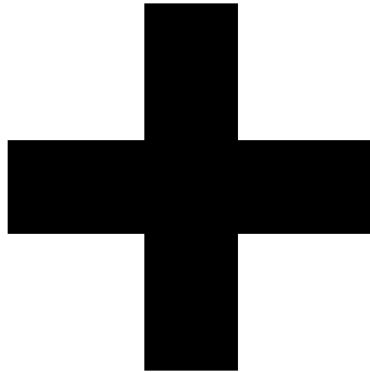
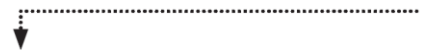


The Ultimate Guide on How to Use the  
POWER of Others to Market and Sell for You.



**plus: additional tips and  
secrets**



By Greg Jameson  
author of "Amazon's Dirty Little Secrets"



## + PLUS: Additional Tips & Secrets

Amazon displays suggestions on its Home page based upon your past purchases and search history and then looks at what others have bought based on those patterns. Google displays search results based upon your physical location and your past searches. Facebook displays a newsfeed to you based upon who your friends are, what pages you've liked, combined with which stories are the most popular. All of these provide a personal experience just for you.

As you look over these final tips and secrets, think about how you can make your customer's experience personal, and how you can use others to help you sell and market your products.

PLUS:

- Perform Analytics
- Listen to your customers
- Understand distribution channels
- Start now!

## P –Perform Analytics

While this part of the equation is not as publically visible as other things Amazon does, you can be assured that they measure everything they do – and you should too. There are a number of tools that can help you do this.

### Google Analytics

Google Analytics is the most well-known tool for measuring your website's performance, and you should absolutely be using it. There are other analytics programs available as well, and it is possible to use more than one analytics

program. However, the data between the two may not be identical, so don't get hung up on how one program says one thing while Google Analytics says another – you need to be concerned with trends over time more than anything else. For this reason, a single analytics program will suffice, and Google is the best one. To create a Google Analytics account visit:

<http://www.google.com/analytics/>

Once there, click on the “Admin” tab, then click on “Create New Account”. If you already have other active accounts, click on the drop down list of accounts to find “Create New Account”. Enter in the required information, and click on “Get Tracking ID”. Your tracking ID will be in the format of: UA-11111111-1.

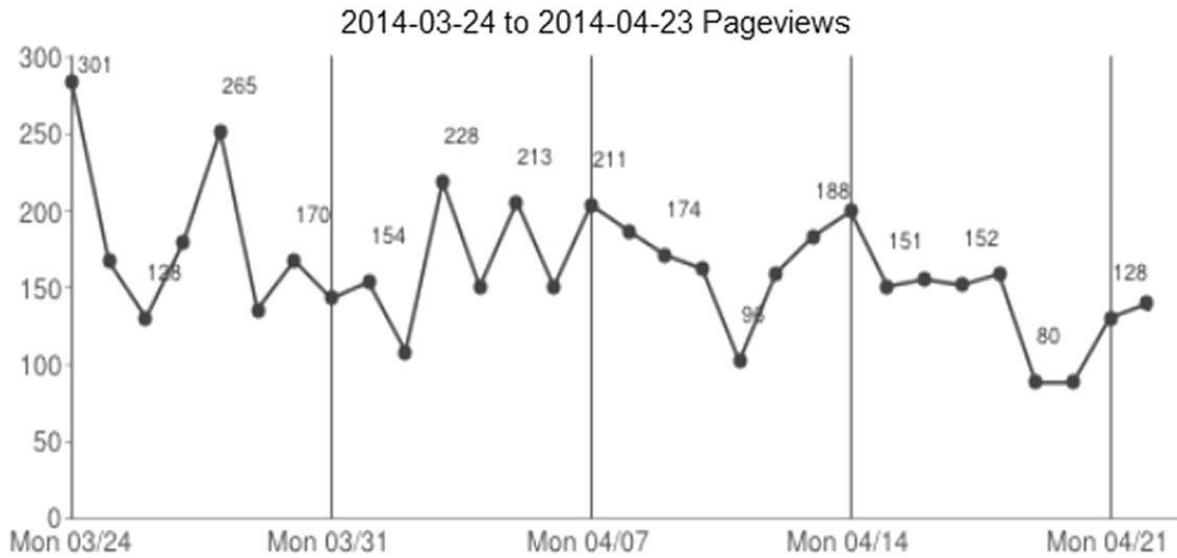
Next, find the link that says “Get Tracking Code”. This will be a piece of JavaScript code that you need to install on your website. (That's how Google is able to keep track of everything). Put this in the footer of your site to it appears on every single page. If you are unsure how to do this, have your webmaster do it for you.

One of the things that Google Analytics measures is bounce rate. The bounce rate refers to how often someone, after entering your website, clicks the back button on their browser to go back to where they were. High bounce rates on their own are not necessarily a bad thing. Much depends on two other factors:

- What your bounce rate is like compared to your competitors?
- How long does it take before a visitor bounces? (Time to Bounce)

Most websites have a bounce rate between 40-60%. Per Alexa.com, Amazon's bounce rate is 28%. The daily page views per visitor is a little over 11 pages per visitor, and the average visitor is spending 9 minutes and 17 seconds on the site. How do your numbers compare to these? Google Analytics will measure these things for you.

If you have a WordPress website, I recommend installing the "Web-Ninja Google Analytics" or "Google Analytics Dashboard" plugin so you can view these statistics from your administrative dashboard without having to login to Google Analytics to see how you are performing. Here is an example of what you would see on your dashboard:



- Last 7 days
- Last 30 days
- Last 60 days
- Last 90 days

Base Stats (hide)

1,056 Visits	35.42% Bounce Rate
3,613 Pageviews	00:03:21 Avg. Time on Site
3.42 Pages/Visit	75.47% % New Visits

[What Others are Saying...](#)

Measuring the impact of social media is difficult, especially assigning hard data to its effectiveness. However there are some sites out there that help you visualize how you are doing. If you monitor these sites over a period of time, it can help you determine which social media platforms perform the best for you.

## **Social Mention**

SocialMention.com is a social media search and analysis site that aggregates user generated content from across the Internet into a single stream of information. It allows you to easily track and measure what people are saying about you, your company, a new product, or any topic across the web's social media landscape in real-time. Social Mention monitors 100+ social media properties directly including: Twitter, Facebook, YouTube, Digg, and Google. You can also use Social Mention to see how your competitors are doing with their social media campaigns.

## **Klout**

Klout.com is a website that uses social media analytics to rank its users according to online social influence via the "Klout Score", which is a numerical value between 1 and 100. In determining the user score, Klout measures the size of a user's social media network and correlates the content created to measure how other users interact with that content. Klout uses Twitter, Facebook, Google+, LinkedIn, Foursquare, Wikipedia, and Instagram data to create Klout user profiles that are assigned a unique "Klout Score." Businesses can have a Klout account as well as individuals. While not perfect, this does give you an idea over time as to how well your social media campaigns are performing.

## Google Alerts

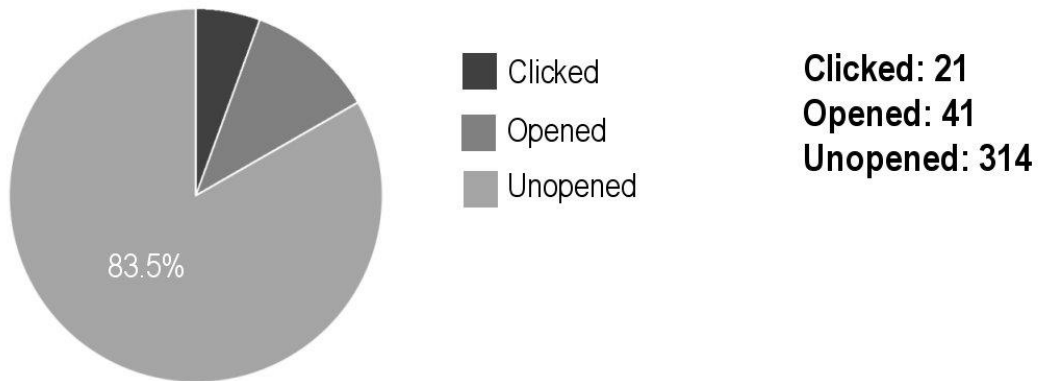
Google Alerts is a content change detection and notification service, offered as a free service by Google. What this means is that whenever anyone posts anything about your company, you can get an instant notification via email so that you can respond to it. With everyone out there saying whatever they want about your company on Twitter, Blogs, Yelp, etc., you want to have a firm handle on this situation. Google Alerts is the best way to do this. Sign up for Google Alerts at: <http://www.google.com/alerts>

## Email Analytics

Do you know what percentage of your emails get opened and read? How many people actually click on the links in your email?

A good bounce rates for emails is less than 5%. You can improve your email bounce rate by not sending emails to purchased or rented lists, clearing out old email addresses, and not sending to emails that already bounced. In other words – keep your email list clean and up to date.

Many email service providers include some form of email analytics in their offerings, although they may not give you all the data you need. The Wysija (now Mail Poet) plugin for WordPress is an email newsletter module that keeps track of who opened your email, who clicked on the email, and who unsubscribed. Here is an example:



**376 emails sent 1 day ago**

This shows that 41% of the emails were opened, and 21% actually clicked on the link in the email. If you view the entire report, you can even see who the people were that opened and/or clicked on the email.

Litmus.com (among others) offers email analytics software to provide you with data you won't get from your email software. They work with your email service provider including Constant Contact and Mail Chimp by providing you with a small piece of HTML code that you insert into your email. You can then track all sorts of interesting things about your email including:

Who actually read your email? Just because someone opened your email doesn't mean they read it. Break down your open rate to tell you how many people deleted your email, compared to how many read it.

What device or email client did they use? Track the email client usage across your mailing lists, whether it be Outlook, Apple Mail, iPhone, Gmail or other.

Did they forward or print your email? Track natural prints and forwards—right when your subscriber hits the button in the mail client—not those done via a web form. Track how many coupons got printed, or who shares your content most frequently.

Where were they when they opened? Identify where your subscribers are around the world. Where should you host your next user group? Which time zones are most important? Have you considered content in other languages?

Tie email behaviors and data directly back to individual subscribers on your mailing list. Use this to segment, target and optimize. Use your data to identify customers that use their iPhone regularly and send them a targeted message regarding your upcoming app. Or send a content-rich newsletter to your most engaged subscribers. Segment your list in ways you never thought were possible.

## Sales Analytics

This is really the bottom line. You might have all kinds of people visiting your site, very low bounce rates, great social mentions, and lots of people opening your emails, but the real test of your website's performance is if you are selling anything, either online or by driving people into your physical store. Do you have a way to track and measure this? Your eCommerce software should provide you with these reports.

Most small businesses can tell you what their best-selling product is, and some can even tell you how much it costs them to acquire the materials, produce the product, market the product, and ship it. Doing this for every product you sell is critical, so you can determine which products are making you money. Don't make the mistake of trying to use your website to discard non-performing products. Use your website to promote your best performing products.

## L – Listen to your Customers

Online success comes from listening to what your customers want. Are your customers asking for free shipping? Are they asking to purchase your products on their mobile devices? Do they want the ability to find you on various marketplace sites (like an online mall)? Do they want a money back guarantee? 24x7 Support? How are you going to provide these things and

remain competitive? One way you can do this is through a subscription program.

### Subscription Programs

When you check out on Amazon, they attempt to upsell you with a subscription program they call “Amazon Prime.” At the time of this writing, membership in Amazon Prime is \$99 per year (it is about to go up). What this buys you is free shipping.

Customers spent as much as 150% more at Amazon after they become Prime members. Subscribers not only order more often, but after paying the \$99 fee, they started buying things at Amazon that they probably wouldn’t have in the past.

The net result of Prime membership — and the thing that has to scare Amazon’s competition — is that it tends to cause subscribers to stop shopping anywhere else. It’s assumed that Amazon’s prices are competitive. With Prime, shipping costs become a total non-issue. Subscribers automatically defer to shopping at Amazon first because they know shipping is free.

A Prime member now makes \$1,224 in Amazon purchases each year, on average, compared with \$505 for non-Prime customers. After factoring in costs incurred for shipping and streaming, the average Prime member yields

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Amazon \$78 more in profits than other customers, nearly equal to that \$99 membership fee.

Does offering a “prime” membership where your customers pre-pay for a year’s worth of free shipping make sense for your company? If not, what else can you offer your customers in the form of a membership site that will increase your revenues?

There are many different kinds of subscription service options that you can implement in your e-commerce site. You can also offer subscription pricing for a variety of products- from a single, full-size item to a package of many disposable or consumable items. Consider the following subscription techniques:

- Offer a subscription service for “everyday items” that will easily appeal to customers who already regularly buy or use a product. Let them choose how often to have products sent to them and market this as an easy and practical option.
- Becoming increasingly popular for online shoppers are the monthly or periodic surprise and sample boxes. From beauty products to dog treats, there are many specific items that customers would love to subscribe to! This

method also gives you the chance to introduce a wide range of products to customers who would have never tried them otherwise.

- A third subscription option, with a more targeted approach, is a membership pricing model which both attracts and earns regular customers by offering them exclusive discounts on your products or access to exclusive products. This approach will give you regular visitors and boost brand loyalty!

A subscription service is truly a feature that can separate your online store from hundreds of similar e-commerce sites you compete with every day.

### [Selling on Amazon](#)

If Amazon is so successful and I recommend that you copy them, why not just become a vendor and sell through Amazon instead of having my own website?

This is a fair question, and not unlike people asking me if you should have an eBay store instead of creating your own eCommerce website. So why not just have an Amazon store, or perhaps an Amazon store and an eBay store?

Actually having both is a good idea, because it's kind of like letting someone else market and sell for you. (Sound familiar?) And if you are selling arts and crafts, you might want to create an ETSY store as well. Here are some reasons why you might want to do this:

## 1. Increased Sales

The chief draw of selling on marketplaces such as Amazon and eBay is the scale of their online presence. Amazon alone draws nearly 85 million unique monthly visitors - that's a heck of a lot of eyeballs! And those eyeballs can translate into higher sales volumes. According to an Amazon executive, sellers report an average 50% increase in sales when they join Amazon Marketplace.

## 2. Customer Acquisition

Nobody visits Amazon or eBay searching for your store. But they may be searching for - and discover - your products. Products they may not have discovered otherwise, or that they may have purchased from a competitor.

Once you've got a customer in the door, even if it is through a marketplace, you've got a chance to win repeat business through excellent service and fulfillment. This is especially the case if you're selling products in a category that encourages frequent, repeated purchases.

## 3. Marketplace Infrastructure

Marketplaces are all about strength in numbers. This is as true for online marketplaces as it is for real world examples like farmers' markets and shopping malls. The variety and all-in-one aspect of the marketplace can draw in lots of customers who prefer that kind of shopping experience. Online marketplaces also bring the additional layer of single-stream checkout and fulfillment support in order to create a seamless experience for buyers.

But, you should still have your own online shop. Even if you end up selling the bulk of your items through other venues, you need a place on the Internet you can call home. And as we've seen with both Google and Facebook giving us tools and then taking them away, you need a place where you are the one that controls the rules. Finally, you need a place where the transaction costs are as low as possible without giving up a percentage of the sale to someone else. I believe you still need a place where you can run your own affiliate program and post your own testimonials – in short you still need to control your own destiny.

### **Setting up Shop on Amazon**

Since 2000, selling on Amazon has been helping individuals and businesses increase sales and reach new customers. Today more than 30% of total sales come from third-party selection. Amazon basically offers 2 plans: A professional plan which cost \$39.95 per month plus other selling fees, and an individual plan which costs \$0.99/sale plus other selling fees. If you are selling more than 40 items per month and are looking for top placement on product detail pages, you will want the professional plan. Here's how to create a seller account:

1. Click on "Your Account." You can find this option under your name on the top right-hand side of the page.

2. Click on "Your Seller Account." This option is at the top of the menu on the right of the page.
  
3. Click "Start Selling." This will take you to a new page where you can choose which type of seller you are. Click this option under "Individual Sellers" or "Professional Sellers," depending on the type of seller you are.
  
4. Type in the relevant information. The next page will take you to a page where you can write down your seller information, such as your credit card information, seller name, and billing address.
  
5. Verify your phone number. Just type in your phone number, press "Call now," and type the 4-digit pin you're given into your phone after you receive and automated phone call.
  
6. Click "Register and Continue." This should finish setting up your seller account.

## U - Understanding Distribution Channels

When you are in business, it is important that you understand the entire life-cycle of the products you sell, and the costs involved in manufacturing and delivery of those products so you can best serve your customer and make a profit. Whether you are a wholesale manufacturer or distributor selling to the

retailer, or the retailer ordering from the wholesale supplier in order to sell to the final consumer, you should understand how B2B or business to business transactions work. This section explains how an online wholesale ordering system can improve your bottom line.

### B2B Wholesale Considerations

Many wholesalers today continue to have tradeshow and printed catalogs as the focus of their marketing – after all, they are in a relationship business and this is how they build a client list. This book is not going to try to convince you to stop attending tradeshow (although it might persuade you to put your catalog online and avoid printing costs). But the Internet CAN play an important part in your business, and even become the primary way that clients find you, communicate with you, and even order products from you. After all, you've seen other companies create successful online sales, so why not you?

Business-to-consumer (B2C) e-commerce trends get a lot of attention in trade journals and other publications. Business-to-business (B2B) companies are fundamentally different from B2C companies. Because of the attention paid to B2C in the news (as well as availability of products and services built around the consumer model), B2B leaders too often try to apply B2C strategies and tactics in their companies with disappointing, even disastrous results. B2B success requires a completely different paradigm.

While there are many practices that are transportable between B2B and B2C, (and some of these marketing tactics should be applied to the B2B world aggressively), some things simply won't work. For example, points and "gamification" may represent a conflict of interest and be forbidden by the purchasing organization.

I often use the term "wholesale suppliers" rather than the more popular "B2B". This is done on purpose. B2B, or business to business refers to any transaction between businesses regardless of whether or not the purchaser intends to re-sell the goods and services, or simply consume them. For example, if my business purchases paper and toner cartridges from BestBuy, this is considered B2B, even though I intend to use the printing supplies myself. If I purchase a high enough quantity, I might even get a volume discount or "wholesale pricing", but ultimately, it is my company that is still consuming the goods. In fact, one definition that I've seen for the term "B2B" states:

*"Businesses sell products and services to other businesses for use in their daily operations or for making other products and services."*

That clearly leaves out what I am primarily talking about – wholesale operations that sell to retailers for the specific purpose of reselling products to the final consumer.

Every state in the United States requires that businesses that sell at wholesale must have valid reseller permits for its customers, proving that sales tax will be collected at the retail level. Because they sell to the general public and collect sales tax, warehouses like Costco are not wholesale stores – they are simply large volume retailers.

The vast majority of eCommerce shopping carts on the market have the same mindset. They assume that the purchaser is the consumer, even if they are labeled B2B. I have approached this writing from the standpoint that the seller of goods and services has a client base of resellers - thus the term, “wholesale suppliers”. A wholesale supplier might be a manufacturer, an importer, a distributor, or a grower of trees and shrubs. They do not typically engage in selling to end users – they are at the top of a distribution chain that sells to retailers, contractors and other middle men.

The online shopping experience for retailers purchasing from wholesalers is vastly different, yet many eCommerce software companies try to force consumer-oriented shopping carts on wholesale businesses when they simply aren't designed for the complexities of a B2B transaction. This has caused many wholesale suppliers to implement informational-only websites because the options available to them don't provide a solution to their needs. Still, there are good reasons to embark upon a B2B eCommerce system.

If you are a wholesale supplier, the single biggest reason to have an online ordering system and not just an informational website is so that your resellers can do business with you at their convenience. This alone should justify the cost of building a wholesale eCommerce website and will increase your revenues. But you will also save time by allowing your resellers to service themselves, such as checking on the status of an order.

Certainly, the Internet has collapsed this supply chain for many markets, and manufacturers may now sell to end users, eliminating the middle man. But for many markets, this is still inefficient. Even a very large company is still likely to purchase paper from an office supply store rather than directly from Georgia-Pacific.

If you are sitting on the fence over whether or not to launch a business-to-business (B2B) eCommerce site for your organization, it's time to stop thinking about B2B eCommerce and start doing something about it. Why? Simple. The potential market for your products via eCommerce is huge. Not big. Huge.

In their report, US Online Retail Forecast, 2011 to 2016, Key Trends in B2B eCommerce for 2013, Forrester Research, Inc. estimated that in 2013 B2C eCommerce will generate \$252 billion in revenue. In the same time period, B2B eCommerce is estimated to generate \$559 billion in revenue. That means the B2B eCommerce opportunity is more than twice the size of the B2C

opportunity. (This includes businesses consuming goods for their own use, not just resellers). Interestingly, most B2B organizations don't have a viable eCommerce presence yet.

This means that when you launch your eCommerce site or move to your second generation eCommerce site, you will be ahead of your competition. This book will help you get there.

Highly successful B2C sites have raised customer experience expectations – including in the B2B space. In the past, companies tended to focus on creating a compelling customer experience for their B2C audience, treating B2B as an afterthought. Companies that insist on engaging the B2B buyer with traditional shopping carts will simply drive business to competitors who are ready and willing to provide updated tools. Given the revenue opportunities B2B represents and the fact that B2B customers are also exposed to B2C standards in their role as consumers, savvy B2B e-commerce teams are raising the bar, building new B2B sites to provide a better experience and investigating new ways to use Internet marketing.

Now a thoroughly mature industry on the B2C side, eCommerce is taking on an increasingly prominent role in B2B sales as well. As attractive as B2B online sales are, channel conflict remains a big concern for many companies. However, it should not be a roadblock. Top companies are leading the way by

using eCommerce to benefit the direct business buyer experience — from enabling specific customer segments, to arming sales reps with online sales portals.

The worldwide wholesale distribution industry is going through a period of remarkable top-line revenue growth. Total sales of wholesale distributors continue to increase, once again discrediting forecasts of widespread disintermediation and the so-called “death of the middleman.” Over-hyped developments, such as B2B exchanges, failed to displace wholesale distributors from their role as valuable service providers in the supply chain.

One of the reasons is that the wholesale supplier buying and selling experience is considerably more complicated than your typical B2C consumer experience. The shopping cart software needed by wholesale suppliers cannot just be the same cart as a retail store with “quantity discounts” thrown in. This is the reason why I developed the WebStores Ltd shopping cart as a wholesale-only cart.

Pricing models are different from one industry to the next, and sometimes even within the same industry. For example, wholesale jewelers sell product by the piece or by weight. Wholesale fabrics are priced by the yard. Soils are priced by the cubic yard or by the bag. Lumber by board feet. And on top of this, there are often an unlimited number of discount levels depending upon

frequency of buying, amount purchased, credit rating, billing cycles, commitment levels, etc. You get the idea – the sales and distribution models of wholesalers is often more complex than a typical retailer. As a result, most B2B companies do not allow online purchasing without the involvement of a sales representative.

Here are a few ways that B2B transactions are different and how you need to address these on your website (based on the WebStores Ltd wholesale ordering system).

### **Unlimited Pricing Levels**

Create an unlimited number of pricing levels and assign customers to the appropriate level. Each customer level can have different pricing and different payment terms based on commitment levels, frequency of purchases, and minimum purchase requirements.

### **Pay on Business Account**

Wholesale customers don't buy with a personal credit card. You need to allow customers to charge to their Business Account with a company Purchase Order that is billed to their account. Customers should be able to make online payments to their account with echecks as well as credit cards.

## **Import Products**

Since wholesale sites might have thousands of products, you need to be able to import or update those products all at once using a tab-delineated text file (Excel compatible).

## **Edit Orders**

For various reasons, a customer may order something that requires a substitution. You may need to change an order even after it has been placed, allowing for back-ordered products and partial shipments.

## **Saved Orders**

Enable customers to create saved orders so they can place weekly / monthly stocking orders with just a few clicks.

## **Minimum Orders**

Set minimum order requirements by item and/or entire order for each price level.

## **Add Multiple Items at Once**

Wholesale customers don't shop one item at a time like retail customers do. They want to simply fill out an order form. You must allow customers to add

multiple products to the cart at once with Express Ordering or Table grid layout.

### **Coupons by Price Level**

Offer different incentives for your best customers.

### **Persistent Cart**

Wholesale orders can be complex and take time to complete. If the customer gets interrupted for any reason, they can return to where they left off.

### **Time Sensitive Banners & Boxes**

The WebStores Ltd. shopping cart allows you to create ads and promotional displays based on dates and price levels and display appropriately for the time of year. In fact, you can display different banners and different boxes so that your Home page (or any page) is a unique experience for one group of customers versus another.

### **Customizable**

Every business has its own unique needs, especially at the wholesale level. You need a solution that can be modified to fit your needs. Since the WebStores Ltd. online ordering system is customizable, think of how this could apply to

your business. For example, instead of just price level – specific banners and boxes, why not take this a step further and create customer - level banners and boxes that are personalized to each visitor to your site (like Amazon does!)

Many organizations still waiver at the idea of implementing B2B eCommerce capabilities because of the common, yet misguided perception that the technical limitations and operational roadblocks involved are just too great to overcome. It's important to understand that B2B eCommerce goes beyond providing partners a web-based form and a few marketing materials in PDF format.

Taking orders online instead of by phone, e-mail, or fax, is a transformation that most wholesalers and manufacturers are either planning for, or going through these days. And they should, because online order taking is usually more cost effective than more 'traditional' ways of handling transactions. Perhaps more important: a good webstore will also boost your sales, since you have many more possibilities to promote specific products, leading to cross and upsells, and also simply by the fact that you can take orders 24/7.

One of the challenges in successfully launching a (B2B) webstore (or also called online order portal), is to not only set it up, but also make sure that it's being adopted by your customers. Here are a few suggestions that will help you be successful in this:

- **Promote your online order portal.**

This might sound so basic, but I see many cases in which a large part of the customers do not even know that they can order online. So when launching your online sales portal, consider doing a marketing campaign, or a launching event. And make sure you keep promoting your webstore, because like everything in marketing you need to repeat your message to make it stick. Email marketing is a great way to promote your online order portal and remind customers that used it once, but might have forgotten about. You can also use email marketing to keep your customers up to date on new developments of the webstore.

- **If customers order by phone, play a short message telling them that they can order online.**

Of course you want to offer your customers the possibility to order the way they like: by phone, fax, e-mail, or online. But for you, online orders will save time and money. So there is no harm in informing the customers that are calling you to place an order that they can also order online from now.

- **Offer rewards if customers order online.**

Since the customers that place their orders online take work out of the hands of your sales force, you might consider some sort of reward, or

incentive for this group of customers. This could be in the form of a discount, but could as well be something small to express your appreciation for working with you in this way.

- **Make sure your webstore is really easy to use.**

According to a HubSpot survey, 76% of website visitors want a site where it is really easy to find what they are looking for – this includes both navigation and the search feature. Do not compromise on the ease of use with your online ordering system! You only have one chance to make a first impression with your customers, and if they do not like it from the first use, you will have a hard time convincing them to try again.

- **Make sure customers don't have to search for their login information.**

Not being able to login is one of the major reasons for customers not to use a suppliers' ordering portal again. So make it easy to recover, or reset their password if they do not have it at hand. And why not use their email address for login? Everybody will prefer that over some sort of client ID that is impossible to remember.

## S – Start Now!

*“Work hard, have fun, make history”*

Jeff Bezos

By reading this book you've learned that the secret to online success is to let other people market and sell products for you. You've seen how Amazon has accomplished this with affiliate marketing for driving traffic and user reviews to convince others to buy their products. You saw how product descriptions and cross-selling were important in getting someone to buy your products. You've seen how effective email is and how you can grow your list with the help of others. You've learned how YouTube can increase your visibility and how a free offer can go viral.

But now you have a choice to make. You can read this information and simply tuck it away as knowledge to draw on. Or you can take action now.

Here are some ways you can take action:

1. Do it yourself. A good way to insure that you have the latest information and keep working the POWER plan is to visit the VIP Membership group at <http://www.webstoresltd.com/customer-care/grow-your-online-sales-dashboard/>

Membership is included as part of the POWER plus Action Plan free for one year.

2. Hire a Virtual Webmaster. Hiring a full-time webmaster can be costly, even for a young, inexperienced person. WebStores Ltd. can do this for you at a fraction of the cost and provide better results! Many of the techniques described in this book can be outsourced with services from WebStores Ltd. Visit [WebStoresLtd.com](http://WebStoresLtd.com) for details or call 877-924-1414.

I hope you have found this workbook valuable. Remember, as you work on your website and your Internet marketing, don't forget to ask yourself, "***What Would Jeff Do?***"

## **Stimulus Questions:**

What incentives to I offer to get my customers to order online?

Do you have Google analytics installed on your website? Do you know what your bounce rate for your website is?

Do you monitor what others are saying about you on the Internet? Have you visited SocialMention.com?

Does it make sense for me to offer a subscription program for my customers? If yes, list 3 things I should include in this program?

Do I sell products on Amazon, eBay or other marketplaces? Does it make sense for me to sell on any of these platforms?

If I own a B2B business, is my site designed as a B2B ordering system or am I using a retail shopping cart? Can I accept POs? Is it easy for my customers to login?



**Action Item:** List any additional action items I intend to implement that will make it easier for others to market and sell for me:



## **Additional Notes**





