



Your Customer Creation Equation: Unexpected Website Formulas of the Conversion Scientist TM (Paperback)

By Brian Massey

CMI Books, Division of Z Squared Media, LLC, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Finally-a book that shows marketers how to truly achieve real results from their websites. Brian Massey, The Conversion Scientist, takes the mystery out of how to create high-performing sites. By walking the reader through five online formulas-aka customer creation equations -he shows you how to determine the best formula your own particular business structure and how to optimize it for stellar results. Key to this process is setting up a digital conversion lab, and Brian shows you how. Jam-packed with easy-to-understand equations for things like increasing your conversion rate and decreasing your abandonment rate-as well as practical strategies for attracting prospects, turning buyers into triers, and morphing buyers into loyal brand advocates-this book will enable anyone to stop hoping for success and start enjoying higher profits. The Advanced Curriculum in Visitor Studies gives readers additional guidance on how to really understand their targets and customers-an understanding that is at the heart of all successful websites, and businesses, everywhere.



Reviews

Absolutely among the finest publication I actually have actually go through. It really is rally fascinating through reading time. I am easily could possibly get a pleasure of looking at a composed ebook.

-- Prof. Rick Romaguera

It in a single of the best ebook. I am quite late in start reading this one, but better then never. I am delighted to inform you that here is the greatest ebook i have got read through inside my very own daily life and may be he best book for at any time.

-- Eunice Schulist

Other Kindle Books



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner's Crochet Guide with Pictures) (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Getting Your FREE Bonus Download this book, read it to the end and see BONUS: Your FREE Gift chapter after...



No Friends?: How to Make Friends Fast and Keep Them (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Do You Have NO Friends? Are you tired of not having any friend and being lonely all the time...



How to Make a Free Website for Kids (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Table of Contents Preface Chapter # 1: Benefits of Having a Website Chapter # 2: Signing Up for a Website...



Patent Ease: How to Write You Own Patent Application (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Patent Ease! The new How to write your own Patent book for beginners! Because you are a beginner; not a...



Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook (Paperback)

Createspace, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. From a certified teacher and founder of an online tutoring website-a simple and effective guide for parents and students to...



Talking Digital: A Parent's Guide for Teaching Kids to Share Smart and Stay Safe Online (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. It is time for the digital talk. Today, kids are growing up in a wired world. Their online interactions, the good and the bad,...