



# Ultimate Guide to Local Business Marketing (Ultimate Series)

*Perry Marshall, Talor Zamir*

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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.

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