



Ecommerce Inbound Marketing: How to Sell Better Than Amazon

By Sam Mallikarjunan

Infinity Publishing (PA). Paperback. Condition: New. 244 pages. Dimensions: 8.9in. x 5.9in. x 0.8in. How To Sell Better Than Amazon explores the eCommerce applications of inbound marketing, a methodology of marketing that focuses on using content and engagement to create marketing that people love - and therefore want to receive. This book focuses on how to avoid a price war by focusing on the research phases of the consumer buying cycle, and how to model an eCommerce business to focus on increasing the life time value of customers through persona targeted marketing campaigns. Chapters: Chapter 1: How to Sell Better Than Amazon Chapter 2: Persona-Driven Marketing Chapter 3: The Unit Economics of The eCommerce Marketing Funnel Chapter 4: Optimizing Product Detail Pages Chapter 5: Blogging and SEO Chapter 6: eCommerce Marketing Using Facebook Chapter 7: eCommerce Marketing on Twitter Chapter 8: Managing Other Social Media Networks and Online Reviews Chapter 9: eCommerce Email Marketing Chapter 10: Experimental eCommerce Marketing and Analytics Chapter 11: Inbound Campaign Marketing for eCommerce This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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