

This book it is about: Making it easy for your customers to get in touch with you This is all about communication and making sure it easily flows between you and your customer. If they reach out to you, you need to be ready to respond. While technology makes it easy to set up automatic follow up emails via autoresponders, etc. But this does not mean you don't have a telephone number, studies have shown that in certain markets, if you have a prominent phone number on a landing page you will have a 30% higher conversion rate. Regardless of if they actually call it or not. So in this section I will show you how to set up a professional telephone system. Integrating Physical Product Sales with Automated Communication If you are selling physical products then I will show you the tools that you can use to make sure that those sales are automatically processed and emails are sent out in a certain manner online. Optimize E-commerce Processes In this section we will go over certain drop shipping opportunities. This is where someone else ships your product for you. Also talk about why it is important to have different suppliers for each product. Automate Fulfillment If you are selling physical products the whole supply chain should be as automated as possible and we will be talking about how best to make sure this happens without any physical action on your or your staffs behalf. Follow-up purchases How can you encourage more purchases later in the process? This can involve many seemingly archaic methods like postcards, and even letters. You will be amazed what simple things that generate huge returns when we get to this point. Physical Events This is talking about actual real events in the flesh that you host. There are many ways for you to build enhanced relationships with your customers. This will be using actual sites like meet-up and event bright to actually meet your customers face to face, and I will show you the different events you can host and discuss the many reasons why you really should do this in this section. Enhanced CRM (Customer Relationship Management) You need to be tracking your customers, who they are, what do they do and really getting to know them on a personal level to be a truly powerful and dynamic business. So in this chapter I will discuss many different software packages that really help you track all these things and how to use them.

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The Week Internet Marketing Plan Podcast is aimed at marketing managers, directors, business owners and entrepreneurs. e-book and the Week # Offline Meets Online video inside the Inner Circle. 11/3/, Free, View in iTunes. 2. Results 1 - 16 of 26 OFFLINE MEETS ONLINE: Week #26 of the Week Digital Marketing Plan [Edition]. 4 January by David Bain. Free audio books download for android tablet OFFLINE MEETS ONLINE: Week # 26 of the Week Digital Marketing Plan [Edition] PDF by David Bain.

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It contains a 6-month action plan for marketing your business online . #26 - A single purpose and CTA for every page However, it's hard to do well, so we'll wait until month 3 to tackle it. I'll see what I can whip up later this week - have to dust off my giant printer and see how it works as a poster too. 3. Ideas covering all parts of marketing, including social media, SEO

and communications Online Communities; Promotions; Go Offline; Email Marketing . # Viral Content // Max Robinson, Fish Tank Bank Ornaments .. This week on the podcast: How to build a reputation as a digital project manager. Read on to know what other digital marketing updates washed #3 Snapchat is Working on an AR-Enabled Version of Spectacles . #26 Instagram is Experimenting with "New Post" Button: Snapchat is exploring the ability to track and target offline retail traffic by expanding its Shop to Store program to. The Daily Edition A few weeks later, Miki (Miriam), her darling year-old daughter would be At the age of 3 in Poland, Anita Weisfeld knew enough to hide from the .. of proven experience in offline, online, and social media channels, and start-ups with their marketing strategy and implementation.

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