved from the simple use of newspaper ads, yellow pages, or radio spots to one that is more complex because of the emergence of online marketing. Today, they need to become knowledgeable regarding dozens of different marketing channels and how to communicate, engage, and possibly attract new customers and develop them into loyal customers. It is for these challenges that MarketBlazer provides solutions.

MarketBlazer has established a three-step process for helping small businesses with their digital marketing needs. In the first step, a client completes the Business Marketing Strategy Audit, followed by a review of the client?s answers by Ray L. Perry. The second step consists of a multi-phase discovery process that includes interviews with the client?s management team, and an analysis of the client?s current marketing implementation, messaging, ideal client, and competition. In the third and final step, they start putting into action the best marketing program developed during the first two steps. Such a plan typically boosts the effectiveness of the client?s marketing and the overall marketing ROI.

MarketBlazer offers several digital marketing services. These include marketing strategy, inbound marketing, website design, SEO, content marketing, social media marketing, directory marketing, and reputation management.

Inbound marketing is the replacement for interruption marketing, which is no longer effective. It is about attracting customers instead of looking for them. It takes advantage of various kinds of ?pull? marketing, such as content marketing, social media marketing, SEO, and more.

Social media marketing has to do with the creation and sharing of content to develop an audience of loyal fans, improving conversion rates, and enhancing brand loyalty. Directory marketing has to do with getting the small business listed in online directories that matter most. Reputation management has to do with ensuring that the business? online reputation is not damaged but rather improved through reviews and other customer feedback.

Those who are interested in the services provided by MarketBlazer can visit their website at https://www.marketblazer.com, or contact them on the phone or through email.

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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.

Website: https://www.marketblazer.com/

Email: rperry@marketblazer.com

Phone: 770-893-2443

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