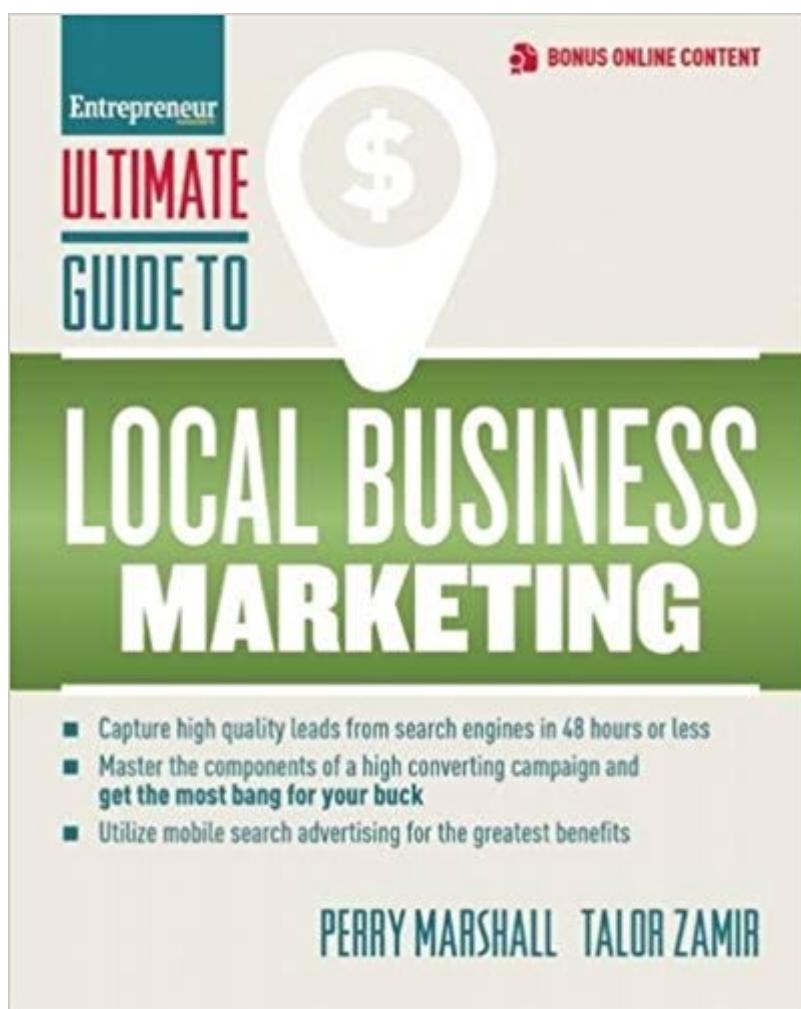


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# Ultimate Guide To Local Business Marketing (Ultimate Series)



## 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 CUSTOMERSÂ 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 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

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.

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.

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.

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).

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 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 applying 20% - 50% of this book, maybe need other book.

This book is a perfect start for someone wanting the definitive answer for how to get customers from online into your store. The details make sense, but they are not what most people say. Perfect for small business or practices, but not how I would expect ad agencies or big corporations to do it. Less about branding and more about accountability and results.

As another user pointed out, the title is rather misleading. If you want to learn about Google AdWords, this book has some good tips but nothing you couldn't find online for free. Don't expect to learn about any other forms of marketing it's solely about Google AdWords

This book was very insightful and I will definitely put this into practice with my business and any others that I may have in the future. Easy to read and understand step by step process that takes all the guesswork out of pay per click that gets results while helping you track everything so you can optimize and scale up! I can easily see how this will allow me to dominate my competition! Thanks for writing such an awesome book! Brian Bontomase

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