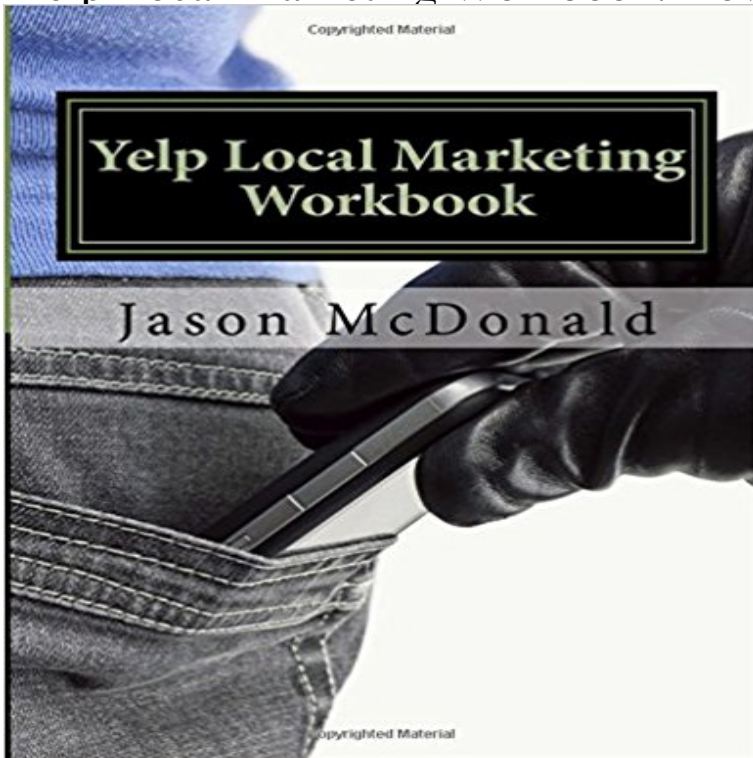


# Yelp Local Marketing Workbook: How to Use Yelp for Business



Yelp Local Marketing Workbook 2016 Master Yelp, Google+ Marketing, and all of Local Review Marketing for Business for Free A best-selling Yelp / Local marketing book from a best-selling author on Internet marketing: Jason McDonald Local review sites such as Yelp, Google+, TripAdvisor and others have become THE way that consumers identify vendors of interest. If you have a local pizza restaurant in Toledo, Ohio, or Tulsa, Oklahoma, you probably already know this. But its also true for attorneys or plumbers, massage therapists or local florists: local reviews sites like Yelp are incredibly important to your business. Small businesses and large businesses - especially those that sell to local customers - can leverage Yelp, Google+ and other local review sites for amazing free marketing opportunities If you know how... you can market on Yelp, Google+ and other local review sites effectively With up-to-date information on how to market via Yelp, Google+ and other local review sites, the Yelp Local Marketing Workbook includes SOCIAL MEDIA MARKETING - an easy explanation of what social media marketing really is, and how to think about social media marketing. YELP LOCAL MARKETING STEP-BY-STEP - an explanation of how Yelp, Google+, and other local review sites work as a marketing tool, how to research your competition on these sites, how to claim and optimize your business listing, and how to solicit and respond to reviews online. FREE YELP LOCAL TOOLS - as part of Jasons SOCIAL MEDIA TOOLBOOK, you get complete access to not only FREE Yelp / Google+ tools but hundreds of FREE social media tools as well - a \$29.99 value! Yelp Local Marketing Worksheets This isnt a fancy book. This isnt a pie-in-the-sky book. This is a practical hands-on book, with links not only to free tools but to step-by-step

worksheets. By the end of the book, you'll have a Yelp / Local marketing plan ready for yourself, your employees, and your business. Other great books like *Yelp for Dummies*, *Yelp Marketing*, or *Yelp an Hour a Day* are great, but they don't have the kind of hands-on, practical worksheets that the **YELP LOCAL MARKETING WORKBOOK** offers, plus access to free Yelp / Local tools. So consider *Yelp for Dummies*, and other books on Yelp for business and you'll be back. Got questions? Just Google Jason McDonald and send him an email - he's happy to help.

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