



Ultimate Guide to Local Business Marketing (Ultimate Series)

By Perry Marshall, Talor Zamir



Download



Read Online

Ultimate Guide to Local Business Marketing (Ultimate Series) By Perry Marshall, Talor Zamir

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.

 [Download Ultimate Guide to Local Business Marketing \(Ultima ...pdf](#)

 [Read Online Ultimate Guide to Local Business Marketing \(Ulti ...pdf](#)

Ultimate Guide to Local Business Marketing (Ultimate Series)

By Perry Marshall, Talor Zamir

Ultimate Guide to Local Business Marketing (Ultimate Series) By Perry Marshall, Talor Zamir

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.

Ultimate Guide to Local Business Marketing (Ultimate Series) By Perry Marshall, Talor Zamir
Bibliography

- Sales Rank: #127656 in Books
- Brand: Entrepreneur Pr
- Published on: 2016-02-09
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x .70" w x 7.90" l, .0 pounds
- Binding: Paperback

- 258 pages

 [Download Ultimate Guide to Local Business Marketing \(Ultima ...pdf](#)

 [Read Online Ultimate Guide to Local Business Marketing \(Ulti ...pdf](#)

Download and Read Free Online Ultimate Guide to Local Business Marketing (Ultimate Series) By Perry Marshall, Talor Zamir

Editorial Review

Review

Perry Marshall combines the attributes of the most calculated engineer with the artistry of a poet. If you are not following Perry's formula, you are leaving millions on the table.

—Brian Kurtz, Executive Vice President of Boardroom Inc.

Perry's methods coupled with Google AdWords offer a fast and cheap testing ground for a lot of marketing messages. He's a consummate player of this game, the smartest person I or any of my clients have ever found when it comes to Google AdWords—optimizing response for his clients, and teaching others how to do it for themselves.

—Dan S. Kennedy, Author of *No B.S. Direct Marketing*

Perry Marshall is a certifiable genius in his intellect, and his understanding of far more than mere marketing.

—Jay Abraham, Founder and CEO of Abraham Group, Inc., and author of *Getting Everything You Can Out of All You've Got*

This is not a get rich quick book. What Perry and Talor prescribe is a tough look at your business, and then give you the tools to getting the right customers and creating the business you want to run. Don't expect to read this book, buy a couple of keywords and have money rolling in tomorrow. Those days are over. But, if you want to capture a sustainable, profitable niche, then this book needs to be in your arsenal.

—Rod Brant, Serial Entrepreneur, Sylvania, Ohio

I'm often asked by peers in my niche how I manage to rank so well in search engines and not go broke using Google AdWords. There are a couple of reasons—I've been subscribing to Perry Marshall's newsletters since 2003; I've read every one of his books; I listen in on all the conference calls he organizes; and finally, I implement his strategies and tactics.

Only a fool would continue to run Google AdWords campaigns and NOT invest in, study, and implement these ideas. Just get the book!

—Jer Ayles-Ayler, AdWords User, Trihouse Enterprises, Inc.

What I love about this book is its honesty. Most of the other books on Google AdWords don't really "tell it like it is" but rather tell you what "Google would have you believe." This book is full of proven tips and tricks (even for seasoned veterans), valuable resources, and an objective attitude. I can see why Perry is the number one quoted resource for Google AdWords.

—Jason L. McDonald, Silicon Valley, Calif.

Talor created a very successful lead generation campaign for my law practice. He is a straight shooter who understands marketing at the highest level. If you are a local business owner there is nobody you are going to get better advice from on marketing and generating leads for your business.

—Jacob Sapochnick, Law Offices of Jacob J. Sapochnick, Immigration Lawyers, San Diego, CA

If you are a local business owner and you read this book you will be in the top 1% compared to your competitors when it comes to getting new customers for your business. The strategies Talor Zamir clearly outlines in this book have generated millions of dollars for businesses around the world.

—Shaun Smith, Black Belt Marketing, Philadelphia, PA

About the Author

Perry Marshall is the number-one author and world's most-quoted consultant on Google advertising. He has helped over 100,000 advertisers save billions of dollars in "AdWords stupidity tax." His company consults both online and brick-and-mortar companies on generating sales leads, web traffic, and maximizing advertising results. Marshall has been featured at conferences in the U.S., Canada, Asia, Great Britain, Israel and Australia. He's shared the stage with Barbara Corcoran, Brian Tracy, Jay Abraham and Les Brown. He's consulted in over 300 industries, from computer hardware and software to high-end consulting, from health and fitness to corporate finance. He lives with his family in Chicago.

Talor Zamir has built state-of-the-art online advertising systems for dozens of local businesses. He has also trained hundreds of consultants to serve thousands of clients with results-accountable, measurable-ROI marketing. He lives with his family in Las Vegas, NV.

Users Review

From reader reviews:

Gracie Davis:

Now a day folks who Living in the era wherever everything reachable by connect to the internet and the resources inside can be true or not demand people to be aware of each details they get. How many people to be smart in receiving any information nowadays? Of course the solution is reading a book. Looking at a book can help people out of this uncertainty Information mainly this Ultimate Guide to Local Business Marketing (Ultimate Series) book because book offers you rich details and knowledge. Of course the knowledge in this book hundred per cent guarantees there is no doubt in it you know.

Michael Naylor:

The actual book Ultimate Guide to Local Business Marketing (Ultimate Series) will bring someone to the new experience of reading some sort of book. The author style to spell out the idea is very unique. In case you try to find new book you just read, this book very suited to you. The book Ultimate Guide to Local Business Marketing (Ultimate Series) is much recommended to you to study. You can also get the e-book from your official web site, so you can more readily to read the book.

Jason Norfleet:

This Ultimate Guide to Local Business Marketing (Ultimate Series) is great e-book for you because the content and that is full of information for you who have always deal with world and still have to make decision every minute. This particular book reveal it details accurately using great coordinate word or we can point out no rambling sentences included. So if you are read it hurriedly you can have whole data in it. Doesn't mean it only will give you straight forward sentences but hard core information with attractive delivering sentences. Having Ultimate Guide to Local Business Marketing (Ultimate Series) in your hand like keeping the world in your arm, facts in it is not ridiculous 1. We can say that no e-book that offer you

world within ten or fifteen minute right but this guide already do that. So , this really is good reading book. Hello Mr. and Mrs. hectic do you still doubt that will?

Roberta Nieves:

You could spend your free time to learn this book this book. This Ultimate Guide to Local Business Marketing (Ultimate Series) is simple bringing you can read it in the park, in the beach, train and also soon. If you did not possess much space to bring the actual printed book, you can buy often the e-book. It is make you much easier to read it. You can save often the book in your smart phone. Therefore there are a lot of benefits that you will get when you buy this book.

Download and Read Online Ultimate Guide to Local Business Marketing (Ultimate Series) By Perry Marshall, Talor Zamir #T5ZSIKPOBNF

Read Ultimate Guide to Local Business Marketing (Ultimate Series) By Perry Marshall, Talor Zamir for online ebook

Ultimate Guide to Local Business Marketing (Ultimate Series) By Perry Marshall, Talor Zamir Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Ultimate Guide to Local Business Marketing (Ultimate Series) By Perry Marshall, Talor Zamir books to read online.

Online Ultimate Guide to Local Business Marketing (Ultimate Series) By Perry Marshall, Talor Zamir ebook PDF download

Ultimate Guide to Local Business Marketing (Ultimate Series) By Perry Marshall, Talor Zamir Doc

Ultimate Guide to Local Business Marketing (Ultimate Series) By Perry Marshall, Talor Zamir Mobipocket

Ultimate Guide to Local Business Marketing (Ultimate Series) By Perry Marshall, Talor Zamir EPub