

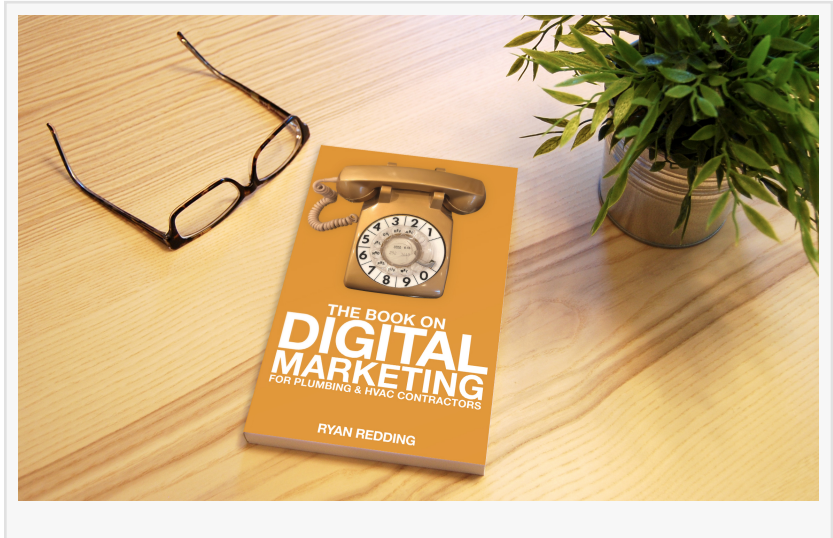
# Must Read Book That Will Boost Your Small Business' Marketing Strategy

*Latest release helps plumbing & HVAC businesses have better marketing results*

TULSA, OKLAHOMA, UNITED STATES, January 8, 2019 /EINPresswire.com/ -- Must Read Book That Will Boost Your Small Business' Marketing Strategy Latest release helps plumbing & HVAC businesses have better marketing results.

Online advertising expert Ryan Redding has released a new book called *The Book On Digital Marketing: For Plumbing & HVAC Contractors* and it is gaining national attention. The book is written specifically in the language of HVAC and plumbing companies, but any service area-based business can use the concepts in the

book to significantly increase their revenue streams using internet marketing.



“

It's been truly amazing to see how tradesmen and tradeswomen are using this book to take their business to the next level”

*Ryan Redding*

The book provides practical steps to increase online marketing for home service businesses but is built on strategies often found in undergraduate and graduate business schools. Some of the topics that are included in the book are customer profiling, conversion funnels, web design, search engine optimization (SEO), pay per click (PPC) marketing, social media marketing, and more. Additionally, Redding addresses the latest Google algorithm updates that is putting increased emphasis on online reviews using Google My Business. To help make the

concepts easier to apply for the reader, nearly every chapter includes a 'next steps' section that walks the business owner through implementing changes built on best practices.

“It's been truly amazing to see how tradesmen and tradeswomen are using this book to take their business to the next level”, Redding said. “Like many businesses, plumbing and HVAC contractors typically get started because they're good at what they do- not because they have great marketing chops. To see the impact this book has had on these businesses is truly amazing.”

Ryan Redding is the founder of the highly successful digital marketing agency [DP Marketing Services](#) that is based in Tulsa, Oklahoma, but has clientele around the world. They provide a full range of digital marketing services crafted specifically for the unique challenges of plumbing and HVAC contractors. He is often featured in trade groups and publications such as Business.com, MEPO and Air Conditioning Contractors of America.

The book is available worldwide on Amazon (<https://amzn.to/2AAsABg>), and a free sample is

available at [DP Marketing-Book](#).

For more information visit [DP Marketing.Services](#).

Founder of [DP Marketing.Services](#), and author of [The Book On Digital Marketing for Plumbing & HVAC Contractors](#).

#### About [DP Marketing.Services](#)

[DP Marketing.Services](#) is founded by Ryan Redding, and is based in Tulsa, Oklahoma. The company specializes on digital [marketing for plumbing and HVAC contractors](#), and works with companies around the globe to increase their sales by using the internet. Ryan Redding is a frequent contributor to universities, trade schools, and conferences. For speaking inquiries, he can be reached at [booking@dpmarketing.services](mailto:booking@dpmarketing.services), or at <https://www.dpmarketing.services>.

Ryan Redding  
[DP Marketing.Services](#)  
+1 918-921-9296  
[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)



Author Of The Book For Plumbing  
& HVAC Contractors

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2019 IPD Group, Inc. All Right Reserved.