



Ultimate Guide to Local Business Marketing (Ultimate Series)

Perry Marshall, Talor Zamir

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Google AdWords looks easy but proves to be hard. Local business marketing is tough because owners are besieged with phone calls, reps and solicitations promising "first page on Google," "Facebook traffic," "Social Media expertise" and myriads of advertising opportunities.

And most local business owners feel ill-equipped to judge. They write big checks, and all too often get disappointing results.

NOW YOU CAN MASTER LOCAL ONLINE MARKETING AND REACH THE RIGHT CUSTOMERS EVERY TIME. With Google, Yahoo!, and Bing returning local businesses as results on more than a billion daily searches, Google AdWords expert Perry Marshall and lead generation expert Talor Zamir introduce you to the basic framework behind a *successful* local paid search, mobile and SEO campaign.

From defining local search--often confused with paid search and search engine marketing--to local listing and reviews to social outreach and effective content development, this guide delivers the tools to build a complete local marketing campaign.

You'll discover how to:

- Capture high-quality leads from Google AdWords and Bing in 48 hours
- Master the components of a high-converting campaign and get the most visitors and phone calls for your buck
- Secure Online Lead Generation that brings new customers
- Harness mobile search advertising and Facebook ads for maximum results

Search advertising leader Perry Marshall and local marketing expert Talor Zamir have teamed up to fill a void in the online marketing category. From local online advertising to local listings, maps and reviews to social outreach, effective content development and PR, this guide goes beyond local SEO, delivering tools so entrepreneurs can build a comprehensive online advertising campaign.

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This Ultimate Guide to Local Business Marketing (Ultimate Series) book is simply not ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book will be information inside this publication incredible fresh, you will get info which is getting deeper you actually read a lot of information you will get. That Ultimate Guide to Local Business Marketing (Ultimate Series) without we understand teach the one who looking at it become critical in thinking and analyzing. Don't be worry Ultimate Guide to Local Business Marketing (Ultimate Series) can bring any time you are and not make your handbag space or bookshelves' come to be full because you can have it within your lovely laptop even mobile phone. This Ultimate Guide to Local Business Marketing (Ultimate Series) having fine arrangement in word as well as layout, so you will not experience uninterested in reading.

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