



Mastering Online Marketing: 12 World Class Strategies That Cut Through the Hype and Make Real Money on the Internet

Mitch Meyerson, Mary Eule Scarborough

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Learn to avoid the #1 problem that plagues most online businesses—an under-performing website. The rise in online shopping has led countless entrepreneurs to jump on the e-commerce bandwagon—but despite their big dreams and hard work, most fail. This book shows them how to succeed in grabbing their piece of the e-commerce pie. Forgoing get-rich-quick hype for best practices and solid marketing principles, two world-class online marketers offer an unbeatable 12-step system that creates a profitable and sustainable online business. Hundreds of proven strategic and tactics, as well as dozens of time-saving web resources, help you jumpstart the process. The authors reveal the 10 most common e-commerce mistakes and offer fail-safe strategies for avoiding them. Innovative automation strategies save you time and money and help you create new streams of passive income. Featuring current technology—including Web 2.0 innovations, web conferencing, podcasts, blogging and more—this comprehensive manual puts website owners on the road to profitability.

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