

Boost E-Commerce Sales and Make More Money: Three Hundred Tips to Increase Conversion Rates and Generate Leads (Paperback)



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Reviews

*Extremely helpful for all group of men and women. it absolutely was writtern extremely perfectly and valuable. Your way of life span will be transform when you complete looking at this ebook.
(Prof. Trever Torphy)*

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Createspace, United States, 2014. Paperback. Book Condition: New. Large Print. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Anyone selling products or services online can benefit from this book. You will learn exactly how to make your website more successful and increase the amount of money you make from your website or e-commerce store. This also includes clear, actionable steps for you to increase retention and create loyal customers that will come back to spend more money. Plus, you can get examples of each case study listed in the book. In this book, there are three hundred different tactics to increase conversions, generate more leads, and maximize ROI. The key is to find the most profitable tasks and start with those. The advice outlined should be organized into an annual marketing calendar. A marketing calendar is an organized schedule of when you need to create and promote the marketing throughout the year. This way, you can proactively set up the success of your e-commerce website. The book starts off with general advice about driving traffic to your website. Then, it details how to better understand your target customer. This is where we start to understand exactly to whom you should be marketing and why. Creating personas and your customer avatar will help you determine how and where you should be marketing your products. Next, I dive into specific areas of an e-commerce website. Each section has specific tips to maximize the effectiveness. I recommend trying as many of the tips as possible. Not all the advice will work exactly as I have outlined it. You need to test and experiment to determine the right approach for you. Finally, you will read specific suggestions on how to make more money from your e-commerce website. This...



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