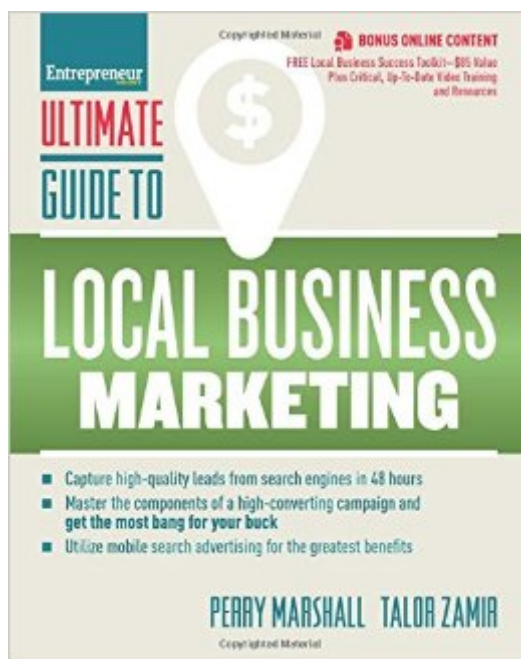


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# Ultimate Guide To Local Business Marketing (Ultimate Series)



## Synopsis

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.

## Book Information

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## Customer Reviews

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).

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.

I bought this book because I have read Perry Marshall's marvelous book on Adwords. That book helped me built my business and therefore was probably one of the best investment I have ever made. So I bought this book mostly on the trust of the Perry Marshall brand. However I was somewhat disappointed with this book. The title of this book is "Ultimate Guide to Local Business Marketing". You would assume this book is about local business marketing. However, 90% of the content is on Adwords. It missed many important information such as Yelp and LinkedIn. Given the power of Yelp in local business search, how can a book called "Ultimate Guide" not including any topics on yelp?! This book is really a simpler version of Perry Marshall's Adwords book designed for local businesses . It should really be called Ultimate Guide to Pay per Click for Local Businesses. It does offer a quick and easy introduction of Adwords for local businesses. I did learn a few things new and got inspired to fix some of my problems in my adwords campaign. However, I find the title very misleading. Adwords is not the only marketing for local businesses and may not be the best mean for many businesses. Calling it the "Ultimate Guide to Local Business Marketing" is just a misleading attempt to sell more books.

Maybe I'm an idiot, but since this book and "Ultimate Guide to Google AdWords" both cover Google AdWords, and since "Ultimate Guide to Google AdWords" was published in 2014 and Google is

constantly changing AdWords, I couldn't tell if this book was Perry's latest, updated information on AdWords, or if this book supplemented "Ultimate Guide to Google AdWords." Even after reading this book, I wasn't sure if I still needed "Ultimate Guide to Google AdWords." A ton of online research provided no answers, so I finally contacted Perry Marshall's company, and here was their helpful reply: "The Ultimate Guide to Google Adwords is a great introduction into Google Adwords and how it all works, whereas the Ultimate Guide to Local Business Marketing focuses on helping local business owners and their marketing strategy. It does cover some aspects of Google Adwords, but it's not as comprehensive as the Ultimate Guide to Google Adwords when it comes to understanding Google Adwords as a tool. Neither book is meant to be a replacement for the other. In the end it really just depends on how deeply you want to delve into the world of Google Adwords. If you're interested in a more thorough understanding of Google Adwords, I believe it is a wise investment and covers a lot of things you won't find in the Local Business Marketing book. :)" Hopefully this clarification helps someone else.

I am not reviewing the content of the book. I've read Perry Marshall's books on Facebook advertising and Adwords, and his material is exceptional. I'm reviewing the fact that I discovered (upon arrival) that the book is almost entirely written by Talor Zamir, and almost none of it is written by Perry Marshall. Out of 220 pages, pages 17-23 were written by Marshall, and pages 105-107 were attributed to both authors. It's the fact that the publisher put Perry Marshall as first author that prompted this review. About the actual content of the book? It looks like good material, maybe even great. But Marshall is shown as the main author on the sales page. Good Marketing. Bad publishing.

This book was very interesting and informative. I was amazed at the information that was contained and how easily it was understood. For many the idea of SEO and PPC and identifying the benefits of each can be confusing and I believe this book explains that well, clearing any confusion. For any business owner I would highly recommend this book to assist in getting your business recognized and sought after. You will learn within this book, how to tell the difference between SEO and PPC and how to use Google search to your benefit. "Key words" is a phrase I hear in many aspects of life and in this respect, that philosophy is applied to making your business stand out over your competitors to Google searchers which is imperative in today's market. You will learn how to apply the words that fit your business and make it stand out. How to identify whether or your add is working or not is another benefit discussed in this marketing strategy. There is so much more than

these areas involved in this book, but those are ones I feel are central. If you are serious about your business you need to read this book. I felt as if I was back in my marketing courses with the amount of information given. My attention was caught and some areas that I had felt I needed clarifying were presented in this book and I understand the content better. The material will definitely be a plus to any determined business owner. I received this book from NetGalley in exchange for a review.

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