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EBay 2016: Grow Your Business Using Social Media, Email Marketing, And Crowdfunding



Synopsis

This audiobook isn't going to tell you what to sell on eBay. The things that sell best change from day to day. You've probably heard the saying "you can lead a horse to water, but you can't make it drink." In this case I'm going to teach you how to find the water or, more appropriately, how to consistently pick items that are going to sell well online. This way you are not dependent upon a list of items someone else says sold well for them. The majority of this book is focused on marketing and promotion because that's where eBay is falling down right now. Last year eBay stopped all of their Google Pay Per Click (PPC) advertising because they didn't think it was effective. Translation: The ads were expensive, and eBay didn't want to spend the money necessary to help your items get found. Face it. It's up to you to find your own customers. Let me repeat that. If you want to be successful selling on eBay, , Etsy, or wherever today, it's up to you to find your own customers. That's kind of scary when you start to think about it. But it's also empowering because it puts you in the driver's seat and lets you control your own destiny. I'm going to talk about several specific forms of marketing that can help you grow your eBay business. 1. Email marketing 2. Social Media Marketing 3. Blogging 4. Crowd Funding with Kickstarter You don't need to try them all to be successful, but you do need to understand them. All four items are components of the new business paradigm. They're about being social and connecting with your customers on a whole new level - not just trying to sell them something. You need to shift out of that "one and done" mentality.

Book Information

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Customer Reviews

This book is full of good advice written by a seasoned Ebay seller. I, for one, am one of the casualties of the unfair seller feedback system. I refuse to put myself through that any longer.

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