

eBiz Insider

the magazine for e-business professionals.



New **6** Year's Resolutions for 2008

With an E-commerce Spin!

—By Donna Talarico

- ◆ **What is Web 2.0?**
- ◆ **How to Avoid Shopping Cart Abandonment**
- ◆ **Don't Dismiss Print! Direct Mail Still Delivers**

Read this magazine and give thanks for soaring holiday sales. Or skip it. Uh—did I hear you gobble?

eBiz Insider

the magazine for e-commerce professionals.

October 2007 Volume 1 • Number 6

6 New Year's Resolutions for 2008 (With an E-commerce Spin!)	4
Learn form the pros. Make some e-commerce resolutions this Year and keep them!	
Random Happenings	3
Scott Sanfilippo reflects on the recent Boot Camp @ HQ and looks ahead to the holidays.	
Where Did My Natural Rankings Go?	
How do I get'em back?	6
Kurt Illian shares some tips about where to concentrate your efforts to help improve rankings.	
Keeping Customers After the Holidays	8
Four important methods to help keep first time buyers coming back to your store.	
Shop in a Snap: New Technology Makes Shopping Quicker	9
The advantages of new quick shopping features and other convenient shopping technology.	
How to Avoid Shopping Cart Abandonment	10
Put your site to the test and answer a few simple questions to reduce cart abandonment.	
What is Web 2.0?	12
Find the beauty of web 2.0 and reap the benefits.	
Don't Dismiss Print —Direct Mail Still Delivers	14
Get the stats on direct mail, the numbers may surprise you.	
Choosing a Company to Manage Your Search Engine Marketing	16
Review the strengths and weaknesses of SEM methods and how to pick the right agency.	
Handling Customer Complaints	18
11 steps to help you make your customer happy.	
The Marketing Maven Goes Online	20
E-commerce through the eyes of Everlast's marketing master Danny Flamberg.	
Tech Corner: When the Lights Go Down in the City	22
How to protect your computer and peripherals from electricity disasters.	

Photo & Illustration Credits

COVER: Sarah K. Llewellyn, PAGE 3: Earl & Sedor Photogrphy & Kim Good, PAGE 4: Sarah K. Llewellyn, PAGE 6: Photos.com, PAGE 8: Amanda1863/Istockphoto.com, PAGE 10: nielquist/Istockphoto.com, PAGE 12: 3pod/Istockphoto.com, PAGE 14: Photos.com, PAGE 17: Photo Euphoria/Istockphoto.com, PAGE 18: SteveLuker/Istockphoto.com, PAGE 20: Lisa Kramer, PAGE 22: Photos.com.

Editor in Chief: Scott Sanfilippo
scotts@ebizinsider.com

Editor: Kevin Lynn
kevinl@ebizinsider.com

Production Director: Randy Llewellyn
randyl@ebizinsider.com

Advertising Director: Lisa Kramer
lisak@ebizinsider.com

Vice President, Sales: Phil Gaughan
philg@ebizinsider.com

Web Development Director: Miguel Younger
miguely@ebizinsider.com

Exhibition Coordinator: Lisa Kramer
lisak@ebizinsider.com

Conference Coordinator: Scott Sanfilippo
scotts@ebizinsider.com

Online Producer: John Dawe
johnd@ebizinsider.com

Volume 1, Number 7

eBiz Insider (ISSN 1939-2923) is published monthly by Solid Cactus, Inc. 100 North Wilkes-Barre Blvd., Suite 175, Wilkes-Barre, PA 18702, and additional mailing offices.

POSTMASTER: Send address changes to eBiz Insider, 100 North Wilkes-Barre Blvd., Suite 175, Wilkes-Barre, PA 18702

For advertising information, call 1.888.361.9814 ext 7100.

Mail subscription orders or changes to eBiz Insider, 100 North Wilkes-Barre Blvd., Suite 175, Wilkes-Barre, PA 18702.

For subscription information, call 1.888.361.9814 ext 7100.

For editorial reprints or web rights, call Scott Sanfilippo at 1.888.361.9814 ext 7100 or e-mail scotts@ebizinsider.com.

The views expressed herein may not be concurred in by editors or members of our editorial board. No part of this magazine may be reproduced in any form by microfilm, xerography, or otherwise, or incorporated into any information retrieval system, without the written permission of the copyright owner. This publication is designed to provide accurate and authoritative informative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering financial, legal, accounting, tax or other professional service. eBiz Insider is a registered trademark used herein under license.

 **SOLIDCACTUS**[®]
your partner in e-commerce success

© Copyright 2007, Solid Cactus, Inc.
All Rights Reserved

**Get all of your inside
e-commerce Tips from
eBiz Insider!**

The magazine for e-commerce store owners to
actually help you run your business better.

Sign Up for your **FREE** subscription at:
www.ebizinsider.com



By Scott Sanfilippo,
Editor in Chief

Random Happenings

Northeastern Pennsylvania. The exploration takes less time than in, say, New York, or Toledo, for that matter. (Hey, we're not some "big city" and we kinda like it that way!)

The three days went by quickly and everyone had lots of opportunities to pick up valuable tips and tricks to boost their business. The majority of the seminars were put on by

shuddered. The holidays already? It's hard to believe that the biggest shopping season of the year is about to begin.

If I can offer just one suggestion to help you during the holidays, it is: "make sure you're staffed properly." *The biggest mistake people make every year is not having enough staff to handle customer service calls and order*



Scott Sanfilippo congratulates Boot Camp @ HQ Graduate Ryan McCloe of FFEmax.com.

If you're still laughing about last month's cover of *eBiz Insider*, you're not alone. Many people around the office came up to me and said, "I know that's you, but when did you have hair?" That wonderful cover was actually a Christmas card I had commissioned two years ago by Eric Yonge, a very talented illustrator. The smoking jacket however, has been returned!

Solid Cactus Boot Camp @ HQ

All e-commerce businesses should develop ways of attracting and retaining clients and customers. We learned that when we operated our own web sites and our attitude with our design company Solid Cactus is no different. We want to know our people and we want them to know us. Last month, more than 50 e-commerce store owners from around the country joined the Solid Cactus team here in Wilkes-Barre, PA for something we call "e-commerce Boot Camp." These three-day events allow attendees to interact with other store owners, take part in educational seminars and explore the nightlife here in

Solid Cactus staffers but we were privileged to have guest presenters from Yahoo! Small Business, Google, LivePerson and FedEx.

Google's presentation was all about their foray into "offline" advertising with print, radio and television. Anyone interested in advertising on the radio, in newspapers, magazines or on television can do it right through their Google AdWords account. These new offerings clearly indicate that Google plans to dominate both the online and offline advertising market. From a marketing standpoint, these services are extremely exciting. From a Solid Cactus standpoint, we're excited to be a partner in the Google AdCreation Marketplace where we offer creative and production services for radio, print and soon, television.

The Countdown is On

Our local newspaper just started printing the "X Number of Shopping Days Till Christmas" graphic on the front page. When I saw it, I

fulfillment. If you didn't start beefing up your staff yet, start now. Hearing "I told you so" is no fun come January.

Thanks!

Finally, this month we celebrate Thanksgiving. The feast aside, I will be giving many thanks this year. Thanks to our 115+ employees who have made our company one of the "Best Places to Work in PA" for two years in a row. Thanks to our clients who have enabled us to grow as rapidly as we have and who trust us to be their partner in e-commerce success. And thanks to so many of you for embracing *eBiz Insider* and making it part of your monthly reading cycle.

Until next month, give your own thanks in your own way. And remember, falling asleep after dinner isn't rude—it's a compliment to the chef. That excuse always works for me... **eBiz**

New **6** Year's Resolutions for 2008

With an E-commerce Spin!

It's a holiday ritual as common as egg nog and mistletoe. Resolutions. But they make sense, right? New year—clean slate. I've made my own list for e-commerce operators. Please feel free to add one or two (or ten) of your own. Then follow them for a record year of e-commerce success!

Illustration by Sarah K. Llewellyn

1. Update My Look!

Around December, too many of us look in the mirror and don't like what we see. Well, your e-commerce site is also a reflection of you. Is it crying "makeover"?

Research shows that a fresh look is good for business and leading developers recommend a site redesign every three to four years. How long has your store been online? Is it outdated? Is it user-friendly? Keep in mind that a redesign is more than updating graphics. There are many new back-end features that make shopping easier for customers and more profitable for you. A redesign can give you a competitive edge both aesthetically and functionally.

2. Save Money

Could you be saving money doing e-commerce? Pay-per-click campaigns are costly. Do you fully understand how to analyze and manage these marketing tools? Find a company or software to help you maximize your budget. Are you losing money on shipping costs? Software is available to help you streamline. Is your e-commerce site easy to modify, or do you have to pay a developer every time you need a simple change? Analyze what you are doing on your own and what it costs in time and money. Investing in tools or professional services up front can save you money down the line. Money saved is money made!

3. Spend more time with family and friends

Is your online business taking you away from your friends and family? The good news is; you're probably successful. The bad news is; success can compromise your quality of life. Don't let it happen. If you are still a slave to the phones or doing all the picking and packing yourself, it may be time to take your business to the next level and hire help or outsource your office duties.

When choosing a call center, be picky! Are they native English speakers? Do you participate in training the reps so they can better represent your company? Will the call center increase your revenue by up-

selling and cross-selling? A call center will give you more time away from the phone—instead of bringing your Blackberry to your son's track meet.

4. Be More Active

There are many new aspects in e-commerce which get you actively involved with your customers. Use them! Viral marketing is becoming huge. Blogging is huge. Stay active in other web communities and social networking sites to supplement any marketing you are already doing. These activities take time, but most can be done free. Blogs can also be custom-built to match your website, so branding can carry over. Not only are blogs and social networking great to share news and stay in touch with customers, but blogs specifically have another hidden advantage: they increase your search engine ranking.

5. Quit Bad Habits

Quitting cigarettes and alcohol make many New Year's Resolution lists. When it comes to e-commerce a host of bad habits could bring you down. Are you sticking with bad people, bad products, service glitches, shipping woes? Identify your e-commerce bad habits... and *kick 'em!*

6. Continue My Education

Continuing Education is a common New Year's resolution. This is especially true in e-commerce where things change constantly. Read trade magazines that speak to your problems. Many online mailing lists and blogs pertain to marketing, web design, business and more that you can access easily. Bookstores are filled with aisles of books on all aspects of running a business. You don't know it all- read and learn.

Learn in person as well. Don't toss away mailers for seminars; register for some. You'll find many nearby seminars and conventions which can help you specifically. Try to attend a few each year—they're great for networking too. There is a wealth of knowledge out there. Learn from the pros. Make some e-commerce resolutions this year and *keep them!* **eBiz**



By Donna Talarico
donna@ebizinsider.com



BOTW Web Directory Listing

Benefits of a Best of the Web listing:

Targeted Users — With millions of visitors, a listing in the BOTW Directory allows you to expand your audience and reach more visitors.

Precise Placement — Choose from over 100,000 categories to place your listing in the most relevant category.

Improved Search Engine Rankings — As a trusted source, the major engines value the links from the BOTW Directory, and use them to evaluate your site.

Great Pricing — At a mere fraction of what the other top tier directories are charging, a BOTW Directory listing provides incredible ROI. For just \$69 you can jumpstart your online marketing.



botw.org

List your company
in the BOTW Web
Directory today!

Get started today
and save 10% off submissions

Enter promo code SOLID1 during submission

Add Your Site



Where Did My Natural Rankings Go?

How do I get 'em back?

There are endless reasons why your website could be losing natural rankings in the major search engines. Search engines are very particular, but there are areas where you can concentrate your efforts that will help in all the engines.

Meta Tags - These tags include your page Description and Keywords and help the search engines identify the page contents. If you don't fill this in, the search engines will choose that information for you, automatically. Too often you'll see "Home > Electronics > TV's" in the search engines.

When you fill out this information, you can specify what you want the search engines to know about that page. Use this to your advantage. There is software that will automatically populate these fields for you.

Why would this cause me to lose my natural rankings?

When a search engine spider comes to your website and doesn't see unique descriptions and keywords for each page, it will put similar pages with similar keywords and information on the page

into supplemental. Supplemental isn't the end of the world, but it isn't the best place to be either. Begin working on custom tags for each and every page.

Title Tags - This is one of the most important factors in your search engine rankings and can help drive more traffic to your store. The title tag is what people see first when they are wading through the different results.

Your title tag is not only an important factor in natural rankings but also impacts how many people are clicking on your website link, and not another one. Your title tag needs to be compelling and have informative marketing copy. That's right; it's also a marketing tool. Are you more likely to click on "Big Screen TVs" or "The best selection of Big Screen TVs at rock bottom Prices"?

Why would this cause me to lose my natural rankings?

You may be populating this information with another field in your database, such as your product name field. This is typically not very compelling copy and doesn't tell the search engines, or the users, the whole story. Make use of this field by adding additional information such as "...from your number one source for best selling TV's."

Product Descriptions – If, like too many other online stores you're using manufactured supplied product descriptions, you need to get to work. Not only do the supplied descriptions contain little to no information, but they often do not contain important keywords that are vital to natural success.

Why would this cause me to lose my natural rankings?

If you are using the supplied descriptions, chances are many other online businesses are using copy identical to yours. Thus, your copy won't stand out to the search engines. To break this mold, rewrite your product descriptions by focusing on your best sellers. Start there and work your way through each and every product.

One of the easiest ways to make changes like this is to download your existing items into a CSV. By using Excel you can make all of these changes offline, quickly and easily.

You can then add columns into your Excel file for Meta Description, Meta Keywords, and Title. You may need to consult a developer to make sure that the ID's of the columns in your CSV match what is in your Yahoo! Store.

Now comes the hard part. Re-write each of the fields for all of your products. Once you get to a point where you are ready to upload, go back into your content management system and upload the CSV with you're additional information.

I know you e-commerce operators have more than enough items to keep you busy, but these are some of the most important factors in your search engine rankings. Once you have those squared away, give a call to a Search Engine Optimization expert for other ways to improve your rankings.

Start taking baby steps now and you'll be running in no time. **eBiz**



By Kurt Illian
kurti@ebizinsider.com

FMA Solutions saw a

1117%

**Return on
Pay Per Click ad spend**

Find out how Solid Cactus
can help maximize your PPC
advertising

Call us today for a FREE consultation

888.361.9814

SOLIDCACTUS®
your partner in e-commerce success

www.solidcactus.com

Keeping Customers After the Holidays

Just about now you have the feeling you're doing something right. Sales are up, perhaps double or triple what you've done the rest of the year. If you're in e-commerce, these are the salad days. But we all know that after the glow of Black Friday and Cyber Monday subsides, you face the challenge of converting holiday traffic into regular shoppers. How do you keep your customers, customers? You do it by engaging in outbound marketing with catalogues, fliers, cards, coupons and e-mail. It's part of the larger process of customer retention.

Take Care of Business

First and foremost, when you have them, treat them right. Customer service is an investment in your business. Fill orders promptly. Return phone and e-mail messages in a timely fashion. We all suffer from shopping anxiety at the holidays, so do your best to extend a calming hand through cyberspace. The best way to get customers back a second time is treat them right the first time.

Snail Mail Works—for a Price

Once the holiday season ends it is crucial to keep in touch with your customers. The old technology ways can work if they're done well. Fliers, brochures, catalogues, and coupons can all be effective if they're well-designed. But it is a fine line between a catchy snail mail offering and plain old junk mail. Too many businesses cut corners on design and their expensive mailers end up going straight from the mailbox to the trash. Understand the importance of making a good impression in a medium as expensive as print. Hire a pro. And expect to pay a premium for print.

You Found Them in Cyberspace...

E-mail is a cost-effective solution to keeping the customers you found, but the challenges are the same. How do you get

customers to read what you send them? The good news is that e-mail is much less expensive than snail mail. The bad news, bad e-mail has a name: spam. Your job is to cut through the clutter, and a good message is a good place to start. A well-designed, interesting message gets through more often.

There are Services for that...

If you are serious about mass e-mailing customers, you'll also need the help of an online application for list management and e-mail delivery. *eBiz Insider* recommends Campaigner® from Got Corp. Once your e-mail template is saved to your Campaigner account, you simply update it with your latest contacts and content to ensure captivating, professional looking e-mail campaigns every time. Campaigner manages your e-mail list. It automatically adds people who order from you so you don't have to update lists by hand. Campaigner will track un-subscribers as well. If people don't want to receive your e-mail it will automatically suppress them from future sends. Campaigner tracks important information like how many people actually opened the e-mail you sent and how many clicked on the links you provided in your e-mail. The information is out there. Take advantage of it to ensure success.

Many Happy Returns

Right now people are knocking at your cyber door. They liked you well enough to buy the first time; don't let them become one-timers. **eBiz**



By Justin Rattigan
justinr@ebizinsider.com



Shop in a Snap:

New Technology Makes Shopping Quicker

Shopping online is already a quicker alternative for those looking to simply get what they need and go. But as e-commerce continues to evolve, there are new technologies available to allow consumers to get to the cart even quicker.

The new “quick shopping” feature will once again change the way people buy online. Gap Inc. pioneered this technology, implementing it on Gap.com, BananaRepublic.com and OldNavy.com. Target.com was also quick to create a similar shopping experience.

Taking a cue from these major e-tailers, several web developers now offer this quick shopping feature as well. If it works for the big boxes, it makes sense for e-commerce businesses of all sizes to take a closer look.



How it Works

Although each developer coined its own name for the specific product (e.g. Snap Shop by Solid Cactus), the technology of the feature is still the same: As users mouse over an image, an icon appears inviting the shopper to take a closer look at the item. But rather than take the user on a side trip to the item page, a pop-in window appears revealing all the pertinent information on the product, with an option to add the item to the cart and even to continue to the check-out.

Online shoppers may now look at multiple



items within a section without leaving the section page. Consumers get the click-to-enlarge, product details, pricing, available options and the add-to-cart button all in one spot. To top it off, multiple windows can be opened at one time, allowing for side-by-side comparison. The result is users are able to find items quickly and easily, they are never diverted from the shopping stream and this leads to higher conversions. In addition, case studies reveal that average order size naturally increased as well— an added bonus resulting from the ease of use.

Why it Works

Too often, consumers get frustrated with navigating back and forth between section and item pages. Additionally, folks may become impatient waiting for pages to load as they click from page to page. Quick shopping features eliminate those issues by reducing the number of page views and load times, thus allowing users to find products more quickly. Additionally, we know people like to try the latest technology—it’s fun. Most important, we know that if people enjoy the shopping experience, they tend to become repeat customers. Implementing this technology absolutely pays dividends in both the short and long term.

Terra Carmichael of Flying Peas, an online children’s boutique, implemented a quick shop feature and is quite pleased with the results.

“...my customers can find products faster and easier. I’ve watched my conversion rate jump, along with the size of each order,” said Carmichael.

Other Features to Make Shopping Quicker & More Convenient

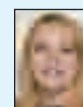
Multiple Add-to-Cart - In addition to adding the main item of interest to the cart, similar items (such as accessories) are also displayed with pricing and check boxes. This reminds consumers of the cognates and allows them to automatically add additional items they may suddenly want. This works psychologically as well—users may not have wanted anything else, but since the check boxes are so conveniently located, well...

Saved Shopping Cart - This feature works great for browsers. Users add items to the cart at any point and then when they are ready to purchase, they can do so easily--the items they want are already in the cart, eliminating the need to find them again.

Recently Viewed Items - This allows users to more quickly find items they may have been comparing.


Summing Up

E-commerce is evolving with the technology. We can make the shopping experience easier, more suggestive and more attractive for our customers while making the experience more lucrative for our companies. Are you up to the minute? Ask your site developer if there are any tools out there that will improve the shopping process. Ask your customers too. You both want it easy, right? After all, the easier it is for them, the more profitable it is for you. **eBiz**



By Donna Talarico
donnat@ebizinsider.com

How to Avoid Shopping Cart Abandonment

A rusty, brown metal shopping cart is positioned on a rocky beach. The cart is empty and appears to be abandoned. The background shows a clear blue sky and the ocean waves crashing against the shore. The overall scene conveys a sense of neglect and abandonment.

One of the concerns I hear most often from online merchants is the problem of Shopping Cart Abandonment. They wonder how they can lower the percentage of shoppers that leave their carts before checking out. In a study conducted by Marketing Sherpa this year, nearly 60% of online shoppers abandon the cart during the checkout process.

These are worrisome numbers and they come from a variety of causes. But this problem is important. You know how much effort is involved and money spent to get shoppers to your site in the first place. If you've gotten them all the way to the point where they're in the process of buying, it is essential that you keep your customers focused and purchasing. Here are a few questions to help you examine your own site:

Is shopping your site quick and simple?

Navigation really isn't much of a concern anymore; online shoppers have become more accustomed to the online shopping experience and are now familiar with following required steps. That said, try and spare your customer from the annoying ritual of having to fill out page after page of information. Many online merchants require customers to log in or create an account before they can even get into the checkout process. Instead of requiring your customers to create an account, offer it to them for a quicker checkout process in the future. This will give them the option of creating the account or continuing quickly through the process.

Have you shown your customers that your checkout is secure?

Place graphics prominently that will reassure your customers that their information is safe. Although your checkout URL is secure, your customers might not ever look there. Keeping a graphic or two in the design of the checkout can go a long way in making your customers comfortable with entering their information.

Do your customers know your policies?

Add links in your checkout process to pages that explain your returns, refunds, warranty and shipping policies. This will ensure that if your customers have a question they can find the answer. In

addition, adding a toll free number can be a big plus. Customers can call for help, and the number can also help in other areas of the sales process, especially if you have well-trained customer service reps available to answer questions and offer advice on additional items.

Do you provide all pricing details before the checkout?

Too often, customers may not know the final cost of shipping until they are ready to complete the order and then see a charge they are unwilling to pay. This can be a very big concern. One way to eliminate this is explain your shipping charges prior to customers going into the checkout flow. Another solution is to give them the opportunity to calculate the cost on the shopping cart level prior to entering the checkout process. This could help to reduce the number of unhappy customers leaving the cart once they see how much shipping will cost. If you offer shipping promotions, make sure you advertise them throughout your site. If a customer notices a promotion for Free Shipping over a certain purchase amount, this can encourage your customer to not only add more items to the cart, but the free shipping makes them more likely to complete the order.

There is no single solution to the shopping cart abandonment problem, but simply put, the more customers know going through the shopping process, the more likely they are to complete it. These little updates can help. If you have tried something that works for you, please let me know. I would like to see how other merchants are dealing with this problem and what is working or not working for them. **eBiz**



By John Tomkoski
johnnt@ebizinsider.com

Not affiliate marketing, but smart marketing!

Sign up today and get the first 10,000 impressions free!



Get started today at:
<http://mycoupons.solidcactus.com>



What is Web 2.0?

Asking “what is Web 2.0” is like asking “what is the meaning of life?” It is a profound question and not easily answered. Let’s begin by saying what it is not. Web 2.0 is not Ajax with cornerless buttons and intuitive User interfaces; it’s not broadband Internet connections; it’s not flash media. It is so much more. To say Web 2.0 is simply its physical trappings would be like saying the 60’s were a period of tie dye shirts and drugs. Web 2.0 is so much more.

Web 2.0 (pronounced like .com) is not much different than Web 1.0 which connected people and businesses throughout the world through e-mail, websites and chat rooms in a way never possible before.

The defining feature of Web 2.0 is the ability for anyone with an Internet connection to create content and fully participate in this great network of information. Web 2.0 literally lets anyone take part in the construction of the new web.

Web 2.0 is the new buzz-phrase. Others refer to it as the “Collaborative Web” or “Live Web.” These terms go to the heart of the Web 2.0.

Web 2.0 is the reason Time magazine’s person of the Year was “You.” It is the individual interacting online who makes Web 2.0. It’s not merely the constantly evolving technology but you and how you decide to use it. It could be writing a product review, starting up a blog in your area of expertise, tagging a favorite document, “digging” the latest news story, writing a Wikipedia article, creating a

Facebook group, making a how-to video and posting it on You Tube, or twittering about start-up challenges... what you share with the world and the feedback you give to others makes up Web 2.0.

Web 2.0 is also about a blurring of lines. It’s tagging, creating, sharing, learning in the online sphere and it is merging with desktop software that works as seamlessly on the web as it does on your desktop (Thanks to the Moore’s Law & the massive amounts of bandwidth leftover from the Web 1.0 crash).

Increasing ease of access to information is another important function of Web 2.0. It gave birth to the extension of web services through advanced programming interfaces (API’s). These allow services to be built around any facet of the web. Some API’s connect directly with comparison shopping engines and e-commerce store feeds to provide a seamless integration between platforms of the web, business and consumers to streamline and optimize markets. Advanced bid management tools connect directly to the AdWords and other search marketing platforms to analyze data. API’s let companies use the web to drastically increase efficiency.

The best way to capitalize on web 2.0 is through direct interaction. Become part of the wave.

- Find the communities that are relevant to your business and immerse yourself.
- Have a good product and service? Become transparent (web 2.0 leaves little other choice).

- Allow people to write product reviews.
- Make it easy for consumers to buy products with one-click purchase features.
- Become an expert in your field and start blogging, and twittering... share your expertise and you will be rewarded with the trust of your customers.

The thread that ties these interactions together is style. The style and tone of your blog should match the style and design of your store and match the community that you’re looking to attract.

When TheFerretStore.com wanted to increase sales they bought radio time to share their expertise on pet care. With Web 2.0 you’re not restricted to one local geographic community; you can connect with the community of the world. You connect through the blogosphere and Wikipedia, in the Myspace & Facebook groups. You succeed by becoming ranked in Digg or tagged with “Great Customer Service.” It is in the brave new world of Web 2.0 that you will build your brand and your trust amongst the customer base.

Web 2.0, like life, often evokes emotions of hope (in opportunities) and fear (in change). Finding the beauty of Web 2.0 is the same as finding out the secret to life. Immerse yourself and reap the benefits.

eBiz



By Jeff Petrosillo
jeffp@ebizinsider.com

Spending too much

in comparison shopping engines
without enough return?



FeedPerfect users have generated
over a million dollars in revenue
in a few short months, while
cutting wasted ad spend by 62%!

For a 60 Day FREE TRIAL

use coupon code: **ebiz-nov** expires Nov. 30th

NOW WITH
**REDUCED
PRICING**

FEED
PERFECT

866.552.1933 | www.feedperfect.com



Don't Dismiss Print – Direct Mail Still Delivers

October 1974, I was struggling with my first semester of college, Richard and Karen Carpenter released their popular song “Please Mr. Postman.” Back then there was only snail mail. The only people online were the cast of the fictional Star Ship Enterprise. I guess I’m dating myself.

In e-commerce these days, we’re all about tomorrow. It’s only natural to think if your store is online, then so are all of your customers and online is the only place to catch them. Well, before you go totally cyber on us with search engine optimization, pay-per-click ads, comparison shopping engines, e-mail campaigns and affiliate marketing, don’t forget the traditional forms of advertising. Done right, direct mail still delivers.

Don't Junk the Snail

We’ve all sarcastically referred to “junk mail” and complained about “snail mail.” The fact is, effective direct mail evokes emotion in its recipients and is considered smart shopping information useful to at least 75% of consumers. Direct mail gets the recipients’ attention, helps them stay informed and builds trust, value and security.

We consumers seem to like our information in many forms. The U.S. Postal Service (USPS) reports that 30% more dollars are spent by multimedia shoppers than single-media shoppers. E-mail is fast, easy, interactive and great to grab the impulse buyers. Mail grabs consumers’ undivided attention — they’ll spend up to 30 minutes with their mail on any given occasion. Mail also gets into the hands (literally) of your prospect, has staying power in the home, and can be passed along to others. A good mix of e-mail and direct mail will compel customers to respond.

USPS research also shows:

- 98% of consumers bring their mail into their homes the same day it is delivered
- 72% of consumers bring the mail in at the first opportunity
- 77% of consumers sort their mail immediately
- 63% of consumers said an interesting-looking piece caused them to open it and read it
- 67% of consumers feel mail is more personal than the Internet
- 60% of catalog recipients were influenced by a catalog to visit the web site
- Catalog recipients purchased 28% more items and spent 28% more money than their non-catalog counterparts
- 16% more consumer visits to a retail web site
- 22% more pages viewed
- 14% more time spent on the web site
- 88% more likely to buy
- 16% more money spent per visit

More detailed USPS research can be found at:

<http://www.usps.com/directmail/research.htm>

<http://www.usps.com/strategicdirection/mitfres.htm>

<http://www.usps.com/strategicdirection/pdf/consumer.pdf>

Doing it Right

Every time you sort your mail, make note of what grabs your attention and what doesn't. What will appeal to your customer? Will they like coupons or buy one, get one offers? A Vertis Communications Direct Mail study says 72% of adults surveyed have replied to direct mail containing a "buy one, get one free" offer. Further, 63% have responded to direct mail offering a percentage discount on merchandise.

Whether you send post cards, brochures, catalogs or sealed offers, follow these steps:

- Know your prospective customer.
- Know your budget
- Select a format within your budget
- Make sure you have a good mailing list
- Keep your message benefit oriented
- Keep the design clean and simple
- Use expiration dates to create urgency
- Give them clear easy methods to

respond

- Be sure to track the offer

Escargot & Treasure

The studies suggest that, like the Carpenter's song, Americans still like to see what is in our mail. A true marketer can see the value of mixing electronic media with direct mail. Take advantage of appealing to your customers through a variety of media. Then it's up to you to send creative, eye-catching and valuable



By Randy Llewellyn
randyl@ebizinsider.com

Help Wanted

E-SALES AD REPS

If you like
eBiz Insider
then sell eBiz Insider!

Our Ad Sales Reps (ASRs) will:

- Target businesses who want their message seen by 16,000 e-commerce store owners
- Work from home full-time or part-time
- Earn generous commissions with unlimited upside potential
- Work from anywhere, call us!



Send resume and cover letter to:
Ed Stanchak
Director of Human Resources
eds@ebizinsider.com
Fax: 570-270-3476

Choosing a Company to Manage Your Search Engine Marketing



Search Engine Marketing is more popular now than ever. In fact it is the hottest segment of any current marketing methods used. This is because it allows the advertiser to have total control over the kind of eyeballs they want, the cost they pay for those eyeballs, and at the same time measure ROI down to the penny. Sadly, those pennies turn to dollars in a hurry in SEM. How do you get the best bang for those bucks? I believe you have 3 options, each with their own strengths and weaknesses:

- *Do it yourself*
- *Hire/promote someone to manage SEM in-house.*
- *Hire a professional marketing firm for your SEM needs.*



Do it yourself

 Pros:	 Cons:
Control - You decide your needs and how to translate them into your marketing efforts.	Time allocation – Smaller businesses don't have time to get into accounts every day, and still spend the time necessary for management. Can you really afford to spend 4-5 hours/day in marketing?
Familiarity - You know your products and your brand better than anyone else.	Keeping up – SEM is evolving at such a rapid pace that if you are not constantly self-educating to keep up with the trends, you're probably missing out on multiple opportunities.
Fluidity - You have the ability to make changes to your campaigns quickly, which will allow you to push or promote certain products.	Proper tools – The right tools aren't cheap. You'll have to pay for keyword generation, bid management software, etc. Remember all the costs associated with conferences necessary to keep up with the trends.

Manage your SEM In-house

 Pros:	 Cons:
Accessibility – If you are a small organization, your SEM person is a phone extension (or loud yell) away.	Skill Sets – There are very few people who really know what they are doing in this industry, so unless you're willing to shell out serious money for a pro, don't even bother thinking about this option.
Familiarity – Your in-house person should be intimately familiar with your products, seasonal trends, etc. which greatly helps promoting your products. A recent study by Marketing Sherpa found that it took an average of 3-4 months to get a new person familiar enough to run search marketing effectively.	Multiple Hats – If you hire a person whose forté is PPC management, as your business grows you will get involved in Affiliate Marketing, Search Engine Optimization, Media Buys, E-mail marketing, Behavioral Targeting, Social Media Optimization...the list is endless and I'll bet you know where I'm going. No one person will be an expert in all of the above and that can also hinder your ability to grow.
Nimbleness – Yes, having that control within your reach is a comfort factor.	Cost – You still will have to incur additional costs for tools, conferences, etc.

Hire a professional marketing firm

 Pros:	 Cons:
Knowledge/Experience – These agencies have experience in managing clients in various verticals, and with various budgets. That knowledge is very valuable to be able to predict fluctuations, trends, seasonality, etc. and act upon them.	Familiarity – Depending on your industry, it is unlikely that your account manager will be extremely familiar with your business model and product line. So there is a lag time (about 4-8 weeks) for them to get intimately familiar with your product line and trends. You will have to factor that learning period into your timeline.
Partnering – A good agency will be able to guide you in the right direction, and have a fiduciary stake in making sure you invest in the right marketing channels at the right time.	Control – Your people are no longer a short walk away. Translating your needs to the agency and waiting for them to implement your changes can now take days instead of hours (A good agency should be able to turn around your requests within 24-48 hours). Also, some agencies outsource their work to other countries to reduce their costs, which can increase the lag time.
Cost – This option will be the most viable for most of you, as the cost of hiring an agency will most likely outweigh hiring an experienced in-house SEM manager (or managers!). Remember, if an account manager leaves in an agency, the firm will have another experienced person to manage your account, which reduces your headaches. Also, all the costs of the tools, resources, conferences, health insurance, technology...you get the point ...are eliminated.	Attention/Customer Service – Agencies often balance their costs by assigning multiple accounts to one account manager. This can translate into less attention than your account deserves. This can also result in slower response times in e-mail etc. Some agencies boast a 1:1 ratio, but these agencies are usually managing spends in excess of \$1Million/month per client or more. Make sure your agency is capable of handling your needs.

Going the Agency Route

If you've decided to outsource your SEM efforts, what now? There are hundreds of agencies which offer similar or identical services. Below are tips for hiring the right agency.

Make sure they are a Google Certified Company: A good agency will be a Google Certified Company, and the current prerequisites for that are:

- Have a billing and mailing address in a country where company qualification is available.
- Employ at least two Google Qualified Individuals in the program.
- Build and maintain the minimum 90-day required total client spend (100K for US) for the company's My Client Center.



Make sure your account managers are AdWords Certified Professionals, and Yahoo! Search Marketing Ambassadors. There are rigorous tests and prerequisites before an individual can achieve this honor. The agency will be able to provide you with a link if you wanted to verify this information.

- Ask if any work is outsourced outside the country (If yes...stay away).
- Ask how many accounts the agency manages and determine the account manager/client ratio.
- Ask about the average spend they manage. An average is a good indication of the size of their accounts which goes to the expertise of the firm.
- Investigate department heads' qualifications. This suggests the quality of training your account manager will receive.
- Have the company provide you with

case studies/white papers of clients, and if need be a client to speak to reaffirm this.

Keeping Up

I can't stress this enough – the industry is getting intensely competitive and you will need more than just the right people with the right skill sets to succeed. Good agencies will use sophisticated ROI-based bid management software to keep you on the cutting edge. Software costs can range anywhere from \$200 to tens of thousands per month depending on the sophistication. Medium to large agencies can afford to spend the long dollar for this software solution and it works to your benefit to piggy back on their costs to keep up. Be sure to ask the agency about their software and its capabilities.

Growth

Your agency should not only help you grow, but should also have the resources to continue your growth. You don't want to jump around to different companies for your needs. A good agency should have the core expertise in-house to facilitate this growth (e.g. SEO, PPC, Affiliate, E-mail, Media, Web design, etc). Most important, make sure the account managers don't wear multiple hats and only focus on a core niche (i.e. your PPC manager, should not be doing SEO or Affiliate Marketing).

SEM is becoming a very competitive marketing channel, made more competitive by large brands which are increasingly shifting advertising dollars into online media. This is a critical area for e-commerce and it should be handled by pros. Good luck finding yours! **eBiz**



By Farukh Shroff
farukhs@ebizinsider.com

LIVEperson

Sign up today
and receive

50% Off

"LivePerson.com was able to categorize our e-mail and our chats. We feel as if we can provide substantially better service to our customers and reduce our operating costs. Plus we have a treasure of information about our customers that we can use in real time to help them decide on products, think about new products and overcome their reluctance at the checkout. For us it was worth the investment."

Derek Kleinow - TigerGPS.com

Benefits:

- ▶ Top of the line live chat at a reasonable price
- ▶ Increase your sales - Sell "instantly" by chatting with your customers
- ▶ Decrease your cost - Assist multiple customers simultaneously, save money over phone costs
- ▶ Improve your customer service - Give them the service they deserve from a real person
- ▶ Free extra services - Training, consultation, customized graphics

Get started today!

visit
<http://liveperson.solidcactus.com>

LIVEperson

Handling Customer Complaints

Customers, the lifeblood of your business!

The above statement sounds obvious, but it's good to remember the basics. It is absolutely critical to keep your customers satisfied so they will continue to do business with your company. Your success and bottom line depends upon it. Numerous studies have shown that it is far more expensive to acquire new customers than retain existing ones. The conclusion is clear. Pleasing your customers is an investment, not an expense.

How many types of customers are there?

Many customer types have been identified such as the "meek," "demanding," "abusive," "irate," "whiner," etc. There are different strategies associated in effectively dealing with different types of customers. In fact, there are really just 2 types of customers, those who will continue to do business with you and those who will go to the competition. Your job is to turn each of those personalities into one—your repeat customer.

If I don't get complaints everything is ok, right?

Silence can be deadly to your business. It is foolish to assume that not having any complaints is a good thing. You may think that your customers are completely satisfied if they don't complain but the opposite most likely is true. In fact, most customers hate to complain and consider it a waste of their valuable time. They simply, quietly take their business elsewhere. If you're not hearing from your customers, ask them if they're happy. If they tell you yes, great. If they tell you no, even better. Now you have something to fix!

Why should I handle customer complaints?

Effectively handling customer complaints is critical to your reputation as well as your bottom line. When your customers complain they are really telling you there is a problem that needs to be resolved so they can continue to do business with you. Consider it a cry for help and a warning. A customer who complains helps you improve your business so others are more likely to buy from you. This helps generate loyalty and word of mouth advertising. Research shows that for every complaint received, there are more than 25 customers who are dissatisfied but did not complain. They may have silently left without giving you the opportunity to take corrective action to satisfy and keep them. Ignorance of complaints is not bliss, but it might be—abyss...!

Handling customer complaints.

Ok, it's obvious that customers who complain can actually help me improve my business. How do I handle customer complaints?

1. Actively solicit customer feedback through surveys, polls, comment cards, etc. Make it easy for your customers to complain.
2. Be professional and pay attention to your customers. Acknowledge their complaint and give them your undivided attention.
3. Show empathy (not sympathy) and concern for their well-being.
4. Ask key questions to help clarify what the issue is. Reply to your customers so they know you clearly understand the issues.

5. Take responsibility and apologize when necessary.
6. Offer your customers options available to resolve the complaint. This will empower them to help in the resolution of the issue and will lead to greater satisfaction.
7. Thank the customer for their feedback and for bringing the issue to your attention.
8. Surprise them with a giveback such as a free product/service or coupon for a discount on their next purchase from you.
9. Follow through with the resolution of the issue. Do not over-promise and under-deliver.
10. Follow up with your customer to make sure they are satisfied with the resolution.
11. Develop a tracking system to analyze trends. Learn from the experience and develop ways to correct root causes so the situation will not occur again.

Conclusion.

Listen to your customers. Make it easy for them to tell you what they think. View customer concerns and complaints as opportunities to improve your business. Ask for their feedback and reward them for giving it to you. Then, make the changes. It all goes to the same bottom line—satisfying the customer.

Good luck and good selling! **eBiz**



By Lou Pagnotti
loup@ebizinsider.com

With over
100 million accounts,
are you
missing business?



Give your customers a choice,
and increase your sales.

PayPal's Express Checkout gives you the fastest, easiest way for buyers to pay with PayPal. Your customers pay in fewer steps, and get a more streamlined checkout experience. Buyers trust PayPal because they can shop without sharing their financial information with merchants. Plus, you give them the choice to pay with their credit or debit card, bank transfer, PayPal balance, or PayPal Buyer Credit.

PayPal[®]

Easy
integration
with Yahoo!
Merchant
Solutions

Sign up today at <http://paypal.solidcactus.com>

The Marketing Maven Goes Online



Danny Flamberg is a marketing maven. Sure, it says so right on his blog. More importantly, it says so in his pedigree, his experience, his success and his insights. Danny Flamberg has been building brands and building businesses for nearly 3 decades in the US, Europe and South America. He has led Madison Avenue Ad Agencies like Amaritti & Puris and has worked with major brands including BMW & SAP. He has a Ph.D. in political economics from Columbia University, he lives in Manhattan and he's been wise to the web from the start.

"I used to be with 1-800-Mattress," he recalled. "That was our company name and main commerce stream, but in 1995 I sold \$500,000 worth of beds online. You have no idea what an ordeal that was back then. E-commerce was in its infancy."

Drilling in the Data Mine

Twelve years later and the Internet has grown up fast. Companies no longer debate whether to build a web presence, now it's a matter of survival. Everyone else is in cyberspace so you have to be there, too. Traditional brands are coming online in a hurry. Danny is currently the Senior VP for Direct Commerce for Everlast, the boxing folks. Talk about a universally known brand, Everlast is front

and center in virtually every single boxing movie, TV program or fight card ever held. Just about 5% of Everlast's revenues are generated online, but Danny knows that will change. The Internet, he says, makes sense at several levels.

"Nike believes that in 5 years fully 25% of their business will be generated online," Flamberg said. "Nike will be selling direct without going through distributors. That's more profit, but there's so much more to it. The Internet allows companies to finally listen directly to their customers via customer reviews and blogs and the like. They'll get feedback and be able to use it to make better products. No more focus group nonsense, companies can ask customers directly what they want, make it accordingly and get away from the old 'bell curve' of production. You know, most companies produce 3 winners, three dogs, and everything else in the middle? You can have a lot more winners if you can listen to your buyers and give them what they want." Nike is finding lots of new business in letting buyers come online and build their shoe to their exact specs. The other advantage Flamberg sees is the ability not only to learn what your customer wants, but who they really are. "Another advantage of the Internet is the ability to find out more about our

customers. Shortly after I joined Everlast we did our first ever e-mail survey, 30 questions. We sent out 150,000 and got 6 thousand back the first hour! Everlast was amazed at what we found. One third of our customers are age 45+! Only 12-14% of customers are in that 18-24 demographic you might predict; they're our smallest group! 81% said they hit a bag or shadowboxed, only 40% said they were boxers, another surprise. 88% said they work out more than once a week and that's key. That means it's a lifestyle, their products will wear out regularly and we should be ready to offer replacement suggestions. It gives us a real opening in 'product cognates.' You know, which products go with the products you already bought."

Some stats were just plain stunning. On the subject of market segmentation, who's buying what, last year Everlast sold 56,000 pair of pink boxing gloves. "Now, we can be pretty sure they're mostly going to women," Danny said with a laugh. "The deeper we dig, the more we learn about our people."

Big Brands, Big Footprints

As old brands increasingly move online, they will have to resolve issues in their traditional relationships. For instance,

what will distributors say to Nike and others who by-pass them to sell directly to their customers? Danny Flamberg sees the same thing looming with Everlast. "Online sales was only \$8 million of our total of \$175 million," he said. "So online isn't seen as a threat to our distributors. Yet. But we're getting bigger and we must maintain our good relationships with our distributors. They're vital in the overall marketing effort." Indeed, the first Google listing for Everlast isn't the company, but an ad for a prominent distributor.

There is another concern for many niche e-commerce operators. They've made a living selling a major brand online and now they can see the long shadow of the bricks-and-mortar behemoth coming online. "Your advantage is that you were there first and you know your customers," said Flamberg. "The old brand's advantage is a natural attraction to a known commodity and possibly price. You're smaller so you have to be more nimble with offers and connect better with product cognates. Know when your customers are likely to run out of whatever you sold them, and be there early with the reminder. Larger companies aren't likely to be as personal as smaller ones. Use that to your advantage."

Lasting Trends or Loss Leaders?

There are no sacred cows for Danny Flamberg. He is now asking questions which e-commerce operators face. But he's asking questions on behalf of very large companies and those issues have consequences for e-commerce. Among them—free shipping. "I know free shipping is a good sales point," said Flamberg, "but what I don't know is if this is an extra which will last. For instance, I know that LL Bean has stopped offering free shipping with their canoes. This seems at the very least like a long overdue idea." Flamberg points out that as more and more people shop online, their expectations will begin to mirror their expectations in the bricks-and-mortar world. Working for Everlast, he has more immediate concerns. "The heavy bags we ship literally all over the world are heavy," he said. "I think older brands are going to resist free shipping and I wouldn't be surprised to see it begin to disappear over time."

Marketing does not Equal Sales

"Everlast was all over that network boxing show 'The Contender,'" Danny recalled. "Talk about branding, the Everlast name was in nearly every shot. We are the most famous name in boxing, after all. The marketing people were exultant! I had just joined the company and I couldn't wait to chart the overnight sales. We did four dozen T-shirts. That's it! It was another reminder that a big presence doesn't necessarily translate into buyer action. Sadly, the marketing guys were still thrilled. They did their job, I suppose."

Danny Flamberg is dealing with his own questions, now. How much e-mail to send? How often? "I wonder if I should do

smaller groups and be more specific with demographic questions, really drill down for information," Danny said. "Everlast has very loyal customers. That's the point here. Every disadvantage is an advantage. We're newer to the Internet, but the company carrying the brand has an advantage of being known and trusted. I have to make that advantage work for us. Everyday more companies are going from 'bricks to clicks' and e-commerce operators have to be ready for us." **eBiz**



By Kevin Lynn
kevinl@ebizinsider.com

Make Your Best Pitch in...

eBiz Insider

the magazine for e-commerce professionals.

Reaching your customers can sometimes be as tough as pitching a no hitter. With more than 16,000 e-merchant subscribers, advertising monthly in eBiz Insider you can throw perfect strikes.

For a Rate Card & Advertising Information,
log onto www.ebizinsider.com
or call: 1.888.361.9814

Tech Corner:

When the Lights Go Down in the City...

I was in Baltimore recently staying at a local hotel and being a good computer geek, the first thing I did was set up my laptop, tapping into the hotel's Wi-Fi signal. I was impressed to find a label on the power strip in my room, "Power strips are only switched extension cords, NOT surge protectors. Your equipment is not protected from power surges or spikes." If only everyone were as pro-active with their warning messages!

This reminded me again how important it is to handle electricity properly in e-commerce. One power surge could mean replacing a modem and router, an entire workstation, or more. Imagine a day without the Internet or computer access in your business. Now, imagine it during the holiday season. I have your attention? Good.

Protect Your Computers and Peripherals

- Protect your livelihood in a minute by picking up an Uninterruptible Power Supply – a high-quality surge protector with a battery backup. This is especially important if you live in an area prone to power outages, lightning storms, etc.
- Power strips do not necessarily offer surge protection. Good surge protectors often will come with a service guarantee. If they fail, the manufacturer will cover replacement of equipment and data, up to the insured amount.

Protect Routers and Internet Connections with a Power Conditioner

"It is not uncommon for me to come across customers who are replacing their wireless routers for the third or fourth time within a relatively short period of time. One of the most common reasons for the high failure

rate of wireless routers is that the chips in wireless routers are being stressed by fluctuating voltage," says Ken Walker, Product Manager at PCPowerZone.com. "This creates heat in the chips. Over time this excess stress and heat will lead in a router that will keep dropping your connection. After it is reset over and over you will notice that the amount of time before a reset is required will gradually dwindle before the router stops functioning entirely."

Walker suggests that the best way to fix this is use of a power line conditioner. These devices even out the highs and lows in your source power before it reaches your wireless router or any other device connected to it. There are standalone conditioners, as well as those built in to most UPS devices.

Backup Your Data Regularly

Invest in a backup solution. For smaller shops, you might be able to backup your critical data on a USB thumb drive or an external hard drive. For larger networks, look at tape backups, network backups, and enterprise level solutions for your data management needs. For \$30 a machine, HandyBackup.com offers a downloadable backup solution that will save your critical files on a schedule to a tape backup, CD or DVD, external hard drive, or even an FTP server.

Keep a Copy of Critical Data Off-Site

If you use an attached hard drive for backups, make sure you unplug it from your computer and power source when you aren't backing up! If you are going to do backups about once a week, invest in two or three drives and cycle them through. Keep at least one off-site, in case of natural disaster at your office. I have one friend who mails her backup discs from

Pennsylvania to Oregon to her mother. Now that's off-site backup!

Insurance Policies

If your business, office, or home is insured, you should also make sure ALL your equipment is added to that policy. The occasional power surge may require you to replace a device here or there – maybe not a big deal in small doses. But one major spike and you might need to replace it all.

E-commerce is often an exciting and risky business... if you're gonna do it, use protection... surge protection, that is.

Additional Resources:

Types of Power Outages: http://www.apc.com/power/power_event.cfm

The Problem with Power: <http://www.apc.com/power/problems.cfm>

Risk Evaluator: <http://www.apc.com/tools/risk/index.cfm> **eBiz**




By John Dawe

johnd@ebizinsider.com

pc powerzone
Serving Power Users since February 2001

10% Off
all Surge Protectors
& Battery Backups*
Until December 31st 2007



Featuring the
APC Back-UPS ES 550VA
Desktop UPS

Regular Price: \$56.99
eBiz Discount: \$51.30

www.pcpowerzone.com
1-866-4PC-POWER

American owned & operated
No off-shore outsourcing

* USE PROMOTIONAL CODE: **ebizinsider**

eBiz Marketplace

ShopAkemi.com

*bright and beautiful asian
american gifts*

Coming Soon



Lane'
PROFESSIONAL CAR PRODUCTS



www.lanescarproducts.com

1.866.798.9011

CaliforniaTables.com
"Exclusive Pool Tables at Wholesale"

Special of the Month



The Laguna Outdoor Table Sale price: **\$3295.00**

America's Finest
Indoor and Outdoor Pool tables • Poker Tables
Foosball Tables • Any Kind of Gaming Table
Delivered and Installed at your door

www.californiatables.com

SERVICE IN ALL 50 STATES CANADA & MEXICO

NUMBER 21 SPORTS.COM

New Site Coming Soon!

Please visit our current site at
www.number21sports.com
for all your officially licensed
merchandise & collectibles

sales@number21sports.com

Make Your Mark!

Advertise Your Business Here
\$240.00



eBiz Marketplace

Call: 1.888.361.9814
www.ebizinsider.com

Bowlers Dream

At BowlersDream.com we strive to provide you with the best in bowling equipment at the best possible prices. Check out our bowling balls, bowling bags, bowling shoes and other bowling categories at

www.BowlersDream.com

4225 Oceanside Blvd., Suite M203
Oceanside, CA 92056
Sales@BowlersDream.com

Dream Soft BEDWARE

Specialized For
Buddy Co. South

New Site Coming Soon!

Please visit our current site at
www.dreamsoftbedware.com

PHONE ORDERS: 1-877-768-4233
Mon - Fri 8:00 AM - 12:00 Midnight • Sat - Sun 9:00 AM - 9:00 PM.

little dudes only



For the coolest selection of boys clothing, art, music and furniture, shop at www.LittleDudesOnly.com.
We're the one stop shop for hip little dudes!

LiftChair-us
A Wheelchair Lift Frame for Recliners

Turn your favorite recliner into a lift chair



New Site Coming Soon!

Please visit our current site at
www.liftchairus.com

Lift Chair IT is covered under Medicare HCPCS (pronounced "hic-pic") Code E0628



Maximize your holiday sales this year
with the brand new Snap Shop!



Snap Shop

BY  **SOLIDCACTUS**®



Key Benefits

- ☑ Increases conversion rates
- ☑ Increases average order value
- ☑ Increases number of items per order
- ☑ Decreases number of pages a shopper needs to view to purchase
- ☑ Time needed to find a product decreases

This section page feature, developed by Solid Cactus, allows your visitors to get more details in a small pop-in window without needlessly going back and forth between section and item pages. In fact, our beta testers saw a 7.85% decrease in the number of pages viewed per customer. That means people found what they were looking for faster, and because of that there was a 21.42% increase in conversion rates and 54.31% increase in the number of items per order!

We use some of the latest programming techniques to pull your product data into the window in real-time so that you don't have extra content stored in your HTML. By doing this, you will also avoid any potential SEO penalties that are a result of duplicate content and bloated HTML pages.

Order Snap Shop today to maximize your holiday conversions - call now!

 **SOLIDCACTUS**
your partner in e-commerce success

888.361.9814

www.solidcactus.com

eBiz Insider

the magazine for e-commerce professionals.

100 N. Wilkes-Barre Blvd. Suite 175
Wilkes-Barre, PA 18702

Sign Up for your **FREE** subscription at:
www.ebizinsider.com

PRSR STD
U.S. POSTAGE
PAID
Permit # 188
Wilkes-Barre, PA