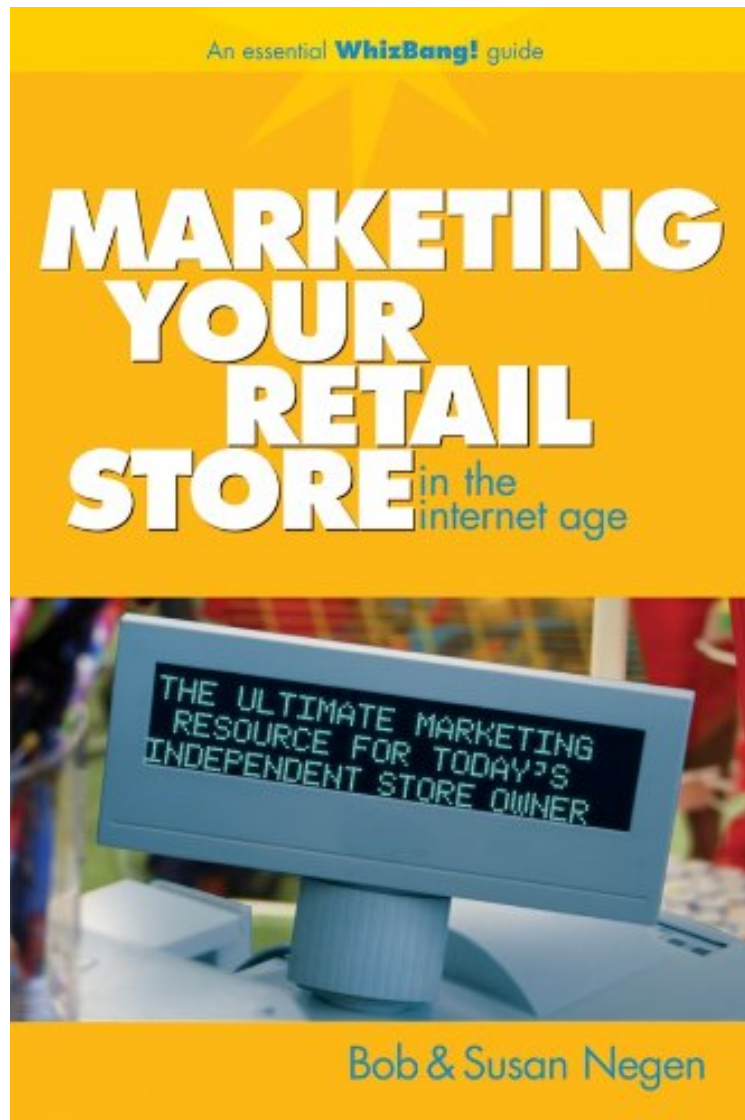


(Free) Marketing Your Retail Store in the Internet Age

Marketing Your Retail Store in the Internet Age

Bob Negen, Susan Negen

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Bob Negen, Susan Negen : Marketing Your Retail Store in the Internet Age before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Your Retail Store in the Internet Age:

0 of 0 people found the following review helpful. An Awesome Book Every Retailer Should Own By Joe Waynick Bob Susan Negen hit this one out of the park. Without a doubt, this is the most helpful book I've found to help me market my retail bookstore. To begin, I like the writing style. It's clear, not wordy, and explains concepts in a way that makes even the most complex subjects seem simple. One of the strongest aspects of this book is the step-by-step approach it takes to help retailers put together a marketing plan and then execute that plan with precision. It not only explains "how" to market a business, but it also explains "why" it should be marketed in a particular way. Explaining the "why"

is the perfect way to get my buy-in. Another strength is the real-life case studies sprinkled throughout the text. Inspirational stories of how other retailers successfully applied specific techniques and achieved exceptional results. Those case studies made it easy for me to envision how a particular recommendation might work for me. Some of the key concepts I found extremely helpful were: 1. How to Get New Customers without Going Broke 2. Turn a First-Time Buyer into a Regular Customer 3. Get Your Customers to Shop More Often 4. How to Keep Your Customers for Life There's much more, but those were the concepts that stuck out in my mind as most relevant and helpful to my bookstore. I give this book a hearty five stars for outstanding content, practical advice, and easy reading format.

Joe Waynick, Author "Internet Bookselling Made Easy!" series [...] 2 of 2 people found the following review helpful. great tips for retailers

By Suzy Q Thank you for the great wealth of information. I read this over a course of a few days and now will reread to get more tips out of it, that pertain to my type of business. I have already started the \$5 gift certificate and have put an expiration date on them, so they don't sit out there too long and they return within 2 weeks of coming in the last time. I am also doing a certificate of \$5 with a friend for both! Just to see which one does better, as most of the time, the \$\$\$ goes up in sales when the girls bring their friends. I have probably handed out about 25 to 50 and have had 4 come back in already! I have had one buy only a \$7 item, the other 3 bought over \$50 of products. So far, so good! Thanks again for the great book!

0 of 0 people found the following review helpful. The BEST book I've been able to find on Retail Marketing

By Christopher Parsons I've read 4 or 5 books so far on Retail marketing. For the most part, they contained a good idea here and there, but were woefully inadequate. Marketing Your Retail Store in the Internet Age is fantastic because it really covers all the bases - both low and high tech strategies for: getting customers in the door, getting customers to refer friends, and getting customers to come back again and again. I STRONGLY recommend this book to any one running a retail business. I got a lot of great ideas that I can put in place right away.

If you own and operate a small retail business, this guide will give you a proven system for marketing your store, allowing you to compete with online merchants and big-box stores alike. Full of fresh and innovative ideas for promoting small stores, it will show you how to create a great in-store experience and build loyal, long-lasting relationships with customers.

From the Inside Flap There's Good news, there's bad news.... The bad news is that as an independent store owner, your competition is fierce and getting fiercer. Never before have there been so many companies from around the globe fighting for the dollars in your local customers' pockets. They sell the same kinds of merchandise you sell. They spend millions on advertising. They have the power to negotiate super-low prices that you can't. It's enough to give you a massive headache. Fortunately, there is good news! As an independent store owner, you have the single most powerful marketing tool imaginable at your disposal and it's one that the big boys can never beat you at, no matter how hard they try. Your biggest competitive advantage is that you can have a genuine, personal relationship with your customers, but the big boys can't. In Marketing Your Retail Store in the Internet Age, Bob and Susan Negen show you how to use innovative, inexpensive marketing techniques to create new customer relationships and do more with the customers you already have. Using both time-honored, low-tech tactics and new, high-tech marketing ideas, the Negen's adapt the best of what worked for mom and pop and expand it for the twenty-first century. You'll learn: Why traditional advertising doesn't work for independent retailers and what you can do about it How to put the "rule of reciprocity" into play and attract tons of new, loyal customers Fourteen key elements you must have when building your Web site The secret to making e-mail your best, cheapest, and easiest marketing tool ever Ten copywriting rules that every retailer must know in order to write messages that sell How to create promotions that keep your customers coming back and buying more Marketing Your Retail Store in the Internet Age puts more than twenty years of real-life retail experience in your hands. Retail is a tough and competitive business, but you can offer something the big boys can't; personal service and real customer relationships. Follow the advice in this practical, effective guide and turn the personal touch into competitive advantage.

From the Back Cover What retail store owners are saying about Marketing Your Retail Store in the Internet Age "My family has been in the flower business for 126 years and I thought I had seen or heard it all. Marketing Your Retail Store in the Internet Age changed that. It's filled with great new ways to make more money without going broke. I loved it!" —Troy Wasserman, Wasserman's Flower and Gift Shop Muskegon, Michigan "Our customers are crazy about the new Web site we built using the principles in this book. That section alone is worth its weight in gold!" —Bob Vasile, Discount Vacuum and Sewing Center Harrisburg, Pennsylvania "I'm saving thousands and thousands of dollars on expensive advertising that doesn't work. The ad sales guy hates you, but I love you. Great book!" —Grant Miller, Sun Your Buns Erie, Pennsylvania "This book is an absolute must-read for any store owner. It not only gives ideas, but also real-life examples and hot tips. Excellent!" —Michele Correa, Photo Express Scrapbooking Maple Ridge, British Columbia

About the Author BOB NEGEN founded WhizBang! Training after owning an award-winning chain of kite stores for more than two decades. He has spent the last six years teaching other store owners and managers the nuts-and-bolts skills they need to run successful retail businesses. In his work as a speaker, author, and consultant, Bob shares the hard-earned lessons he learned along the way. SUSAN NEGEN is cofounder of WhizBang! Training, where she takes the best of

what she learned as an executive for department store giants Bloomingdale's and Macy's and applies it to the independent retail store.