

Michael Temple

Consultant • Speaker • Author

web2gold.com

Helping you spin the web into gold™



eCommerce Goldmine™

How to Build a Competition Proof eCommerce Marketing Strategy

The idea of starting an eCommerce web site used to be considered the next route for profitable growth or a way to start a business inexpensively. The task of setting up and running an eCommerce site became very easy for the non-technological person. Unfortunately this inexpensive and easy environment has created an incredible amount of competition. This competition is devastating to businesses and entrepreneurs alike. This program will show you how to leave that competition in the dust.

This seminar is about creating and running a competition proof eCommerce business. The program covers traffic generation, online product marketing strategies, sales tracking systems, and loyalty programs.

Here is some of what you will learn:

- ✓ **3 ways to create high sales generating ad copy for your products and ads.**
- ✓ **How to create pay to click ad campaigns that pull in more traffic and close more sales.**
- ✓ **7 ways to increase orders and create more up selling opportunities.**
- ✓ **How to build a competition proof “magalog” eCommerce site.**
- ✓ **8 ways to build better online promotions and loyalty programs.**

Who Should Attend

The program is ideal for online marketing and sales management teams with established eCommerce programs, entrepreneurs, small and medium sized businesses expanding into eCommerce, and organizations starting eCommerce operations.

Customized To You

This program can be tailored to B2B or B2C online commerce. The program is also customized to your specific industry and product line. Michael will show you how to apply his program to your specific business problems and/or product line. This program is typically a half day or full day program. The program can be tailored to shorter time frames and venues as needed including panel discussions, teleseminars, and web seminars.

To learn how to bring this program to your company or group please call Michael today!



Temple Development Company, LLC

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