e-Commerce Secrets

Richard Tong

Email

Recommended Resources

- **Web Site Hosting Service**

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Hi! Congratulations on downloading my latest [eBook](#)! There are no dry slogans or flashy rhetoric here, just the most practical advice for e-commerce. I hope my sharing below is helpful to you.

E-commerce works much faster than any other business model. First of all, please take a look at my latest success stories in mainland China! A 16-year-old student has emerged in just a few months, and the most one day, he made more than 10,000! To see what he had to say, click here!

Xiao Guo's only secret: Action!

Please read carefully and understand what I will share with you below. Most importantly, practice what you learn as quickly as possible!

Click here to discover how you can take action now!

1) If you are a novice, learn systematically. Opening the door of e-commerce, let you finally take the most precious step, and you can spread your wings in this industry from now on. How much is it worth to you?

2) If you are a proficient, in the huge resources, you find the key part that you have always been lacking, and your [career](#) is booming, how much is it worth to you?

3) If you are a veteran, with so many resources, re-examine your own e-commerce project, precipitate a new strategy, break through the bottleneck, and advance your career by leaps and bounds, how much is it worth to you.

Where are the biggest opportunities for e-commerce in China? Definitely not going to blindly copy a FaceBook or Groupon! In such a money-burning business, only one or two can Finally survived. The biggest development space is among the 40 million small businesses, which eventually have to go online, to some extent Participate in e-commerce. provide them with tools and services, Make money from day one and go big for a long time! Of course you First of all, you must learn e-commerce and be good at network marketing. Make money when you master the technology these entrepreneurs desperately need not finished!

The size of the project, the scale of investment, and the length of the cycle are the primary issues that must be considered thoroughly before the project has begun. Savvy businessmen call it "Calculated Risk". Many e-commerce projects in China fail halfway, and this is the problem! Can't we just move forward one step at a time? sure! It is a pity that all kinds of misinformation have led China's Internet into a misunderstanding.

The status quo of the Internet in China: The first major fault, there are those [Big Mac] Internet companies on the top, and tens of millions of small and medium-sized enterprises below. Those bigwigs made their own money, but they did not

bring real benefits to the majority of enterprises and a reliable service platform. How entrepreneurs dream of owning their own e-commerce! They need your help! Of course, you have to learn it yourself!

The current situation of the Internet in China: the second major fault, most entrepreneurs currently do not understand the Internet. Most of them don't know pinyin, so they only start sending text messages when they arrive at Moto's mobile phone that can write characters. Many don't use Email, but they know that e-commerce is the next step for businesses. iPad lets them start emailing. You and I, people who know e-commerce, help them do it together. This is the greatest chance!

China's Internet has gone through a gestation period, an early development period, a budding period, and a high-speed growth period. Now it will enter a mature period and truly enter a stage of stability, practicality and harvest. The state also attaches great importance to e-commerce, and e-commerce is listed as a strategic emerging industry in the National Twelfth Five-Year Development Plan. The next 3-5 years will be the golden age of Chinese e-commerce! are you ready?
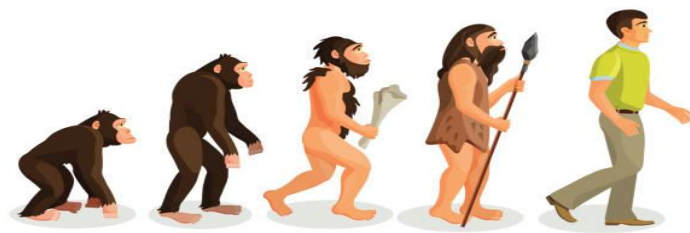
The largest Internet market space in China is B2B. This year's "Twelfth Five-Year Plan for E-commerce Development" issued by the Ministry of Industry and Information Technology clearly pointed out that by 2015, the e-commerce transaction volume will quadruple and exceed 18 trillion yuan. Among them, inter-enterprise e-commerce The scale of business transactions exceeded 15 trillion yuan. That's 83%! What if there is no B(Business)? Help other people's businesses do it!

Learning is absolutely essential when starting a business. But who is the most reliable and effective way to learn from? Those miracles that only happen once every ten years cannot be replicated! The central character of the miracle doesn't have the heart to teach you either. Besides, it would be difficult for them to create those miracles on their own without the weather, location, and people of the past! If you've never made money online, you can't believe it!

There are many so-called Internet marketing masters in China, and few of them can show you a website of their own, how much traffic and how high the

transaction rate. E-commerce is really doing well, but they are reluctant to teach others, because they are afraid that you will become a competitor. To learn, you must learn from people who have done a good job in themselves, are willing to teach others, and learn from people who are successful together through a win-win model.

Learning is the process and innovation is the purpose. We learn from childhood, and we all know that just copying is not enough. Your career is ultimately the result of your learning and the use of your own ingenuity. No matter how great a mentor is, they can only point you in the right direction. The road to entrepreneurship is yours to walk out of. If you must have someone carry you away, then you are only worthy of working for others for the rest of your life!

As a brand new marketing platform, the Internet does not replace the traditional marketing methods, but should be the icing on the cake. Network marketing and traditional marketing must be integrated and complement each other in order to achieve the unity of heaven and earth. How to combine network marketing and traditional marketing seamlessly is one of the keys to the success or failure of e-commerce. If you don't learn, you won't know -

Internet marketing must not stay in the old routine of traditional marketing. I know many world-class [marketing](#) gurus. Not everyone of them knows how to apply traditional marketing methods to the Internet. It is a common problem that those who understand marketing do not understand the Internet, and those who understand the Internet do not understand marketing. Whoever can combine the two perfectly will stand out from the crowd! –

The organic combination of e-commerce and physical [business](#) models will make your business enduring. Did you not see it? Even Internet giants like [Google](#),

which started with pure electronics, are moving closer to physical products. From the acquisition of Motorola Mobility, to the launch of the Nexus tablet, and the latest Google Glass, Google Glass. How well does your e-commerce solution fit in with your brick-and-mortar monetization model?

The e-commerce of traditional Chinese brands is an inevitable trend, and this change is shocking, unlike the extension in the United States. Traditional enterprises will be forced to use the Internet platform, valuable transaction data, etc. to further improve their still-exploring business models while e-commerce. The pressure will be relatively high at the beginning, but this change is inevitable, otherwise it will be eliminated faster!

B2B has moved from information-centric to transaction-centric. In the transactions between enterprises, the transaction amount is generally large, so the integrity of transactions is more important. Many businesses choose to start with an existing customer and supplier base. With the further participation and support of banks and governments, the cash flow environment will be further improved. B2B online transactions will form the mainstream of e-commerce.

B2C and B2B integrated development. This is more in line with the needs of the Internet market. The distance between merchants and customers can be narrowed, and product quality and service are guaranteed. By reducing intermediate links, manufacturers directly face consumers, speed up the exchange of supply and demand information, and ensure the accuracy of information, thereby improving the efficiency of the entire industrial link of production, distribution and sales. Reduce operating costs and save money for enterprises.

The trend of C2C is bound to move towards B2C and even B2B. In Western countries, the proportion of B2C and B2B far exceeds that of C2C. In China, C2C still accounts for the bulk of online shopping due to the "Taobao" that has taken the lead. This trend is changing towards more B2C and B2B transactions. In other words, consumers have developed the habit of shopping online, but what about merchants? But they are slowly keeping up, they must keep up!

Given the choice, it is easier and more profitable to run a corporate business than a personal one. Because the same product or tool will bring higher value to the enterprise. Do you want to have e-commerce tools that you can sell to businesses? Do you want to grasp the latest trends in China's e-commerce, so as to cut your own piece of the 2 trillion pie?

The O2O model (Online to Offline) has a bright future. In fact, this is a good model to help a field enterprise go online and improve its [performance](). As a bridge between online and offline, O2O can usually use the Internet as the front desk of the transaction. After the transaction is completed, it will provide products and services offline. Not only brought in additional sales, but also statistics.

China's e-commerce will gradually abandon the "big and comprehensive model, and increasingly turn to segmented industries to provide more professional and personalized services and products. In fact, the so-called "long tail market" is often A model with relatively less competition, more room for development, and easier profit. This is the case with traditional business and e-commerce will be the case sooner or later, but it is only a matter of time.

Chinese online shopping enthusiasm is the highest in the world. According to the Hong Kong Commercial Daily, the frequency of Chinese online shopping is 4 times that of Europe and nearly 2 times that of the United States and the United Kingdom. The Ministry of Industry and Information Technology's "Twelfth Five-Year" Development Plan for E-commerce pointed out that by 2015, China's online retail transaction volume will exceed 3 trillion yuan. This is just the retail segment of B2C and C2C, not including the bulk of B2B. The eve of the big development, are you ready?

Develop strengths and avoid weaknesses, in order to keep improving! Statistics also show that the reasons for unpleasant online shopping among Chinese netizens (see attached [photo](#)) are mainly due to: untimely delivery, inconsistent publicity, fake and shoddy products, inability to return goods, damaged delivery, etc. Are you trying to avoid these problems?

Genius is made in heaven, talent is learned. Yes, some geniuses who drop out of school have created mythical miracles. But there are thousands of ordinary people who fail to achieve anything after dropping out of school! I believe that when Jobs returned to Stanford University to give a speech, he would not warn his classmates to drop out. Because he knew that his success could not be replicated by dropping out. If you're not sure you're a genius, study hard.

网购不愉快原因

原因	百分比
送货时间太长	61.6%
商品与网站宣传不一致	59.0%
买到假冒伪劣产品	25.3%
不能退换货	18.1%
送货时货物丢失或损坏	17.2%
有额外消费	8.3%
团购商品/服务被骗	2.4%
其他	1.4%

Cherish the [speed] brought by the Internet. It took a total of 26 hours to fly from Melbourne to London yesterday, including the transit time. Arriving at the destination, there is not only a 9-hour time difference, but also the distress of the seasons being reversed. Think of the usual use of the Internet to communicate with customers in the UK, often forgetting that it was so far away. Are you taking full advantage of the advantages that these e-commerce companies have?

How to analyze the market and then find the best entry point is very important! Not long ago, through the YY Audio Conference, I was interviewed by Teacher Wang Zijie. Over two thousand people listened live at the time, and now you can find a link to the interview recording here -

Fully understand the customer's mentality in order to win their business! Statistics show why Chinese netizens shop online (See attached photo), mainly due to: favorable price, brand recognition, abundant products, good reputation, trustworthy seller, etc. Maybe in the beginning, you may not be able to do all of them, but obviously these are the directions of your efforts.

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A good business opportunity is very important! Mobile Internet users are on the rise, and there is no doubt that there is a business opportunity! This market is similar to the PC Internet, and very different. Mobile Internet access is slow, the screen is small, and the time is often short. But it can be everywhere, always at your fingertips. The biggest advantage is that this type of user often provides a piece of information that the PC Internet does not have - location. [Entrepreneurs](#), think Bar!
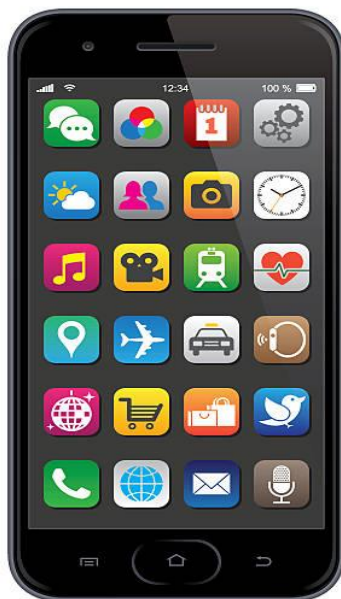
Mobile e-commerce is unstoppable! As of the end of June 2012, China's mobile Internet users reached 388 million, surpassing desktop [computer](#) Internet users

https://jadait.com/

https://richardtong.com.au/

(380 million) for the first time and becoming the largest Internet terminal. Mobile shopping and online payment are also growing rapidly. Dear Internet business partners, grab this rare opportunity to get ahead! How can we capture this market? Come and learn!
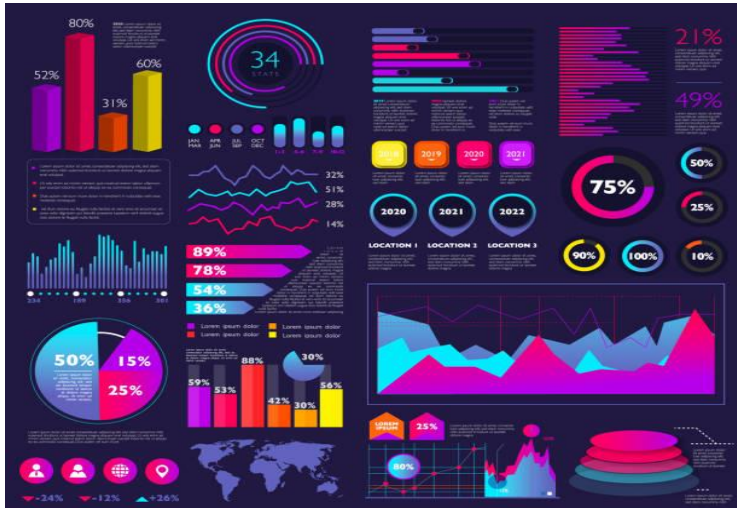
Product cloudification is an inevitable trend in the next three to five years! The best product is 【Service】, 【Service】 allows you to charge repeatedly. The best service is [software], and [software] lets your [service] automatically provide. 【Software】 The most reliable delivery method is in [Cloud], no need to download, no installation, no need to purchase equipment, no fear of being pirated. More info here -

Conversion Rate is the ratio of buyers/visitors. Assuming that for every 100 people who visit your website, there are 1 person ends up buying your product, and the close rate is 1%. The turnover rate is so important that it can often determine whether your website is losing or winning! Our system can precisely track the closing rate for you. What this system brings to online merchants may be the difference between "life" and "death".

It is currently being translated into Chinese and will be available to our Chinese customers soon!

A very effective way to increase your transaction rate is to use video on your website. It's a pity that most video platforms in China will add advertisements without your knowledge. YouTube is just as annoying abroad. Fortunately, our clients use our platform http://jadait.com/ It is currently being localized and will be available to our Chinese customers soon!

Using the right images and videos on your sales pages can go a long way toward increasing your close rate. We all know that a picture is worth a thousand words. It's a fact that most people don't have the patience to read long sales letters. This human weakness can be overcome by using video to convey information in a simple and clear manner without a lot of patience from the visitor. See this example?

The website transaction rate may be one of the most worthy of study in Internet marketing. Don't think that with a good product or service, there will be a high turnover rate! There are many ways to increase your close rate, one of which is to offer freebies that cost little or nothing to you but have high value to your customers. have you tried it?-

With the transaction rate, the next important topic is Traffic. One of the techniques that savvy Internet marketing experts like to use is SEO (Search Engine Optimization). The image below is the result of one of my sites at Google.com.au. 1.5 billion websites have been retrieved, mine is number one! Is it a miracle? Do not! It's technology, it's strength! My team and I will teach you SEO !

After watching the movie "The Social Network", you will find that even a genius like Zuckerberg needs a mentor. With a mentor, you will avoid a lot of detours. The World Internet Summit I founded has provided many mentors to Internet entrepreneurs around the world. Now I bring it to China! Pay attention!

Don't rely on others! There are many so-called "e-commerce platforms" in China. What kind of economic benefits do they bring to the business? If an enterprise wants to do a good job in e-commerce, it is absolutely impossible to rely on other people's "platforms". None of the Fortune 500 uses someone else's "platform". How to help businesses have their own online store? Come to www.jadait.com, you will suddenly realize!

Integrity is more important! Since online customers can't see you, it's more important than traditional business models to build [confidence](#) in doing business with you! Leaving your phone number, address, etc. contact information is one aspect, and it is even more important to speak. The limited-time specials are said to be implemented! When we say limited-time specials online, it's definitely not to scare you!

Since there is no face-to-face contact, user experience is one of the most easily overlooked keys for e-commerce. Many businesses do not consider the user's point of view, but only rely on their own wishes and assumptions to [design](#) their website. Take a look at the attached picture, if you scroll up and down with the mouse, it is a static graph, but it gives people a dizzy feeling. Put your feet in your customers' shoes and your website won't.
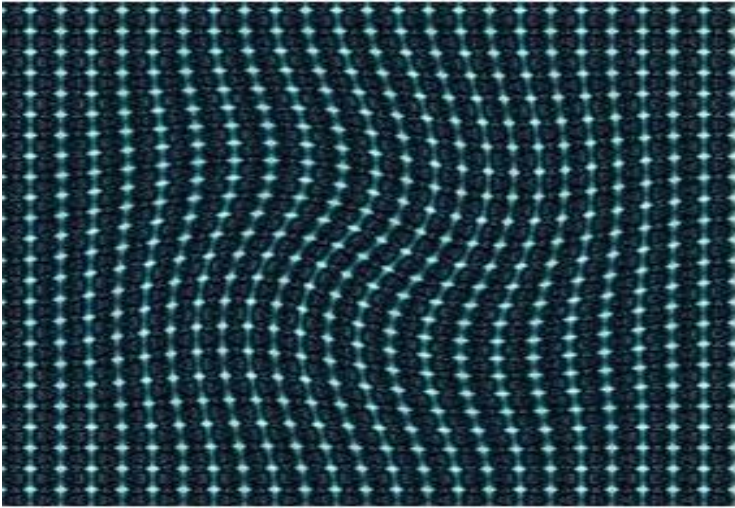
Entrepreneurship requires the understanding and support of family members. Look for the same direction, hold the same belief, you can work together! It was the first day of Easter (Good Friday), and I returned to China from Australia to prepare for the next [World Internet Summit]. The support of my family has given me a lot of strength If you have decided to come to the training courses we offer, it is better to bring your family and friends. Contact my team for special fares for them! Email: rtonglc@gmail.com China Customer Support Hotline: 400-100-8198
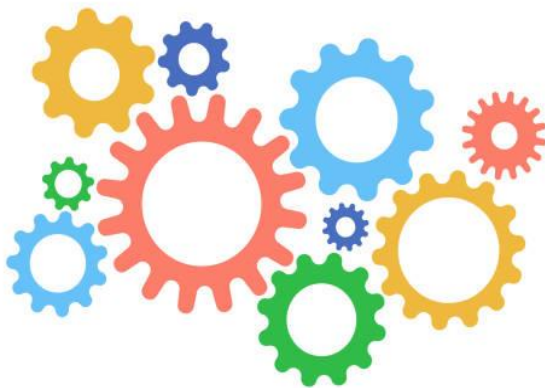
The era of staking is coming to an end. The major platforms will basically complete the reshuffle within 2-3 years. Now the competition will intensify until they realize that the price war cannot be sustained! The profit model has become the finish line of the decisive battle of the major websites. Whoever can send charcoal in the snow can survive the cold winter! The rigid support of supply chain, industrial chain, and logistics is the key, and there is no chance to rely on imitation and burning money!

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Step by step, refuse to burn money! In developed countries, there are very few rich and poor, and the middle class is the majority. In backward countries, there is a serious gap between the rich and the poor, and the middle class is too small.

The same is true of e-commerce. The mature market model in the West is also small at the two ends and big in the middle. There are giant Internet companies, but there are countless small and medium-sized websites that make money! This is the right way to sustainable development!

Websites that are constantly burning money will eventually go bankrupt or be merged due to a broken capital chain. Venture/angel investing is getting tighter. In the first quarter of 2012, the amount of investment/financing increased by 24% compared to the same period last year. But in the second quarter, it fell 71.3% from the same period last year. Money has to be burned for a while, but not only on advertising, but on the establishment of core values, system building and logistics construction.

More than 80% of the top 100 online retailers in the United States (list map address) are online [business](#) segments of traditional brands. This shows that the key to [e-commerce] is [business], and [electronics] is only a means. Many of China's money-burning websites made out of thin air will collapse or be merged due to the disappointment of [investors](#), causing the capital chain to break. Learn from those who are ahead of us!

You don't have to be the biggest, you can also be the most attractive. Today I came to New Zealand to participate in the [World Internet Summit] 2012 New Zealand station. There are only four million people in New Zealand, but it is very developed and at the same time the most unspoiled paradise. A lot of my American friends live here. Your e-commerce project doesn't have to be too big, it can be very successful and profitable!

It doesn't have to be the biggest, it can also be the best. Melbourne, Australia, where I have lived for more than 20 years, was once again elected as the #best city to live in the world#. Compared with many big cities, Melbourne is actually

small, but the quality of living has won the championship again and again. Your e-commerce project doesn't have to be big, it can also be very profitable, and it can even make more money than a big website! The key is the profit model
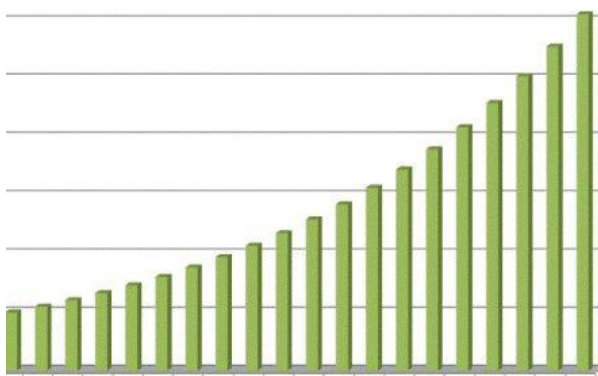
Small and medium-sized, vertical, self-operated e-commerce will be the mainstream of development in the next 3-5 years. Most of the best companies and brands in the world started out by focusing on a very unique niche. When the time is ripe, it will start to expand slowly to the surrounding market with certainty. Amazon is a good example of selling books at first and then graduallyGradually expand to CD, DVD…

Find your "Niche Market" (Niche Market) is sometimes called "niche market". In order to avoid head-on conflict with powerful competitors, choose small markets with relatively large profit margins that have been ignored by large companies, whose needs have not been fully met. That is to seek a "gap" in a huge market to create unique product and service advantages, you will be easy to succeed!

Sustainable development comes from the right direction and a persistent mentality. The media is always fond of those miraculous, get-rich-quick stories. Disruptive innovation is certainly possible, but have you seen sustainable disruption? Everyone knows that sustainable development is the last word in practice. But we often live in fantasies of overnight success. Only learning can comprehend!

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comprehend!

You can't just bury your head in pulling a car, let alone build a [car](#) behind closed doors! Communication with people in the same industry is often better than day and night thinking. This year will become the cradle of China's Internet [marketing](#) bigwigs in the next three to five years! You can not only learn from world-class masters, but also communicate with many partners in China's Internet industry.

Consumption is a habit, and it is the same online. I [travel](#) all over the world and often fly with Singapore Airlines. Singapore Airlines' planes are new, well-equipped, and have the most comfortable business class seats in the world. Most importantly, the best service in the world! The flight attendant brought us [meals](#), almost on her knees! E-commerce services are also important! My website is doing well because of my excellent customer service team!

Building a #Multiple Stream of Income is very important for entrepreneurs, especially online. A successful Internet monetization model that can be easily replicated in other products, or even other fields. Different products are suitable for different customer groups, and the technologies that can be promoted are often very similar. With several sources of [income](#), you can choose the one with the most potential and keep upgrading!

The fastest and most practical Internet monetization model is not the icing on the cake, but the icing on the cake. Find a [business](#) that already has a successful model on the ground and help them expand their existing business with e-commerce. Cost savings, increased sales, improved service levels, etc. can all bring significant economic benefits to an enterprise. Why restart the stove?

(Thinking about Thanksgiving) I think, we business people, also remember to thank our "God" - that is our customers! Especially those who do e-commerce, because they usually can't meet each other, they often contact customers, and regularly ask the customer service staff to call them, send them an email, and give them some small gifts and small surprises. This is especially important for building a loyal customer base.

Due to the rapid development, e-commerce usually encounters the so-called "Growing Pains". For example: a sharp rise in [sales](), overloading customer service. Sudden too much traffic causing hardware failure, etc. These are actually good things, and it is better to be troubled than not to grow. The key to maintaining sustainable growth lies in the alternate and balanced development

Complaints from customers are sometimes a good thing. People who really don't want to do business with you anymore often don't complain at all and leave forever. Because there is no face-to-face contact, the accuracy of Internet customer service is difficult to grasp. Because of this, customer complaints are valuable feedback materials. With this feedback, you can improve without seeing people.

The most valuable customers are repeat customers. Even in traditional business, repeat customers are the best customers. Even more so on the Internet due to rapid changes and fierce competition! How do you keep your customers coming back? Good [products]() and services are first and foremost, followed by automatic tracking of emails and special offers for regular customers. if you were me Our

customers, come to Shanghai is a super discount price!

Listening to customer needs is an art! When you fully understand the needs of customers, you can win the hearts of customers and win business opportunities. You may not think that one of our best customer service personnel is a blind man. He moved us and made us feel ashamed. Maybe because he can't see, he has been listening to the needs of customers with [heart]. How do we listen to our customers?

Doing business on the Internet has a large market and fast media, so the opportunities are unprecedented. However, the business philosophy and operating principles remain unchanged. Remember to start small and go up step by step. Some miraculous stories did happen, but don't forget, that kind of money-burning model that burned a lot of other people at the same time. Having a big goal is right, turning it into an actionable plan is key!

Affiliate Program Affiliate distribution program, very popular in Western countries. Refers to the owner of the website, inviting other partners to promote his website (product). Promoted partners earn commissions based on actual sales performance. If you have good products and transaction rates, promoting an affiliate distribution program will do more with less. If you don't have a product, promoting a good website/product can make you money quickly.

"Word of Mouth" - Leveraging your existing clients and referring you to more new clients is much easier than trying to develop brand new clients yourself. It's easy to do on the Internet, often using what's called an affiliate system (Affiliate [Program](#)). Amazon does this very well, and China is no exception. Does your internet business have an [affiliate](#) system?

Piracy on the Internet is rampant in China. This is the status quo that we cannot change for a while. We have to temporarily accept this cruel fact and take advantage of it. If someone copies your e-book to all netizens, you should thank Ta! "It is not the strongest who survives, nor the wisest who survives, but the most adaptable, who survives." - Darwin

Today's Internet entrepreneurship is like the Gold Rush in the United States and Australia. Some gold diggers made a fortune and some lost their lives. The most stable, fastest, and most profitable ones are those who make or sell gold-digging tools. Today's fastest and most reliable profit model is undoubtedly the creation or sale of high-quality, intelligent, and various tools required by e-commerce.

Let existing customers introduce more new customers. This [marketing](#) model can be done incisively and vividly on the Internet. A great example is DropBox. A free account offers 2GB of space, and rewards 250MB for every new customer introduced. Introduced new customers also get an additional 250MB. And they made the introduction process very simple and easy.
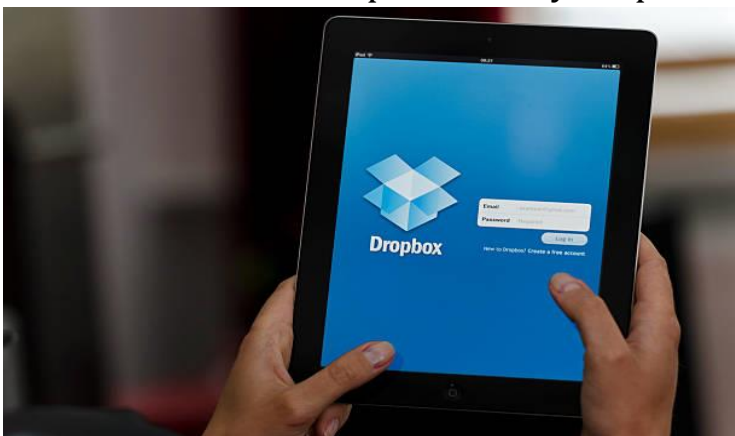
Reward your affiliate [marketers](#) while rewarding new customers they refer. The new DropBox in the U.S. does this well, and anyone who refers them to a client is rewarded for both the referrer and the referee. It's a strategy for their rapid expansion. We do too!

Money is just a measure of value! If you only want to make money in business, you may not be able to make money. When you turn your attention to how to create value, making money comes naturally. Any truly successful business is based on unlimited enthusiasm for the cause. The more you see, the more you learn, the more inspired, the more you think, the more you will be passionate about your career! Atmosphere is important.

What Facebook taught us - Zuckerberg didn't want to create a company from the start, but just a social mission - to make the world more open and connected. In the end, the social value comes out, and the economic value naturally follows. [Money](#) is just a measure of value. Too many Internet projects in China, Thinking about going public before starting is the root cause of the dead end. Remember, create value!

Valentine's Day Inspiration - You can't help but fall in [love](#) (Internet), dreaming that your lover will change your life and give you a successful, prosperous, happy life from now on. very good! But how much are you ready to pay for the Ta you love? Is it like the pursuit of your dream lover, willing to give all your passion, all your wisdom, and your lifelong dedication, the kind of "love even if you die"?
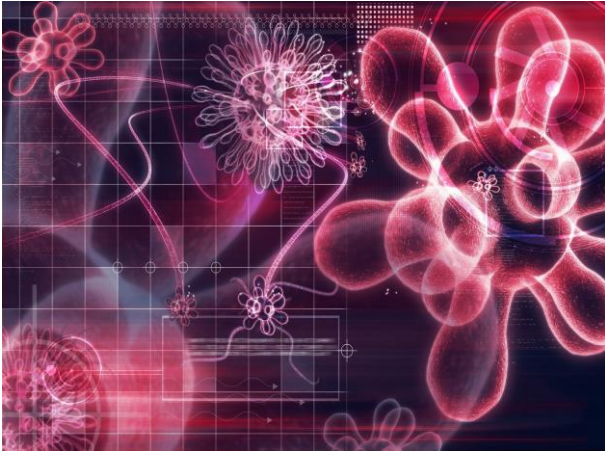
Recently, some friends asked me that China's respect for copyright is not as high as that of Western countries. It is difficult to avoid the phenomenon of e-books being copied and distributed illegally. Can we still sell ebooks? I ask you: If your e-book is copied everywhere by hundreds of millions of netizens, wouldn't you become very famous all of a sudden? The point is that even if someone copies your [ebook](#), you don't suffer from the added cost and instead gain visibility.

You have big dreams, yes. But it must be resolved into goals that can be achieved one by one. The [company](#) cannot be listed as the goal. Listing can only be a new starting point, a process. Facebook didn't even consider going public until it got to that size. Alibaba B2B company wants to go private. This shows that successful companies are valuable even if they are not listed. On the contrary, for listing Listing, it will kill an original healthy model.

Attitude determines destiny! With the reach and speed of the Internet, e-

commerce provides unprecedented entrepreneurial opportunities. However, the right mindset is still the first cornerstone of success. You must have a clear direction, decisive decision-making, careful planning and effective execution, and then, step by step, persevere and never give up, can you finally realize your dream! How is your state of mind?

Like any other business model, e-commerce has a process, and there are many links that need to be completed. The Internet market is huge and the media is super fast, but it is a business after all, and it cannot be rushed. From products, websites to traffic, one link is linked, and one is indispensable. Learning the same is an essential step. The good news: if you can do half the effort of other businesses, the effect can be many times greater!

Internet entrepreneurship has to go through: strategy-planning-planning-planning-execution, such a process. Where are you now in this process? In a hurry, is often too hasty to achieve!

E-commerce is trying to achieve branding, which is giving help in a timely manner. At the same time, there are still many brands that are in urgent need of e-commerce, and that is the model that works faster, which is the icing on the cake! E-commerce without a profit model, struggling to become a brand, is just a dead horse as a living horse doctor. A brand with an existing profit model, and then doing e-commerce, is like putting wings on a good horse! Learn to know the difference is too big!

A dead horse cannot be a living horse doctor. Perseverance is important, but it is also necessary to recognize the situation. Sometimes it is difficult to make a clear distinction between [focus] and [stubbornness]. However, the truly shrewd and successful people know an ancient saying of our Chinese: "Those who know the times are the best!". How can I [know the current affairs], and then become [Junjie]? Only walk with those who know the times!

Reputation is not the same as brand. Many domestic e-commerce companies spend a lot of money on advertising, mistakenly thinking that with popularity, there will be traffic, and with traffic, brand effects will appear. As everyone knows, popularity and brand are two completely different concepts! Brand comes from core products, user experience, logistics efficiency, quality assurance, after-sales service, return program, and complaint process. core
Value creates brand!

Don't strive for perfection! I see a lot of students, constantly modifying their web pages. This is an easy mistake to make. As long as you can do business, don't pursue perfection too much, start it online first, and then fine-tune it later. Unlike the traditional business, which is expensive and tiring to change the decoration or something, updating the website can be completed in a few seconds. Why not start first, then keep improving with purpose?
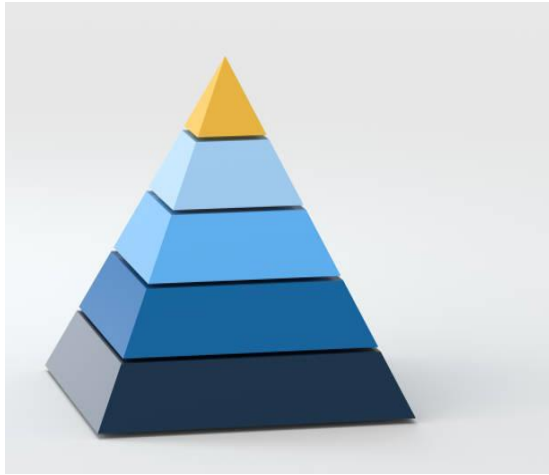
Since it involves computers, communications... and many other high-tech fields, there are many variables in e-commerce, and some of them may not be completely under your control. Therefore, don't be too chasing perfection, fantasy perfection will often become a stumbling block for you. Allow yourself to make mistakes, allow others to make mistakes, communicate more, learn more, and discuss more is the correct attitude.

The three elements of Internet marketing success: product + website + traffic = ¥ can be in different forms, different strategies, and different technologies, but there are three elements, none of which can be missing! Is your internet business profitable? If not, then there must be a problem with one of them. Where is the problem?

The biggest difference between doing business online and the traditional business model is that you use your website to sell. This way your business will never stop. Here is one of my many sites that is bringing me almost $50,000 a day in sales. The key is the turnover rate! Why can a high-end product like me achieve a transaction rate of more than 2%? See the whole process for yourself!

If you don't have an existing physical business, a feasible way to make money [online](#) is to develop your own virtual products. This can be an e-book, a small software, or a password-protected website that only students can log in to, etc. Discover the problems faced by netizens and the information they need, and then meet these needs. If you don't have these Information can be obtained through [interviews](#) with experts, Internet searches, etc.

Selling things online, the most profitable is of course virtual products. No production costs, no overhead and headaches for warehousing, shipping, and more. Virtual products can be e-books, audio or video recordings, or web [page](#) content that can only be viewed after logging in with a password, or even software products. If a small [software](#) can bring convenience to people, it is a good virtual product

As for the development of virtual [products](#), small software is a good choice. Especially in the Chinese market, software is easy to control copyright, easy to upgrade, easy to provide free trial period and other marketing methods. if you are using When I was on the Internet, I thought, "If only this could be done automatically". why Why not keep thinking, so develop a software? As long as

you have a good idea, my team can help you develop it!

The so-called [viral marketing], as the name suggests, is to create a [virus], and then let it multiply and spread on the Internet. They will be sold or given to other people. This way, more and more people will read your ebook, and more and more people will click on the links in the book to come to your website.

Leverage is most easily manifested in Internet marketing. Getting your customers to recommend more customers for you is the most effective way to expand your customer base. The secret is to greatly reward the old customers who promote you, forming a veritable win-win situation. Check out my latest e-book and experience the whole process for yourself, and you'll truly appreciate the power of [Viral Marketing]

Leverage is a marketing tool that cannot be ignored in any business model. With the help of the resources already owned by others, plus its own unique value-added services or products, it provides customers with extended purchasing opportunities, thereby creating business opportunities that did not exist for both parties. Due to its fast speed and large coverage, the leverage effect of e-commerce is more vividly reflected! And finding a partner is key.

Do you have your own "fish pond"? The most reliable long-term strategy for Internet marketing is to build a loyal customer base, and continue to care and expand this group. If you always have to spend money to advertise to bring traffic and turnover, then it is like always going to fish in other people's fish ponds, the cost will be higher and higher, and the fish you catch will be higher and higher. will be less and less. Have your own fish pond, let the net down, and there will be fish.

Brain Tracey's session just ended. The reason he asked me to share with him is that almost any business idea can and should be implemented in the form of e-commerce. For example, USP [Unique Selling Point] Your business may not be the largest or the oldest, but you must have something that your competitors do not have, so as to impress buyers. Does your website have a USP?

What impresses consumers is not the price in your mind, but the value in your mind! We've seen too many price wars and ended up with just one— — Both loses! The real secret of internet [marketing](#) is how to provide great value to customers without increasing your costs. When the value you provide is recognized by customers, your price is not an issue! There is so much to learn –

Often what customers want to buy is not what they need, but what they want. We all have this experience, don't we? We often spend our money on what we want instead of what we really need. This is one of the weaknesses of human nature that cannot be changed. Then take advantage of this general consumer psychology! Don't educate customers about their needs, but arouse their inner desires!

One of the effective means to tap the sales potential is called "Down-sell" in English. In cases where customers don't want to buy your product for some reason (mostly because it's too expensive), offer them another, slightly less expensive, but similar product. At this time, the possibility of your transaction is actually very large! Online, this can all be done automatically! Must come to learn
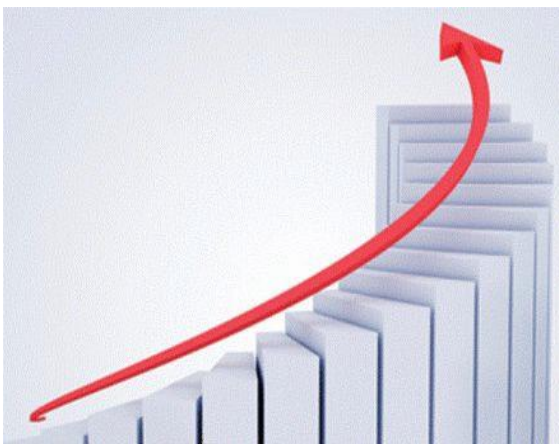

Provide a service that allows customers to continue to spend. Many of the most profitable companies in the world offer products or services that you have to re-consume over and over again. Like telephone, gas, cable TV, insurance, etc. Have

you ever thought about offering products or services that customers must constantly consume on the Internet? Membership is a great model! In this way, you promote once and receive money for a long time

A savvy marketing strategy should always have a backend product. When customers buy your front-end product, be sure to offer them a product or service with higher value. This will satisfy their need to continue to upgrade, and at the same time provide you with additional business opportunities. If you don't provide back-end [products](#), not only will you lose valuable business opportunities, but you will also be irresponsible to customers!
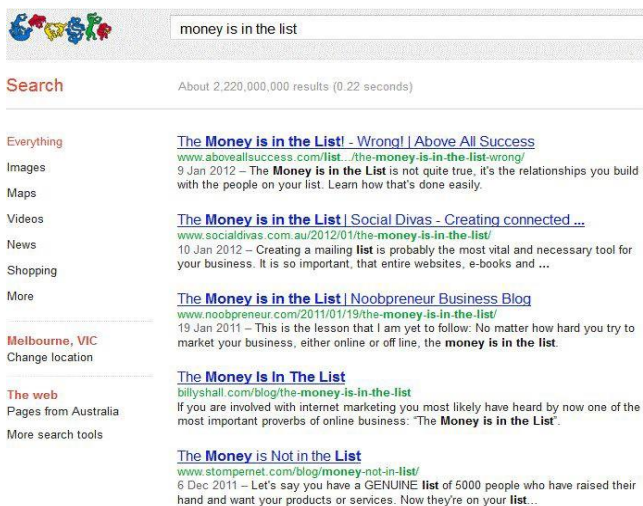
Since I was engaged in Internet marketing in the 1990s, people all over the world have been saying "Money Is In The List". From Email Marketing, [Blog](#) to Facebook, as well as China's QQ group, Weibo, etc., it has always revolved around how to Build a loyal customer base (The List). No matter what you want to sell, remember to focus on growing your customer base from day one of marketing! Look at the following Google search for "Money Is In The List", there are more than 2.2 billion pages, you can see the importance!

commerce should integrate all business intelligence and automate operations as much as possible to be considered truly in place. From the collection of potential customer lists, to the completion of sales, from customer service to tracking, as well as other marketing methods such as follow-up sales, promotions, etc., and even customer feedback, customer group management, and internal team management, etc., etc... What have you done

Building a large and loyal customer base is one of the core goals of your e-commerce. This can be a customer list with emails, QQ group members, Weibo fans, etc. You have to start accumulating your customer base from the first day you start e-commerce. When you have a customer base, via email, Weibo, etc., promotional messages are sent out in seconds, and it's free.

Collecting lists is one of the most important topics in e-commerce. This will increase your performance day by day. The easiest and most practical way is to use the so-called "Squeeze Page". For example, forcing visitors to give their name and email before letting them continue browsing the content of the page. If there is a gift, the effect will be even better! Check out this example-

A sales letter is the most direct and labor-saving sales method in the world. But writing a sales letter is a skill that is not easy to master. Someone once said that a sales letter is the most difficult article in the world to write. It can be seen that it is not easy to learn a sales letter well. Because you've written the perfect sales letter, he's been using his energy like a tireless salesman without any input. From this perspective, how important it is to learn a good sales letter.

The sales [letter](#) is the soul of the website, it determines the user experience and the transaction rate. Sales letters vary in length, usually for products with lower prices, the sales letters are relatively short. For high-priced products, the sales letter is relatively long, because content is needed to prove the value of the product. But there is no unified standard. It doesn't matter how long the sales letter is, but it must not be boring, otherwise the customer's interest in reading it will be lost. What's the point of the content.

In a sales letter, the two most valuable words to use in ad headlines should be "free" and "new," using great temptation to pique the customer's interest. People always want more benefit, result, benefit, happiness or value in life, behavior, work, or in business, or even in each other's network. Start by taking advantage of the highest benefits the business can bring for free. As a great temptation as a title attracts readers.

Writing a sales letter adds a sense of urgency by warning of the urgency of the time and the ferocity of the opportunity. Also mentioned again that the first business is free. Let the customer feel: If he hesitates and the competitor gets it, the consequences will be disastrous! If you don't have it, you will lose a lot, etc.

In the sales letter, the membership treatment that can be enjoyed if the application is successful and becomes a member should be stated. Emphasize membership privileges, expand contacts after joining the group, enhance exchanges and gain benefits. Membership marketing is a marketing method based on member management. Merchants convert ordinary customers into members, analyze member consumption information, tap customers' follow-up consumption power to absorb lifetime consumption value, and transfer the value of a customer through customer referrals. to maximize.

Create a current shortage of product supply and make consumers feel a sense of crisis - tell target customers what you sell: only available for a certain period of time; only available for a certain period of time discounts; only a certain period of time there are prizes to give away ; limited supply only; venue can only accommodate 15 more people; only 150 copies, hurry up to buy, etc.

List customers if necessary, say you have served more than 100,000 customers. The total number of your customers can convince potential customers in the market that you are capable of helping him. Finally, you can use the list of major customers. For example, President Clinton drinks our beverages, and so-and-so entrepreneurs use our products. This can quickly enhance the word-of-mouth effect and status of your products, and customers are more likely to trust the products.

The sales letter is the most important content on a website. It determines the transaction rate and largely determines the success or failure of an e-commerce project. Writing a sales letter is very particular. You can't write well by imagining it.
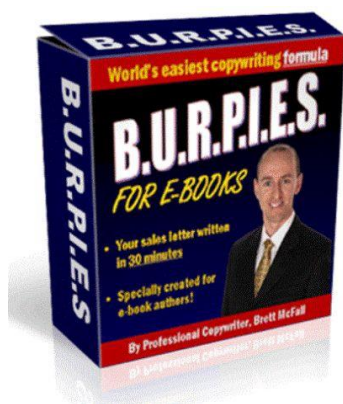
Brett McFall's Copywriting Formula BURPIES - B-Big Promise- Big Promise U-Use Imagination- Ask clients to imagine fantastic results R-Rarity- Uniqueness! P-Points - List Benefits I - Irresistible Offer - Irresistible Offer Evidence - Guaranteed S-Sign Off - "Call to Action" - Call to Action!

Mass email is one of the most effective methods of e-commerce. And the central purpose of this email is only one, that is, to invite recipients to click on a hyperlink to visit a web page. Then, through the sales letter on the web page, to finally complete the sale. Don't write the email too long or too complicated. Trying to complete the sale with one email is an extravagant hope. Getting them to click is the sole purpose of emails!

One of the most important aspects of Internet marketing is to master data. You must know exactly how your website works. Not a vague guess, but a very scientific and precise understanding of every detail. How many visitors are there, where do they come from, what time of day is the highest number of visitors, and what they see and do after they come to the website. Does your website have a detailed report like the one below? If not, then you have a big loss!

Internet marketing provides us with a lot of other marketing models do not have, at least better means and tools. Accurate data is one of those invaluable tools. A lot of data allows you to make a scientifically backed analysis of the market. Some also let you know your competitors like the back of your hand. Do you have this valuable data? Do you know how to use this data?

Data is everything! My American good friend Jay Abraham, known as "the greatest marketing think tank in the world", is very particular about details. One of his famous theory is that if you optimize every aspect of the business by 10%, the final profit will be It is several times! What about e-commerce? Traffic, transaction rate, cost, automation, customer service... The data is even more particular! Must learn!

There are still many things we can learn from in e-commerce in western countries such as the United Kingdom and the United States. The so-called "world wisdom, China uses!" You might as well watch my speech in English at O2 in London, UK (25,000 people)! The first person to introduce me is a famous

British TV presenter. Be sure to click here to watch! Of course,mI will also bring you "World Wisdom", but in Chinese!

Creativity is the key to success, and creativity is unique thinking about solutions to existing problems. Not some sudden, unfounded new concept. The revolutionary idea of the iPhone user interface is because Steve Jobs saw the inconvenient use of the original mobile phone, a [problem] that everyone faces, and proposed a [unique solution]. Creativity relies on 【Stimulation】

Why do so many people (crazy) iPhone? Because it's Cool! Why Cool? Because the user experience is good! Why is the user experience good? Because the software is good! Why is the software good? Because the designer is full of wisdom! The charm of iPhone is not that 【Phone】, but that 【i】-(intelligence - wisdom). Is your e-commerce project full of wisdom in everything you do?

Any business or business can use the Internet as the most effective marketing tool. That day I invited a group of friends from China to a buffet restaurant in Melbourne for dinner. Their business is particularly good, with two batches for one evening buffet. If you don't make a reservation, you will definitely not get a

seat. One of the reasons: there are many [restaurants](#) like this in Melbourne, and their website is the most attractive and the most intelligent! have a look

Up Selling from the Thank You Page - Follow up on selling more products on the Thank You Page. When your customers have purchased a product, recommending other related products immediately before they run out of payment can often bring additional profits without effort. [Amazon](#) and Godaddy are the best at this. This is one of the smart means of e-commerce. Did you do this?

The current situation of the Internet in China: Most people go [online](#) for [electronic entertainment]. First, they play dazzling [electronic games], and then look at a bunch of real or fake [electronic beauties]. If they feel it, they add some [electronic pornography]. If I can't get over my addiction, I find strangers [electronic chat], and I dream of being able to communicate with handsome guys and beauties [electronic social networking]. 【Electronic Complaint】! What about [E-commerce]? We don't do it, who does it!

The consumption habit of [e-shopping] is gradually taking shape in China. Businesses must cater to this demand trend, and protect and fuel it! People don't have the habit of [shopping](#) online, just because our online store is too small and unprofessional 【Electronic Shopping】(B2C) and 【E-Commerce】(B2B), eventually in China it is everywhere. We are here the night before! do not miss it!

Many entrepreneurs in China both yearn and fear e-commerce. Yearning is because I know that this is the only way for the company to go, and fear is because I really don't know how to start. This is a problem that must be solved at present, and it is also where our business opportunities lie. Help entrepreneurs have a correct understanding of e-commerce, and then help them bring their business wisdom to the fullest through the Internet. They will eventually get hooked on e-commerce.

Refuse to burn money! There is a misunderstanding in Chinese e-commerce, thinking that with the Internet, new business models must be invented. Indeed, search engines, etc., are new tools/platforms that are only needed with the Internet. But now most of them are mature. The real meaning of e-commerce is to make the original business better by electronic means. Find an existing profit model and add the power of the Internet to make money from day one!

Profit model is the key! A concept that misleads a lot of people and burns a lot of money is that "as long as there are enough users, you can eventually make a lot of money." There are countless websites for the funeral. In the end, the profit model is still the foundation of e-commerce! Did you find a profit model? learn it will have -

Online first, and then continue to improve! A very common pitfall among e-commerce beginners is endlessly revising their website without ever going online. The reasons for revision are often insufficient, and are often just self-deception by imagination. Or the so-called good ideas emerge in an endless stream, just put it off! The beauty of e-commerce is that you can't break it! Why not go live first, and then improve it for a reason? Just Do It!

I went to a Japanese restaurant for dinner with my family that day. The hotel is very small and business is very good, many people at the door cannot be seated because there is no reservation. How did we find this restaurant? the Internet! Take a look at their websitehttp://t.cn/SqBC3j A good example of an online reservation! Small and medium-sized enterprises in developed countries use e-commerce to expand their business! How many restaurants in China are online? And what about so many SMEs everywhere? Can help them! Help you, help them!

The inspiration of a Japanese restaurant's arrangement for smokers (pictured) - while meeting the needs of most people, try to take into account the special needs of a few people. My cheapest ebooks are given away for free, and high-end instructor training courses start at $25,000. Does your e-commerce strategy cover all levels of the market?

Strategy is where it all starts! A successful business is the result of careful planning. Starting from the urge to start a [business](#), usually first from strategy to planning, then from planning to planning, then from planning to planning, and finally from planning to execution. I see too many classmates who start to "execute" without thinking about anything, no wonder they have to take a lot of detours! How to go from strategy to execution

Details determine victory or defeat, as many people know. Due to the unparalleled breadth and speed of the Internet, many details can make or break in e-commerce. A small change on a website can often make a huge difference in profitability. A turnover rate of 1% may be a loss, but 1.2% may be profitable!

Take care of the special needs of each customer group. There are several such welcome signs full of traditional Chinese characteristics on the exit passage of Melbourne International Airport (with [photos](#)). The red background and the yellow dragon and phoenix patterns make it easy to see that it is specially made for our Chinese tourists, and the text is also yellow. Of course, the commercial purpose will not be forgotten: "there is a duty-free shop in front".

Fully understand customers and give them the clearest and most accurate information. After the speech at the opening ceremony of Peking University EMBA, I hurried back to Melbourne. Stumbled across this in an airport bathroom (with photos). There is no text explanation, only a schematic diagram. Don't squat on the toilet, sit down and throw the toilet paper into the toilet. I believe it is a friendly reminder for Chinese tourists. Inspired?

URLs should be as short as possible and must be easy to remember! Relevant data clearly show that 74.3% of mobile Internet users directly enter the URL to open the website, browse and shop. It's a little weird, but it's true! No wonder Amazon also has a short address dedicated to China - z.cn.

With the increasing speed of the Internet, the cost of traffic has dropped significantly, and the number of people watching videos online is also increasing. Making full use of video can significantly improve your website's click-through rate, transaction rate, and other aspects. Most people don't like to read long sales letters. Showcasing your products with video is a great way to kill two birds with one stone. More people see, understand to be more profound. Does your website use video? Take a tour of my 【Free Video Lessons】

"In the ever-changing Internet, consumers make a purchase decision, often the result of a single thought. Giving a visitor the "sense of urgency" that they must make a buying decision right away is very helpful for closing rates. This "sense of urgency" can be created through techniques such as "limited-time specials", "special giveaways", "countdowns", and more. Make your visitors feel "Don't miss this opportunity! The opportunity is now!"

Make the payment process as simple and convenient as possible. You've worked so hard to bring customers to your website. After a lot of hard work, I finally persuaded the customer to decide to buy your product, but what about the last step? Nearly 30% of visitors end up getting impatient due to the cumbersome payment steps and giving up their purchases. What a pity! Be sure to offer multiple payment methods, minimize form filling, and reduce clicks.

Not giving options is the best option. An aggressive sales page should only have one link - [click here to buy now]! The more links and choices you give, the lower the transaction rate. Make them click the only link to buy unless they close the window. This sounds a little too strong, but the effect is very real! First sell the product and then provide friendly service! Otherwise, who does it serve? :)

When a visitor comes to your website, you usually only have 3 to 7 seconds to grab their attention. Unlike the traditional business model, you have the opportunity to attract customers and keep lobbying. There's only one chance online, and it's only a matter of seconds. Therefore, attracting visitors immediately through [attractive titles], [straightforward videos], etc., is the first task for your website to complete!
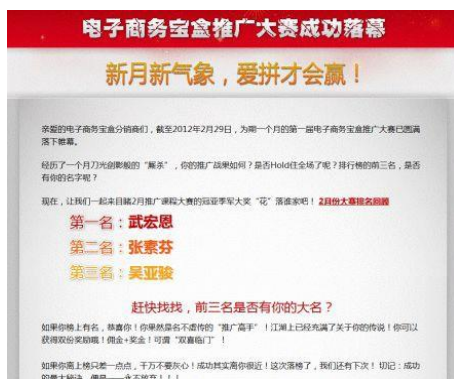
[Affiliate](#) Marketing is a great way to start making money right away when you don't have a product yet. Promote good products to others through your unique link, and that's it! Many of my students have made a lot of money using this method. The results of last month's distributor contest are out. The first place bonus is 5000 yuan! Click here, you can also participate now!

[Focus] is a key word for the [success](#) of e-commerce, and it is also the most easily overlooked point in the network marketing industry. Putting a few ads on a website, for example, is easy and, for some, may be tempting. But that would cause distraction and unnecessary confusion for the visitor. Never place any ads on your sales page, it will only cost you more! Focus on selling!

"Information overload" is the biggest negative effect of the Internet. Never put too much information on your homepage. That would backfire! Focus on selling one product, don't expect to sell everything at once. The key is to turn your visitors into customers first, and then you will have many opportunities to sell other products. Even if you don't make a purchase, try to get their emails so you can track sales.

Are you aiming? The network is huge and the speed is fast, as everyone knows. Another important part of e-commerce is targeting your potential customer base. The rising cost of advertising is an inevitable phenomenon of a free economy. Advertising is not cheap as long as someone is willing to buy it. And than is more accurate than who! When you aim and hold, you can "tighten the water"... (The picture is taken from the men's toilet at Singapore Airport)

Stones from other hills, can learn! Looking at the outstanding cases of Chinese e-commerce, which of them are not the result of "following" the successful model of the West? Not to mention some "following", whether it is globally recognized legitimacy, "learning" from the experience of others should be a good shortcut!

This time, what we bring to you at [World Internet Summit] is "World Wisdom"! Are you willing to learn from it?

One of the main points of stimulating customers' strong desire to buy is to emphasize the benefits that the product will bring to customers. Not only list the functions, but also describe the benefits that these functions bring to customers. For example [Function] Our automatic mail tracking system can send the most suitable information to different types of customers at different times.

【Benefits】Make your e-commerce fully automatic and smart, increase sales with zero cost!

Automatic tracking system is the soul of e-commerce. For example, when your customer buys your product, you should send out an email to thank and congratulate your new customer right away. At the same time, attach some confirmation information, such as download link, customer service channel, precautions, contact information, etc. This is also a good opportunity to chase related products. Of course, all this is done automatically by a system.

Customer tracking is the ultimate means of sales success. Various survey reports often show that most of the sales are completed after multiple tracking. It is an art to do a good job in customer tracking. How often do you track the time

interval, what topic is the main topic of each tracking, etc. There are many Pay attention. E-commerce has the means and [tools](#) that traditional business does not have, and it is necessary to make the most of customer tracking --
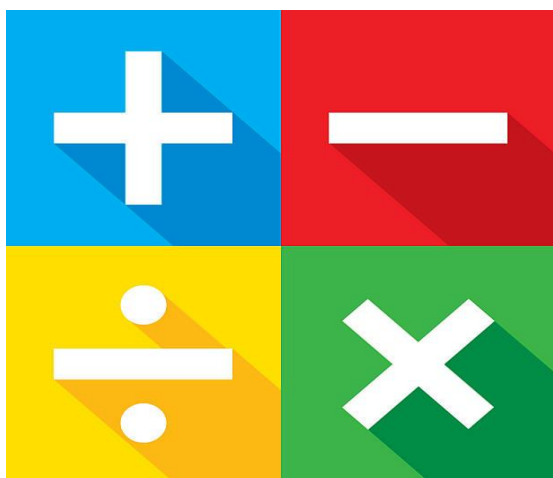
More is not necessarily better! We all know that the water is not deep, there are dragons and spirits. Mountains are not high, there are immortals and spirits. There are not many words, and there is reason. Write emails, sales letters, and don't be wordy! Put the main points, the most important thing is the customer's benefits clearly Just fine. The fewer "modifiers" and "slogans" that don't make much sense, the better. It's too wordy, and a lot of people will leave out of impatience!

Treat your customers as [one person] rather than [a group of people]. Whether it's on a [website](#), in a sales letter, or in mass emails, assuming you're talking to [one person], always refer to [you] instead of [you]. Especially when sending mass emails, if there is a name, be sure to call out that name. It is better to put the client's name in In [Subject], the open rate will be greatly improved!

Accurate tracking of advertising effects is a sign that e-commerce is ahead of other industries. If you can know exactly how much [profit](#) you get for every dollar spent on [advertising](#), and how to buy advertising, it becomes a scientifically based decision. No more guessing, and no more being fooled. we will show you our most advanced ad tracking system in China - you must come

to to lose nothing!

Market research is the primary task of e-commerce, and it is also the most critical step that depends on success or failure. First find the market, and then develop products to meet the needs of the market. What kind of information are people looking for on the Internet? What kind of problem do you want to solve? What solutions do consumers and businesses urgently need? Find the problem, find the demand, provide the solution, and there is great hope for success!

With a good plan, it can be said that it can be executed vigorously. Do you have a realistic plan for your e-commerce business? Analyze your current situation, what are your strengths? Where are the weaknesses? Researching the market and formulating a plan that can achieve your goals by exploiting your strengths and circumventing weaknesses is the first step to success. Everyone knows this truth, but have you really done it seriously?
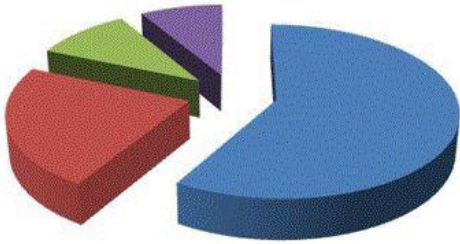
Make your selling point! [BMW] and [Mercedes-Benz] are both premium sedans and have many common advantages. However, they still maintain their distinct characteristics. [BMW] The main feature is good handling performance, it really looks like a dynamic BMW horse, and it is fun to drive. 【Mercedes-Benz】 Comfortable, luxurious, especially smooth to drive, gentlemanly and graceful at the same time, it contains infinite power. Where is your product selling point?

In Nova's large market, accurate positioning (Positioning) is extremely important for e-commerce. If you're facing very strong competition, then maybe the market you're targeting is too big. If your potential customer base is not large enough, then maybe you should amplify your target group appropriately. If your chosen market is small and the competition is fierce, then unfortunately, you should re-plan and start by researching the market!

Lock in the market where your profits are likely to be greatest. Just like a fish, the meat is the most, and the best part is the middle. Don't try to eat the whole fish in the first place. Especially in the early stage of starting a business, we must first find the entry point from the easiest place. After winning a place in the market, according to the situation, slowly expand to the upper or lower end of the market.

Sales is a service! Helping customers make purchasing decisions is the focus of all business activities. On the basis of firm belief in the value of products/services, we use various methods to pressurize customers and make deals as soon as possible, all of which are serving customers as well as possible. How do you automate this process on the Internet? Via catchy headlines? with video? Use a countdown?

Keep the website style consistent and give customers a familiar and comfortable feeling. Keep a similar style even for multiple websites. This also helps build your brand. Have you seen so many series of Apple products? It's all a design style.

Too many links are often counterproductive! Many students make this mistake. They are used to seeing portals and navigation websites, and mistakenly think that only like them can be regarded as professional websites. Big mistake! If you're a Direct Response sales page that sells products, and you're having a hard time driving customers to your site, do you want them to click away? Check out this page for a few places to click

Provide customers with as many payment channels as possible and let them choose what is most convenient for them. Alipay, PayPal, ClickBak, etc. Some are required when you do business globally. There are also many bank remittances in the domestic market. Why not provide as many bank collection accounts as possible? In this way, many customers do not need to remit money across banks! They have all the money! Do you mind how to take it?

!

When customers check out, never force them to sign up. Customers don't become more loyal to your website just because they sign up for an account. Loyalty is built on aspects such as product quality and after-sales service. Once the customer decides to pay, don't put any obstacles in the way, just get the money in your hands. Register an account, you can invite again later. We developed a platform that does not require customers to register to shop!

3 x 10 + 5 x 9 + 4 x 8

You can do a lot of projects and build a lot of websites, but the most important thing is the success rate. The most common mistake entrepreneurs make in the early days is to fumble around and lose focus in the end. To start a website, think carefully, and then go all out until it works. Don't change your target at every turn. Take a look at the results of my shooting in the US a few years ago. 12 rounds, can you count how many rounds I fired? hit rate!

Customer trust is the biggest challenge of e-commerce. Since the Internet always gives the impression of a "virtual world", it is almost impossible to make a transaction if you cannot make customers fully trust you. An effective way to increase trust is to leave non-"virtual" contact information, such as real phone numbers, addresses, and so on. This is much more credible than just leaving a QQ or mobile phone number! example-

Time management is especially important for online merchants. We all have some habits that may have been going on for a long time, but if you think about it, it may not be the best. Keeping e-mail open at all times, for example, is a ubiquitous bad habit that is a waste of time and often interrupts your day-to-day work. Check emails regularly every day, or only open an emergency mailbox that very few people have.

One of the common problems of online business is that there are too many things to do, and they are often very urgent. No wonder! The network is huge, everything wants to be done, and the speed of the network is fast, everything is urgent. What is the best way to arrange time for important and urgent matters? First do the important and urgent, then the important not urgent, then the not important urgent, and finally the not important not urgent. Many people turn 2 and 3 upside down.

Do what you do best and outsource as much as possible the other jobs that you are not good at and do not like to do. As an enterprise, that is to hire people, or find suppliers, cooperative units, or counterpart outsourcing service companies. For individuals, it is about finding the right entrepreneurial partner. In this way, it will not feel boring to dry, and the efficiency is high, why not do it? Many successful entrepreneurs have partners

In the next three to five years, third-party e-commerce services will become accelerators for small and medium-sized enterprises to start. Midea, Supor, Anta, Nokia, HTC and other companies are all outsourced by e-commerce service companies, responsible for operating and managing their e-commerce sections. Many e-commerce outsourcing companies also provide the [profit sharing] model. Mode! Are you looking to outsource your e-commerce business? Still want to accept?

Outsourcing keeps you focused and gives you freedom. Only by outsourcing the time-consuming things that you are not very good at, can you have enough energy to do the core work you are best at. The Fortune 500 do this. Savvy entrepreneurs do it, and even more so in e-commerce. Come to you will meet many such partners who can cooperate

There is no best, only better! There are so many factors that can affect the final result of doing business online. Because of this, there is always room for improvement. Any change on the website may affect the transaction rate. For example: title, font, color background of words, pictures, location of order link, etc. Only by constantly testing will you know which option works better.

Don't overload your website! Because it's so easy to upload a web page, because it's so easy to add one more link, because it's so easy to add another image, we often unintentionally put too much content on our site. Remember, more is not always better! Too much content, and especially too many links, can often cost more than you gain! The visitor finally arrives, do you want them to click and leave?

If you're going to use captcha on your website, don't make it too complicated. I often come across sites that seem to be pretentious, make captchas a headache, always feel like it's possible This letter, and possibly that letter, sometimes bothers me until I leave. Since the design person already has the answer, he ignores the confusion that may be brought by the person who sees it for the first time. Check out this attached image.

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An essential quality of successful people is to know how to learn from others what is useful to them. Even from people who are less successful than you, you can often learn a lot. There are many people who have made no achievements in their lives, and many like to criticize others, but they don't look down on anything. There are many such people around you. Learning, only by learning can you grow!

Learning from your opponents often leads to unexpected gains! The smartest people know how to study their opponents secretly, and from their actions, they can comprehend the precious truths that are beneficial to them. If you want to stand out in today's competitive environment Out, researching opponents is an essential means. How to study opponents? Let the experts teach you!

It is the best policy to turn fighters into jade and silk! The speed and transparency of the network have brought unprecedented and fierce competition to various businesses. Competition is a good thing in the end, but how to deal with it is an art. When you meet opponents in the mall, sometimes the best strategy is not necessarily to fight back. By seeking a win-win point, you can often turn enemies into friends.

Never use low prices as the only means of competition. There are many means of competition, and price reduction is the most stupid one. Everyone can do it. There is no technical content, let alone wisdom, and it affects profitability. The best-selling products in the world, the most influential brands, are not the cheapest! Find out the selling point of your own products and establish the value in the eyes of customers is the way to win!

The angle of the aiming direction at the beginning has too much influence on the final goal achieved. Missing an inch, a thousand miles away! In the fast-paced Internet, the target locked at the beginning and the direction of aiming are more important. How can I lock on to a good target and aim in the right direction? Only learn from those who achieve their goals. Not from one person, but from a group of people!

First sell the idea, then sell the product! The vast majority of people, buy what they want, not what they need. When you arouse people's yearning for a certain idea of life, a desire for a certain way of life, you can sell related products effortlessly! How to arouse people's strong desire is indeed a science! Learning from the masters is the best way
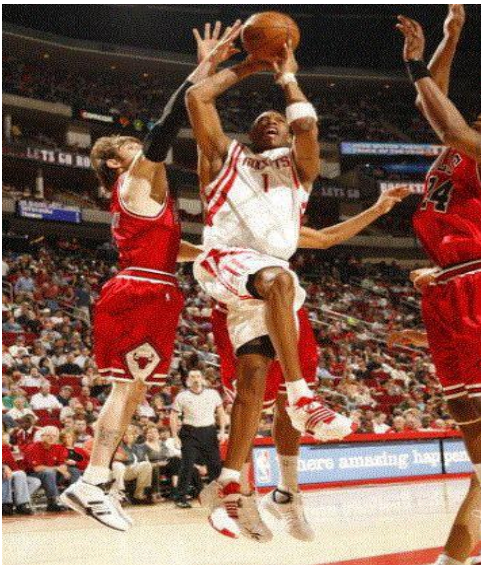
Stop and think about it! The network is so large and fast that when we do e-commerce, we often find ourselves overwhelmed by our daily work. In fact, sometimes, you should stop and think about it. Avoid being overwhelmed by day-to-day affairs while ignoring some directional issues that should be examined. Especially participating in some activities, listening to what others have to say will make us realize

No matter how good the plan is, it ultimately depends on execution! You can have a lot of knowledge, a lot of theory, but only through practice, will it finally reflect the value. I am often moved by Xiao Guo's hard-working spirit. A 16-year-old child who has been practicing and improving. If you're still going around in circles, blame others. Don't you feel ashamed? You just have to act now!

Execution is the key to the success of a project. Many e-commerce projects are full of flamboyant plans, and they all look attractive. Whether these plans can be practically and thoroughly implemented has become the watershed between success and failure. Execution relies heavily on enthusiasm, persistence, and excellent technology. Are you ready to implement your plan?

Whether your product is virtual or physical, before you expect customers to pay, you must explain clearly when and how they will get the product after paying. In the case of virtual products (e-books, software, etc.), of course, download them immediately. This also shows that if it is a physical product, there is still a process from delivery to receipt, and it must be explained clearly. Otherwise, the possibility of the customer paying is extremely small!

A very big feature of traditional products is that the communication channels are biased towards offline channels. Based on the characteristics of many products, offline channels can give users a more realistic feeling and experience, reducing users' blind purchase costs. In recent years, the development of the Internet As a result, the sales channels of many traditional products are also focused on the Internet. Most products are just separate transfer channels, with the exception of a small number that can be truly "Internetized". Xiaomi is a typical Internet-based traditional product that will The networked sales channel is placed on the Internet, and a snap-up model is used to win success

And pure traditional products cannot amplify the humanization of product characteristics. The user experience of traditional products is very poor, and many products are only based on basic usability, and the advent of the Internet era has led users to pay more and more attention to the user experience of products, that is, product features must be humanized. Just like a socket, there are very few sockets with a very good experience that can make us feel like it, but we continue to use it because there is no business that can use the thinking of the Internet to create such a product.

Seeing is better than hearing it! Many profit models, success miracles, you have only heard some legends. How much do you really know? You may also have heard that we have been at all the time They will do Internet Challenges and make money on the stage for you to watch. At the end of the lottery, the money earned will be given to a lucky student. Only by seeing it with your own eyes can you believe it and learn

There are several types of companies in the search engine marketing circle: 1. Search marketing consultants. 2. Traditional advertising agencies. 3. Interactive advertising agency. You may have already partnered with one of these companies or are looking for a search engine marketing partner. The most important thing at this point is your interest in dedicating part of your marketing budget to search, because as you'll soon see, it's not easy, or even challenging, to live successfully.

Because unlike most marketing methods, doing search marketing, the bigger the company, the harder it is to do search. In some ways, it's easier for a small site to win in search engine marketing than a big site. There are many reasons why search engine marketing is difficult to do when the website is large enough: it requires multiple professional teams, requires multiple product sites, faces different audiences, needs to set up sites in different countries, requires multiple technologies... etc. .

Your website must have a purpose, is it an e-commerce transaction site? Is it a brand awareness website built to increase offline sales? Or a website calling for volunteers for a non-profit organization? Once you've identified your purpose, you can start developing a search marketing plan to help your organization achieve that purpose.

It is essential for search engines to know exactly what the searcher is looking for through the search request. You can greatly improve your search marketing by thinking about "seeing demand through search." This can help you serve your visitors the most appropriate content possible when they search. There are three types of searchers: navigational searchers, informational searchers, Transactional Seekers. Having a clear understanding of searcher types and their respective intent will help you reach more searchers with less effort.

Visitors to your site via search engines exhibit certain behaviors as they arrive - the searcher usually decides within 10 seconds whether to make further clicks. When your website has the following content, searchers will tend to make further clicks: 1. The same word as the searcher's search request appears in the title of the web page or other obvious obvious location. 2. Pictures of the product. 3. Multiple choices (for informational seekers). 4. Price, features, value (for transactional searchers).

How to make searchers make a huge shift to impulse consumption? 1. Give a good price. 2. Make shopping easy. 3 Make your website navigation perfect. What does more impulse buying mean for search engines? As you can immediately imagine, this means that there are more business opportunities from search engines than ever before, but it's more than that. Impulse buying tends to be more transactional, and through these changes, will drive your search marketing strategy.

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For products that emphasize offline sales, you need to optimize your site for a mix of informational and transactional search queries. Likewise, well-known companies need to be faithful to search rankings for navigational search requests. Your offline sales site has to move customers down the sales funnel, where you don't finally close the deal.

According to your business channels can have different forms: 1. A free-to-call phone number. 2, the store's traffic guide. 3 A directory of addresses of local stores that sell your products. 4. A link to a retail website that sells your product online.

Finding new customers is an important goal for many websites. If you're selling above-ground swimming pools, prospective customers don't know the model or product name of that product they want. This may be the only time in their life they will buy this product. After doing a lot of research through informational search requests. Want to catch these customers early and convince them to buy when they first investigate, well, a nice article comparing above ground pools to those embedded in the ground (they are cheaper and can be taken apart and moved to new home, less maintenance, etc.), will appeal to consumers who haven't yet decided which pool they want — those information seekers.

The purpose of search marketing is to increase traffic to a website in order to achieve its goals. Before this you must know how to measure the success of the website, so that you can confirm the business prospects that search marketing can bring you. How to measure it? 1. Calculate the conversion volume of visitors. 2. Calculate the ratio of conversions to visitors. 3. Convert each successfully converted visitor into revenue for accounting.

With everything in place, it's time to start your search marketing. Every time you start a new search marketing campaign, you have to choose a list of target keywords, and how you choose your keywords is especially important. 1. "Hot" keywords. If you want to get significant traffic to your site, you have to target the most popular search terms. 2, "unpopular" keywords. If you want to rank high, you need to target less popular keywords because they have very little competition. The choice of keywords should not be too popular or too unpopular, but just right.

The steps of selecting keywords can be roughly divided into the following steps: 1. Search the keyword candidate list. 2. Search for each candidate keyword. 3. Prioritize candidate keywords. The choice of keywords does not need to target all the keywords found, the "right" keywords should be prioritized for your website.

After completing the selection of keywords, it is necessary to conduct a number of researches on the keywords to adjust at any time to achieve the best results of search marketing: 1. Discover the changes in keywords. 2. Control the change of words. 3. Analyze the effectiveness of keywords. 4. Maintain your keyword list. These studies can watch for changes in keywords to expand your keyword list, thereby increasing traffic to your website.

Expand the reach of search marketing, and one more important point - attract links to your site. How can you get as many conversions as possible from visitors who follow the link? You have to start by considering what sites will bring the most qualified visitors to your site: 1. Sites with a lot of traffic. 2. Sites related to your site. 3. Sites without much competition. One thing you have to understand is that the harder it is to get a link, the more valuable it is.

Implementing a search marketing program in any organization is not an easy task, and to successfully implement a search marketing program, you need to harness technology so that it is tightly integrated with business processes across your team. Hopefully these tips will help you make the right decisions to improve the effectiveness of your search marketing.

How to use on-site search to mine customer value? It is our usual way to adjust or add new website sections and content by means of keyword analysis (search volume and competition), questionnaires, etc. However, if it is too euphemistic, it is more likely that the analysis results will be mixed with subjective assumptions, or the results obtained may deviate from the wishes of the visitors.

The search data on the site has the characteristics and advantages of strong pertinence, high accuracy, and intuitiveness. It is the best resource for us to understand the needs of users, and it is the object we should focus on analyzing. On-site search, search terms, search times, search pages, search exit percentage and other on-site search usage are derived from visitors' hearts and personal experience, directly revealing visitors' inner needs and the degree of matching of website content.

Visitors enter a specific landing page from a search engine. Normally, they use longer-tail keywords for on-site searches, such as size, color, price, type, etc. If not, we have to consider whether the SEO and PPC keyword selection is appropriate, and whether the product and service content settings are reasonable and complete.

First, start with the top search terms and make sure we're delivering the best possible match (a match made in heaven) with the top search terms. And optimize the display method of search results to strengthen the guidance of visitors' CalltoAction.

In addition, on-site search terms are a good source of keywords for SEO optimization and PPC payment. They directly reveal the product and service needs that potential customers expect on your site; if there are suitable products and services, they may be instantly converted into customers household. Therefore, for keywords with high number of searches but unsatisfactory conversion rate (low or average), consider adding them to SEO optimization or PPC placement list, establish preferred landing pages (PLP, PreferredLandingPage), optimize keyword layout and content , for better goal conversions.

Bringing visitors from the keyword search result page to the best landing page, increasing visitor interaction and reducing bounce rate are one of the goals of

SEO optimization. The same applies to on-site searches. However, we usually go to great lengths to select the preferred landing page corresponding to the search term and optimize the content. However, when the results are displayed, is the on-site search term a good match with its preferred landing page? This is one hundred secrets!

In fact, with external Google, Baidu search [leads](#) Different from the engine, we have full power and ability to control the ranking of search results on the site. Rather than getting bored of having visitors "next page" to search, why not match your core keywords to their preferred landing page on the first page? This is very good, the best matching result item ranks No.1, and the undesired and poorly relevant ones are eliminated, and the best matching result page of the search keyword is fixed. Bringing visitors from the keyword search result page to the best landing page, increasing visitor interaction and reducing bounce rate are one of the goals of SEO optimization. The same applies to on-site searches. However, we usually go to great lengths to select the preferred landing page corresponding to the search term and optimize the content. However, it is ignored that when the results are displayed, the search terms on the site are related to Search terms in the station excavate and interpret them. If a visitor changes the search term search multiple times in a short period of time, it may indicate that the displayed results are not what she needs. If the same search terms are repeatedly searched by many visitors, it can They are added to categories or navigation menus to provide a more convenient access experience.

Through on-site search term analysis, discover relevant content that is missing on the website. By analyzing the search keyword list on the site, we can clearly find what visitors are looking for, and how to adjust, optimize and add new website content. However, at this time, some content needs will be found, which are separated from the main business and goals of the website. If you want to please your visitors, what should you do? In this case, consider creating relevant content on blogs, forums, and other social platforms. That is, without offending visitors, relevant content has been added, and you can have both.

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Should we optimize on-site search, and even the user experience of the entire site, based on accurate user feedback, or should we rely on intuition and

inspiration? I think, unless we have the innovative ability and forward-looking like Qiao Gangzhu, then we should listen to the users for the time being, it should be more reliable.

Whether in [business](#) or living, there are many opportunities in one's life. Sometimes missed and lost forever. This is especially true of the ever-changing Internet, and the lessons that never come again are repeated. Did you take the opportunity of yesterday? Do you still want to lose today? Remember: [missing] is a [mistake]-

Already missed the last time, don't miss the next time! It is normal for us to have occasional misses and regrets in our life. But making mistakes again and again shows that a person lacks the fundamental ability to seize opportunities. This becomes your [fault]!


As with any other business, when you have the right direction, act immediately. The Internet is moving rapidly and changing rapidly. You must start e-commerce at the earliest time, and then continue to improve and perfect it. Fortunately, the Internet business is more flexible than any other business model. The investment is small and the risk is low. What are you waiting for?

Persistence is an essential quality for every successful person. With the size and speed of the Internet [market](), business opportunities may appear or disappear instantly. Fatigue and failure today does not mean failure tomorrow. Once you've decided, stick to it! Aren't I tired of traveling back and forth between different times and seasons? Because I know that today's hard work is worth it! Are you holding on?

Knowing how to enjoy loneliness is an essential quality for pioneers. When you're on a road that most people won't walk, you'll come where most people can't. The cruel facts tell us that successful people are always in the minority! If you really crave the success that only belongs to the few, when you are alone, pat yourself on the back and tell yourself: "I am a pioneer! -

"Success" is often only marginally better than "failure". A 180cm tall man is only 9% taller than a 165cm short man. The gold medalist in the Olympic 100m final may only be 1% ahead of the last. this is the last A little bit, a little bit on top, makes the difference between a winner and another loser. Study must be serious! Entrepreneurship must be done! Not 90%, but 100%. Success lies in never giving up!
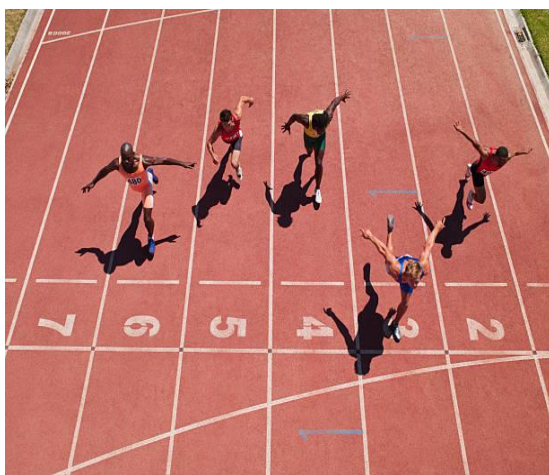
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