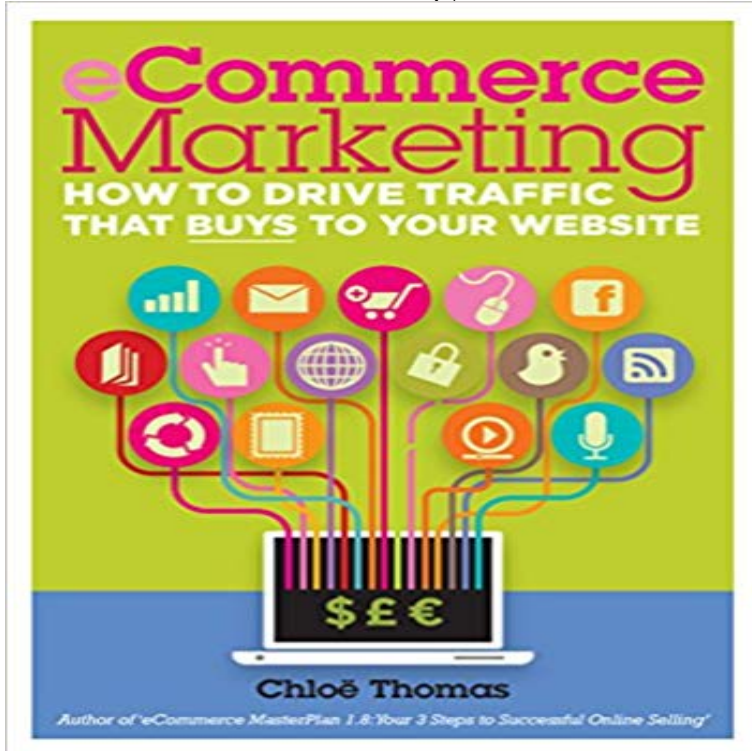


eCommerce Marketing: How to drive traffic that buys to your website



There are 9 marketing methods that every eCommerce business should consider. eCommerce Marketing: How to Drive Traffic that Buys to your Website covers how you should approach each of them, including the pitfalls to avoid and the keys to using them successfully. Many of the 9 marketing methods are deceptively simple but if you want them to work for you then you need to follow the advice in this book. The 9 marketing methods discussed are: Content Marketing Social Media Email Marketing Remarketing Partnerships Pay Per Click Advertising Brand Awareness Offline Marketing Search Marketing The author of the series, Chloe Thomas has been running the marketing and websites of eCommerce businesses since 2004. Initially in-house, but since 2006 as the owner and senior consultant at indiumonline, an online marketing agency focused on driving great quality traffic to websites. Right now she spends most of her time bringing great advice and guidance to eCommerce businesses via eCommerceMasterPlan.com. eCommerce Marketing: How to Drive Traffic that Buys to your Website is the second book in the eCommerce MasterPlan series. The series is built on Chloes years of experience across many eCommerce sectors and different types of businesses. Whether you already have an eCommerce business and want to improve performance, or you are interested in starting one this book will help you put your marketing right and build your sales faster helping you stop wasting time, effort and money..

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