

Level up your

Black Friday & Cyber Monday game

An ecommerce marketing guide





Black Friday Sale Tips

Tao Wei

Black Friday Sale Tips:

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known as The Big Apple NYC or just plain New York is a global center for media entertainment art fashion research finance and trade The bustling cosmopolitan heart of the 4th largest metropolis in the world and by far the most populous city in the United States New York has long been a key entry point and a defining city for the nation From the Statue of Liberty in the harbor to the Empire State Building towering over the Manhattan skyline from the tunnels of the subway to the riches of Wall Street from the bright signs of Times Square to the naturalistic beauty of Central Park and from Yankee Stadium in the Bronx to Coney Island in Brooklyn New York's landmarks are quintessential American landmarks. The city's neighborhoods and streets are so iconic they have become ingrained into the American consciousness Here the power wealth and culture of the United States is on full display in one of the largest and most iconic skylines in the world in the food and music to be found around every corner and in the diverse population of immigrants who come from every corner of the globe to take part in what this city has to offer Boost E-commerce Sales and Make More Money Alex Harris, 2014-10-14 In this book I ll be sharing with you some of the most effective e commerce tips I ve learned over the years These tips will teach you how you can improve your web store to make more money over the next holiday season drive more traffic and strengthen sales and leads to maximize your return on investment ROI I ve done my best to cover everything you need to help you get more revenue opt ins and profit from your e commerce website Get actionable advice for your ecommerce store for example Making More Money this Holiday Season Getting More Website Traffic SEO Tips Promotional Email Campaigns Analytics Setup and Review Creating Landing Pages Improving Conversion Rates Generating More Opt In Leads Increasing Retention 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 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 carts or hosted ecommerce solution The most popular hosted ecommerce software includes Shopify BigCommerce Volusion NetSuite Magento and Wordpress Minimalism: The Ultimate Guide to the Minimalist Lifestyle

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