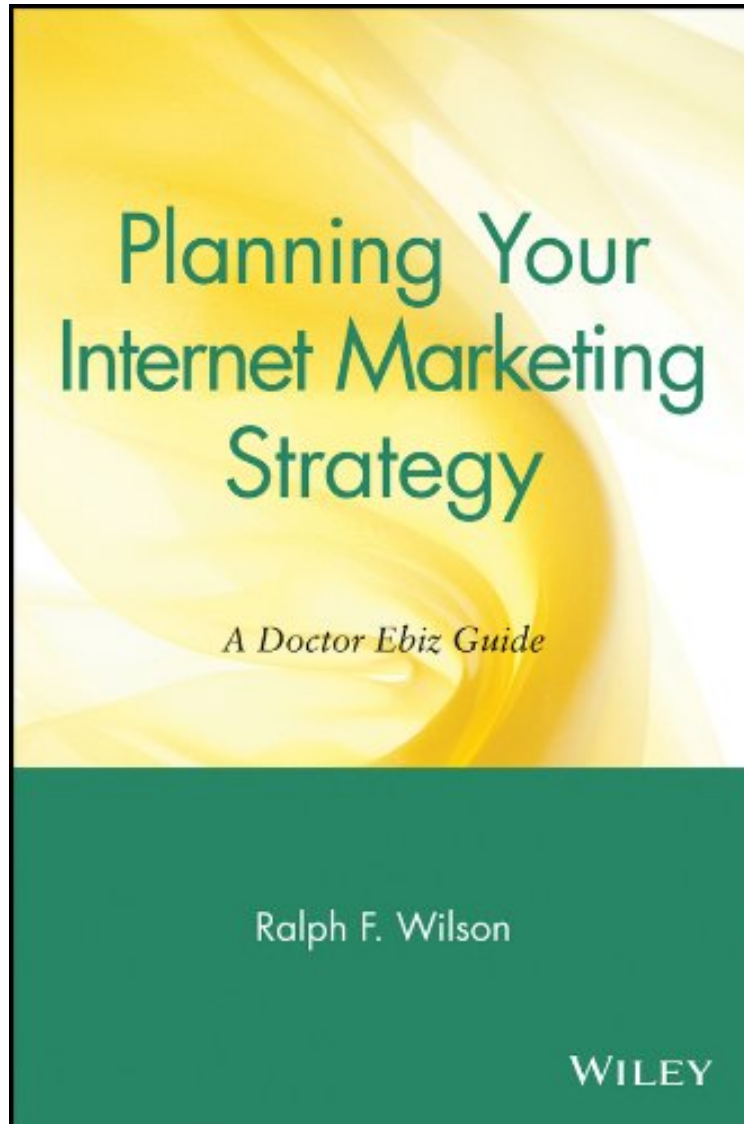


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Planning Your Internet Marketing Strategy: A Doctor Ebiz Guide

Ralph F. Wilson

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Ralph F. Wilson : Planning Your Internet Marketing Strategy: A Doctor Ebiz Guide before purchasing it in order to gauge whether or not it would be worth my time, and all praised Planning Your Internet Marketing Strategy: A Doctor Ebiz Guide:

2 of 2 people found the following review helpful. Good for Newbies -- Like Me!By 2metal2danceNone of the reviewers mentioned that this book is also geared toward the niche marketer. I bought this book for a class on marketing a niche business. It was very useful and practical with information I could immediately begin applying to my daily job. This is not a terribly deep book, but it is practical, simple to read (you can probably finish it in a day) and straight to the point. I've worked in media for almost a decade, but did little that was related to marketing on the

Internet. It was a very useful book for me to start with. I imagine it would be a good refresher from some folks, too. A lot of the material is obvious, even to an Internet marketing rookie like me, but it synthesizes all of those obvious things as well as the not-so-obvious into one practical guide. You would have to read a ton of articles to get all this information, but it's all condensed here into one short, simple guide. That is really the best feature of this book.

0 of 0 people found the following review helpful. Average Marketing Book By A Customer The author is obviously very knowledgeable and a good business consultant, but I found the book spent too much time telling the reader to make sure he/she had a unique selling proposition and unique business that wouldn't go against the big companies in the industry. I think this is useful information, but not for this book, I would have rather seen it appear in a basic "how to" business book for small companies. He does give some very useful information about Internet marketing and talks about applying generally accepted marketing principles to the Internet, which are ok. I think the title fits when it says "planning" strategy and helps the user to just that, but stops short of giving really concrete information to act on or execute the plan once it is done. Overall I think the book was just average. Not terrible, but not really great either.

3 of 3 people found the following review helpful. More than just Internet Marketing, it's about Life Marketing By Betsy Parker Planning Your Internet Marketing Strategy is more than just about Internet Marketing--it's about personal marketing. Within an hour of buying it, I bought a second copy to give to a friend who had recently lost his job as an engineer and wanted some advice on marketing himself. Several things make Planning Your Internet Marketing Strategy unique. First, in contrast to so many books, it lives up to its premise. The first 21 chapters explore various aspects of creating an internet strategy. Each chapter ends with questions and things for you to think about and answer on paper. These chapters provide the meat and potatoes for you to pull together in the formal, written Internet Marketing Plan that you create in Chapter 22. Second, Planning Your Internet Marketing Strategy is as much a resource guide as it is a friendly, extremely well-written guide. Each chapter contains numerous web site resources for you to explore as you read the book. This is one book you won't want to read in bed, (unless you have a laptop) because you'll be constantly tempted to check out a recommended web site. The field of Internet Marketing has spawned a slew of self-styled experts. Dr. Ralph F. Wilson is not a self-proclaimed expert new to the web. He has been involved since its inception. His knowledge is based on now only his own experiences but also the accumulated knowledge of the more than 9,000 articles that he has compiled are in his (...) database. What I like best about Planning Your Internet Marketing Strategy is the way Dr. Wilson has synthesized great amounts of "classical" marketing theory with the vast amount of Internet-specific information he's learned while compiling his 9,000 article database. No other author can make such a claim. Because of his hands-on experience, he's worth listening to. The result is a "must read" for anyone interested in creating a web site that works...as well as anyone who is interested in a good, solid, readable introduction to marketing.

A top international authority on Web marketing and e-commerce provides a sure-fire formula for developing a winning e-commerce marketing strategy. One of the biggest reasons why so many Internet-based businesses fail isn't poor product or service, or technology failures, or even lack of funding. As Internet marketing guru Ralph F. Wilson explains in this ground-breaking book, a preponderance of e-business failures can be traced back to a lack of knowledge about the Internet's full potential as a marketing and sales tool. With the help of case studies of outstanding e-business successes and failures, Wilson describes how to develop four, core e-business marketing competencies. Readers learn how to develop a USP, clarify goals, and perform analysis and customer profiling. They also learn how to perform product positioning; develop a balanced promotional mix; provide lifetime customer value; and much more. Ralph F. Wilson (Loomis, CA) is the founding editor of three popular e-business publications read by 130,000 subscribers in 130 countries: Web Marketing Today, Web Commerce Today, and Doctor Ebiz.

"...contains a great deal of sensible advice..." (Marketing, 14 March 2002) "...easy text with hands on advice that could prove useful to the beginner as well as the more experienced person." (M2 Communications, 19 April 2002)

From the Back Cover Build a Solid Foundation for e-Business Success! Nothing drives an e-business like a killer marketing plan. In this eye-opening guide, Ralph "Doctor Ebiz(r)" Wilson shows you, step by step, how to construct an e-business marketing plan that will focus your efforts, energize your staff, and generate the sales you crave-fast! Doctor Ebiz shows you how to identify e-business opportunities, brand your Web site, and define your e-business niche. You'll also discover how to develop a unique sales proposition, analyze your industry and your competition, and attract the best customers to your site. This powerful resource provides the know-how you need to:

- * Set goals for your e-business
- * Differentiate your company's products and services
- * Position your company in the consumer's mind
- * Master product strategy, placement, promotion, and pricing
- * Budget and implement your plan

Complete with hands-on exercises that let you perfect each step before applying it, Planning Your Internet Marketing Strategy is the road map you need to follow your route to e-business success!

About the Author RALPH F. WILSON is one of the world's top Web-marketing and e-business authorities. He is the founding editor of Web Marketing Today(r), Web Commerce Today(r), and Doctor Ebiz(r), and his work has been praised in numerous publications, including The Wall Street

Journal, Business Week, Business 2.0, and PC Magazine.