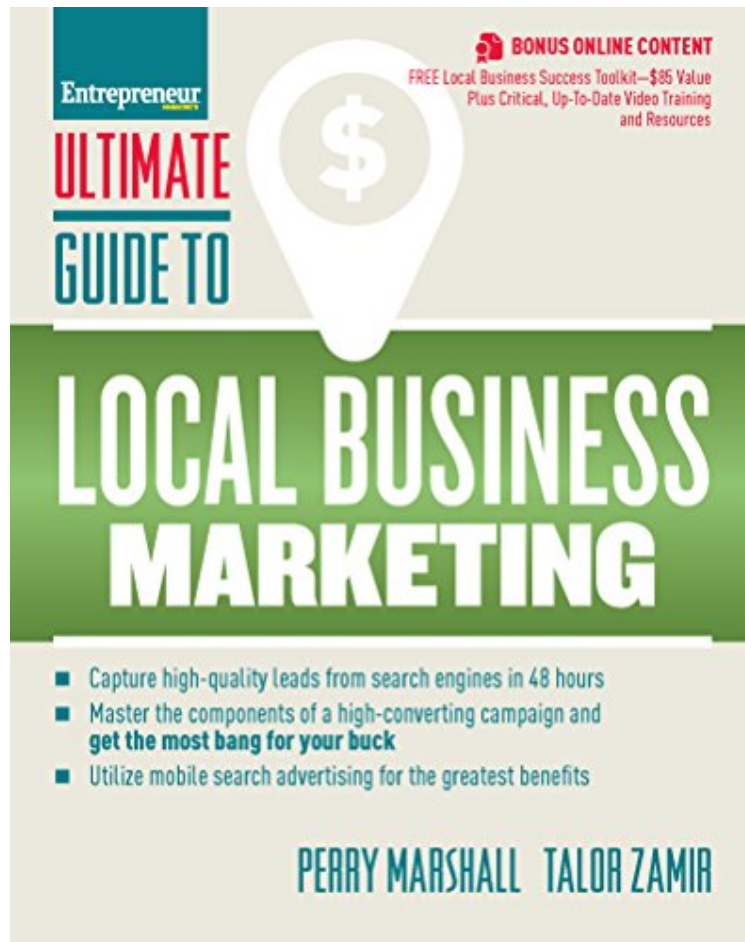


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Ultimate Guide to Local Business Marketing (Ultimate Series)

Perry Marshall, Talor Zamir

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Perry Marshall, Talor Zamir : Ultimate Guide to Local Business Marketing (Ultimate Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ultimate Guide to Local Business Marketing (Ultimate Series):

8 of 8 people found the following review helpful. which were among the best I've read on the subjects By Jean Cortes Ortiz I've read both 80/20 and The Ultimate Guide To Google Adwords, which were among the best I've read on the subjects; this new book takes the cake though. In The Ultimate Guide, Perry briefly talks about how to fire up local businesses with PPC in one chapter. It wasn't enough. Now, he goes in-depth explaining the ins and outs for using Adwords to build your local business...and, it's a MUST read if you're a local business owner. There is nothing else out there quite like this book. 8 of 8 people found the following review helpful. Simply the best PPC book on the market hands down! By Insurance Guy Perry Marshall came together with Taylor Zamir to produce this great book based on their private PPC group product they have. This is Master's level PPC stuff, WITHOUT GETTING TOO COMPLICATED! Their writing styles stand out and capture the attention. I haven't read Perry's other books, but now I am inclined to read the local SEO book he has. If anyone has read his other books feel free to respond here and let me

know if they are worth it (not too much money). 1 of 1 people found the following review helpful. Hype Title, great content for local business owners, newbies in online marketing. By Urano Gonzalez I am a fan for Perry Marshall. I read this book in order to help friends with marketing in their local business. This book was useful for my friends and for me. Cons: Title: This is not the ultimate guide to local business marketing. This is only about adwords. There is one chapter about SEO, one chapter about Facebook ads. And 27 chapters, mostly about adwords. Pro: It has the basics about adwords. Makes the concepts simple. Easy to implement. For a business newbie in online marketing is a great beginning. Only after apply 20% - 50% of this book, maybe need other book.

Google advertising looks easy but proves to be hard. Local internet marketing is tough because owners are besieged with phone calls, reps and solicitations promising "first page on Google," "Facebook traffic," "Social Media exposure" and myriads of advertising opportunities. Search Engine Optimization is fraught with landmines. And most local business marketing owners feel ill-equipped to judge. They write big checks, and all too often get disappointing results. NOW YOU CAN MASTER LOCAL ONLINE LEAD GENERATION 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 online 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 marketing--often confused with paid search and search engine optimization--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 Lead Generation for Real Estate, Dentistry, Law, Auto Sales, Chiropractic and professional practice that brings new customers Harness mobile search advertising and Facebook ads for maximum results Search advertising leader Perry Marshall and local online marketing expert Talor Zamir have teamed up to fill a void in the online marketing category. From local business advertising to search engine 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.

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 Yours; 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