Atlanta Website Design Agency Teaches Business Owners about the Importance of Marketing with eBooks

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ATLANTA, GEORGIA (December 07, 2015) ? Ray L. Perry, Chief Marketing Officer at Atlanta Website Design Agency, MarketBlazer, Inc. is excited to share his top tips for marketing a small business with eBooks.

Whatever industry an entrepreneur specializes in, his or her unique experiences in that field have generated a wealth of information that other people simply do not possess. Marketing with eBooks accomplishes three tasks: informing the target audience, transforming the company into a thought leader in its industry, and serving as a portal through which people can purchase products or services.

And even though every company sells products or services, what people actually want is a solution to their problem. Writing an eBook in the company?s field of expertise is an effective way to help people find solutions to their problems. When the eBook is presented as a special report or how-to guide, it becomes a tool that informs and empowers the reader.

People who pick up an industry-specific eBook are in the research stage of shopping for a solution to their

problem. For some people, this means that they are looking for useful information that they might use to solve the problem on their own. On the other hand, Perry says ?many others are really just looking for something that can resolve the problem for them.?

Writing an eBook about the customer?s problem establishes the company?s reputation as an expert in the field. Prospects will feel that they can trust the company because the eBook has proven that the business is professional and reliable. Inserting a soft sell of the company?s product or service into the eBook offers the prospect an immediate solution to their problem.

?Many people are intimidated by the idea of writing a book, but creating eBooks about a well-known topic is much simpler than it sounds,? Perry advised. ?It?s worth every entrepreneur?s time to consider using eBooks to market their small business.?

Every entrepreneur has a story to tell, as well as a set of problems they solve for their customers. More information about marketing a business with eBooks is available on Atlanta Website Design Agency, MarketBlazer, Inc.?s website, www.MarketBlazer.com.

About Ray L. Perry

Ray L. Perry is a marketing consultant, business advisor and author of ?Guide to Marketing your Business Online? (2011), and co-author of ?Renewable Referrals? (2014), ?The Small Business Owners Guide to Local Lead Generation? (2015), and the soon to be released ?Do Leadership: A step-by-step Guide to Doing Thought Leadership? (2015) and ?Avid Strategy: How Focus, Culture, and Commitment move your Small Business Marketing to the Next Level? (2016).

Ray is also the co-author of the ?Marketing Guides for Small Business? eBook series, which includes topics on Local SEO, Social Media, Google AdWords, Content Marketing, and Reputation Management. Ray is a featured author on Duct Tape Publishing and a key contributor to the marketing training website NeedMarketing.com.

Ray is the Chief Marketing Officer at MarketBlazer.
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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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