

Entrepreneur, Diego Valencia, Reaches two Amazon Best Seller Lists with Local Marketing Trendsetters

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Local Marketing Trendsetters featuring Diego Valencia hits #1 on the Amazon.com Entrepreneurship & Small Business Best Seller List.

Review marketing strategist located in Los Angeles, CA, Diego Valencia, hit #1 on the Amazon Category Best Seller List on August 31, 2015 for the release of Local Marketing Trendsetters. Ranking above author's Jay Conrad Levison (ranked #3) and Dan S. Kennedy (ranked #4). The book also ranked No. 2 in Advertising category.

Local Marketing Trendsetters is a compilation of 1 on 1 conversations with top local marketing experts discussing customer attraction strategies. Each contributing author reveals their strategies for helping overcome the toughest obstacles standing in the way of their customer's success.

When discussing strategy, Diego states, "What you need to do is collect and grab all those positive reviews

and use them on all your marketing media. You need to proactively tell the world how awesome you are...Make it easy for your prospects to find out what other people have to say about you."

As a marketing strategist, Diego Valencia provides services to business owners and entrepreneurs that are important to establishing them as experts. One such service revolves around reviews and testimonials - Reputation Marketing.

People are familiar with word-of-mouth. In the age of the internet, this has taken the form of online reviews. Diego educates clients on the importance of utilizing reviews and testimonials to attract business. He provides them with a system that helps them to accumulate reviews and testimonials from customers/clients/patients and then market them through various online and offline platforms. By sharing one's 5 star review status, it makes it easier for prospects to consider and choose them as the one that they want to do business with.

He also works with business owners and entrepreneurs to understand that their actions are what lead to both positive and negative feedback. Therefore, he educated them and their staff on the importance of customer relations - how they treat people before, during, and after this service is rendered of the product is sold. Faltering in any of these areas can be reflected in negative feedback, and it only takes one bad review to begin to tarnish how you are perceived by others.

To learn more about Diego Valencia, visit http://SoCalMarketingconsultants.com

Local Marketing Trendsetters is available on Amazon.com in Kindle at http://www.amazon.com/Local-Marketing-Trendsetters/dp/B014JJKZ5W

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For more information about SoCal Marketing Consultants, contact the company here:SoCal Marketing ConsultantsJeannine Barcarse or Diego Valencia747-333-6747info@SoCalMarketingConsultants.com

SoCal Marketing Consultants

SoCal Marketing Consultants works with and for business owners/entrepreneurs with online and offline marketing campaigns. We encourage them to utilize our services and stop wasting valuable time learning and trying to implement their own marketing.

Website: http://SoCalMarketingConsultants.com/

Email: info@SoCalMarketingConsultants.com

Phone: 747-333-6747