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Conversion Marketing: Convert Website Visitors into Buyers

Bryan Heathman

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In today's business climate, transacting eCommerce on the Internet represents the fastest growing marketplace in the world - but few people really understand how to make it sing! Harness the online money making potential of your business with trade secrets from this acclaimed industry insider, veteran of more than 150 marketing campaigns in the corporate Big Leagues.

- Discover 24 tools to convert visitors into buyers
- 6 Questions to NEVER ask in a marketing campaign
- 9-Steps to turn your email list into a cash machine
- Learn 16 practical conversion tips for any website

Learn psychological triggers to increase conversion rates using an array of promotional tools From creating hefty mailing lists to launching powerful viral marketing campaigns, you'll learn the tricks of turning the noise of the digital realm into a chorus of eCommerce for your business. Let this book show you how to make money while you sleep!

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