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 money will come not only from new customers but also from repeat customers. This strategy is to help improve retention, resulting in a larger lifetime value. That includes suggestions for when your customers receive their products at their home or office. Apply the tactics listed in this book to any self-hosted shopping sarts or hosted ecommerce solution. The most popular hosted ecommerce software includes Shopify, BigCommerce, Volusion, NetSuite, Magento and Wordpress.

Reaching Out at Hendersons Ranch (Volume 2), Curtains for Three (Nero Wolfe), The Bitter Half, The Vikings Reluctant Lover (The Vikings Virgin Slave Book 1), The World Of Jewish Desserts: More Than 400 Delectable Recipes from Jewish Communities,

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