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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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Mitch Meyerson, Mary Eule Scarborough : Mastering Online Marketing: 12 World Class Strategies That Cut Through the Hype and Make Real Money on the Internet before purchasing it in order to gage whether or not it would be worth my time, and all praised Mastering Online Marketing: 12 World Class Strategies That Cut Through the Hype and Make Real Money on the Internet:

1 of 1 people found the following review helpful. Okay Starting Points - But the Title is a Bit MisleadingBy CompayBefore buying the book, first understand that is mainly a primer for online sales. It's geared towards people interested in using automated systems to sell things such as e-books. The emphasis of the book is on selling a products that can be downloaded, or using similar products as freebies to encourage bigger sales down the road.In other words, it's not a practical read if you owned a restaurant, had a retail business with no online shopping cart, or offered services such as construction.The good news about this book is that it offers a variety of starting tips to anyone that is totally new to web marketing. The author provides basics on establishing a web presence, and how to get the most from

selling products such as e-books. But overall, the book doesn't deliver on its suggestion that you can "master" online marketing, even if you were to strictly sell e-books through an automated system. Because the book was written in 2007, it obviously makes no references to social network marketing through Facebook and Twitter. Which would make the book up to date in 2007, but reading it today means you would miss out on some of the most effective methods of internet marketing. The book is also outdated with respect to suggestions for ranking better on search engines. The author stresses the importance of the keywords meta tag for your website, but Google completely ignored that tag two years after the book was published. But even as a 2007 primer for web marketing, the book is still incredibly weak on the topic of Search Engine Optimization. The author barely scratches the surface on proper SEO, and only dedicates about four pages to discussing the subject. The book does offer some decent tips for newbies on the marketing efforts that range from sending newsletters, to participating in message board discussions. But much of this information, as well as better tips on writing copy, can be found in more recently published all-in-one web marketing books. Over the last 10 years, I've developed over 300 websites, and have marketed them online for my clients. Even if a web marketing book brings little to the table for me, I often give five-star reviews if I think it will be helpful to others. I purchased this book from without the understanding that it's targeted towards people who want to sell information online. It's a somewhat practical purchase for anyone selling e-books, but I wouldn't recommend it anyone not specifically in that industry. If you are interested in online marketing, I would recommend the following books (in no particular order): "The Ultimate Web Marketing Guide" by Michael Miller "Likeable Social Media" by Dave Kerpen "Ca\$hvertising" by Drew Eric Whitman "The Copywriting Sourcebook" by Andy Maslen "Content Rules" by C.C. Chapman "The Copywriter's Handbook" by Robert Bly

0 of 0 people found the following review helpful. This book is "all meat" By Richard S. Gallagher I have no connection whatsoever with Mitch Meyerson (even though I was once a fellow Entrepreneur Press author), but as a writer, author, and seminar leader, this is the book I have long been waiting for! Most books on entrepreneurship and on-line marketing are long on philosophy, and very short on telling you how to actually drive people to your site and turn them into long term customer relationships. This book gets into gory detail on how to estimate potential traffic, get people to find you on-line, and engage them once they respond - complete with web links, resources, and tools. Mitch is a former psychotherapist, and it shows - he and his co-author Mary do a great job of unwinding the psychology of how people become attracted to you and ultimately buy from you. They do a great job of getting into *your* head as well, in terms of teaching you the mindset and practicalities of being an on-line entrepreneur. And bravo to the author for tastefully presenting his own services primarily as examples, not relentless upselling (he practices his own "dating" approach to getting new clients). This book is well written, easy to read, and extremely high-content. Having people find me on the Internet was a key to turning my passion for writing and teaching communications skills into a full-time living - now, after reading this book, I am hungry to develop resources, products, and marketing strategies to take what I am doing to the next level. Trust me, this will be the best \$14.93 you can spend on your business. -Rich Gallagher, Point of Contact Group, author of Great Customer Connections (AMACOM, 2006) and the forthcoming How to Tell Anyone Anything.

1 of 2 people found the following review helpful. It's useful, but don't stop here... By Samantha L. Marroquin This book is primarily for those wanting to develop and promote an ecommerce store and also has good information for those wanting to promote an informative web site. This would not be a good book for those wanting to learn about developing their own web site. It discusses a wide range of information including strategic marketing, developing a viable business, web design and navigating, optimizing your web site for sales, using new media to promote, driving traffic to your site, and affiliate programs. This book is a valuable reference tool and is good to hang on to and refer back to while you are in the continuing efforts of running an ecommerce site. This book was easy to read and kept me interested, for the most part, while reading. It has really useful information about optimizing web site for converting visitors to customers. It also had good information about writing sales copy and valuable suggestions about making use of web site and other technical automation systems. The sections about driving more traffic to your site and web design and navigation (only 20 pages) were not given enough importance. As a graphic designer, I would recommend a different book for web design and navigation. This book would probably be a useful addition to your library if you can take with a grain of salt. The introduction sounded like an infomercial as the author drags on about his success story. It is gimmicky and makes me feel like I am going to have to join the reigns of those who regurgitate information and repackage it into conferences, books and courses. Although it doesn't detract from the quality of information, the tone of the book is laced with ego throughout. In addition, several of the case examples look more like ads. Regardless of its negative features, Mastering Online Marketing is still loaded with some good information and is a good value for the money. This is a good preparatory book from which you can decide what area of marketing to investigate further. Samantha Marroquin[...]

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.

About the Author Mitch Meyerson has been a visionary and bestselling author and consultant for more than 20 years. He created the much acclaimed Guerrilla Marketing Coaching Program as well as other landmark internet programs including the Product Factory and Online Web Traffic School. Mary Eule Scarborough is a former Fortune 500 marketing executive and independent marketing consultant. As the founder of two successful small businesses, she holds unique insight into the marketing challenges entrepreneurs face.