Atlanta Certified Duct Tape Marketing Consultant Stresses the Importance of Putting Marketing Strategy First

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ATLANTA, GEORGIA (08/23/2015) ? Atlanta Certified Duct Tape Marketing Consultant, Ray L. Perry, Chief Marketing Officer for MarketBlazer, Inc., emphasizes a core business coaching message with clients and in his newest book "The Small Business Owner?s Guide to Local Lead Generation". Putting Marketing Strategy before tactics is crucial to the growth of a business.

For small businesses, it is critical to develop an overarching marketing vision before taking action with targeted tactics. This is the most reliable way to ensure success with any marketing plan.

Perry shares three important concepts to clarify in order to develop a small business marketing strategy. While an entrepreneur works through these concepts, it is vital to keep this idea in mind: a company does not sell products or services, it sells solutions to problems. The company must consider which solutions it offers in order to clarify the following three ideas.

The first concept is to identify the company?s ideal client or target market. This involves determining which

problems prospects are struggling to solve. With a clear picture of the typical person who is looking for a company?s solutions, it becomes easy to create marketing materials that are specifically tailored to speak to these people.

Perry shared, ?When you fully understand a target audience, you will know just what to say that will assure them that you have the solution to their problems.?

The second concept to clarify is the competitive advantage the company has over other businesses offering similar products or services. Perhaps it?s many years of experience in the field, or a tireless product development process, or it could be a personal touch that nobody else offers. Whatever the competitive advantage is, success depends on making sure that it matters to a typical ideal client.

The third concept is how to communicate that unique difference in a compelling way. Delivering a consistent and compelling message through all marketing materials so that people will know what to expect when they work with the company is important.

Coming up with this compelling message can be difficult. One way growing businesses clear this hurdle is by asking existing customers about their experiences working with them. By looking for patterns in their testimonials, it is easy to use that positive feedback to craft a strong Core Marketing Message.

To learn more about following a strategy first marketing plan, visit MarketBlazer's website.

About Ray L. Perry:

Ray L. Perry is a Marketing Consultant, Business Advisor, Author of ?Renewable Referrals? (2014), ?The Small Business Owners Guide to Local Lead Generation? (2015) and a Certified Duct Tape Marketing Consultant.

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.

Ray is the founder and Chief Marketing Officer of MarketBlazer, Inc. a technology-based marketing agency specializing in lead generation and lead conversion. As marketing technologists 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.

Learn more about Ray by visiting www.RayLPerry.com.

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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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