



Author Barbara Ling Releases New Google Marketing Book That Coaches Businesses On Growing Marketshare Authority In Today's Poor Economy

5 Star New Google Marketing Book Reveals 13 Hidden Business Benefits And Delivers Proven Social Marketing Applications

17 Year Online Marketing Coach Barbara Ling recently released her anticipated latest business coaching book, "[The Ultimate Google Hangouts Marketing Roadmap](#)." Within this book she educates today's businesses about the powerful, freely available Video and Chat tool, Google Hangouts.



Google Hangouts is a strategic marketing tool for smart businesses because it can increase viral social media campaigns while reducing expenditures within Google Plus, Facebook, and Pinterest. Those social platforms are only one aspect of what Google Hangouts can deliver; in addition, Ling explains 10 other profitable business applications of Google Hangouts that span across SEO, B2B, Mobile Marketing and more.

"Google Hangouts offers an incredible opportunity for even the smallest business to lead the thundering herd," Ling says. "Video builds trust. And increased trust leads to increased interactions. Increased interactions leads to viral sharing, improving a business's online visibility to their targeted customers."

Until now, businesses have lacked a comprehensive roadmap guide that explains how Google Hangouts can help them dominate their industry. Written so that each chapter builds upon the last, the Ultimate Google Hangouts Marketing Roadmap shows readers:

- How Google Hangouts Will Benefit You
- Google Hangouts 1 2 3
- How To Customize Google Hangouts

- The Long-Term Profits Connection
- The YouTube Authority Connection
- The SEO Authority Connection
- The Facebook Authority Connection
- The Pinterest Authority Connection
- The Niche Marketing Authority Connection
- The Offline Authority Connection
- The Mobile Authority Connection
- The B2B Authority Connection
- The Newbie Authority Connection
- The Curation Authority Connection
- The eMail Marketing Authority Connection
- The Pull Authority Connection
- Your Next Steps

Reviews have been exceptional. All reviews have been 5 Star Stellar including:

"[Barbara Ling](#) should be tagged as an Internet Yoda or Guru or whatever you want to call somebody who takes complex technology and makes it simple and something you can immediately use and benefit from.

I had some experience with video and was an avid Skype user. I tried the Google Hangouts but found it complex to really use. After reading this book (in one setting by the way) it not only guided me to understand how to use Hangouts but just as importantly showed me how to add value to my business.

She shows step by step not only how to set things up but how to translate what you do into a variety of tools and methods to add value to your business.

If you want a quick, comprehensive roadmap or blueprint on using the incredible Google Hangouts this it. I only wish I could give the book (not to mention the links to resources, tools and web sites) more than five stars." -- Bill Vick, BillVick.com

"Barbara Ling shows you how to communicate with your ideal client, patient or customer base with the power of video via Google Hangouts.

Top notch, quick implementation strategies for the newbie and novice alike.

I strongly suggest that every business owner grab a copy, read and implement. Ling cracks open the vault to understanding how to connect powerhouses for online marketing (and free tools to boot!) with social media to put a 30 minute a week time investment to work immediately increasing visibility online, revenue streams and overall win for those in need of your products and services." -- Andrea Schmitz, Industry Thought Leaders

As a marketing innovator, featured expert and authority builder, Ling is highly acclaimed in the authority branding marketing arena. She currently maintains an authority blog at BarbaraLing.com and enjoys a proven track record with inspiring entrepreneurs to take their business to the next level.

"[Google Hangouts](#) is one of social medias' best kept secrets for viral campaign visibility," Ling commented. "I am excited for this opportunity to teach more businesses how to gain marketshare even in this dismal economy by revealing the true power of Google Hangouts for online social market share."

About Barbara Ling:

Barbara Ling is a native NJ resident and a 17+ year marketing innovator who currently teaches authority marketing online. A dynamic energetic speaker with an appreciation for coffee, she also oversees the Authority Facebook-based community "Perking Up Profits" at <http://facebook.com/groups/PerkingUpProfits> where solopreneurs and entrepreneurs alike share their experiences of growing their authority online.

Contact Information:

Name: Barbara Ling

eMail: btl@barbaraling.com

Website: <http://barbaraling.com>

LinkedIn: <http://linkedin.com/in/barbaraling>

Twitter: <http://twitter.com/barbaraling>

Facebook Group: <http://PerkingUpProfits.com>