



# Inbound Commerce - How to Sell Better than Amazon

*Sam Mallikarjunan, Mike Ewing*

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'How To Sell Better Than Amazon' explores the eCommerce applications of inbound marketing, a methodology of marketing that focuses on using content and engagement to create marketing that people love - and therefore want to receive. This book focuses on how to avoid a price war by focusing on the research phases of the consumer buying cycle, and how to model an eCommerce business to focus on increasing the life time value of customers through persona targeted marketing campaigns.

Chapters:

Chapter 1: How to Sell Better Than Amazon

Chapter 2: Persona-Driven Marketing

Chapter 3: The Unit Economics of The eCommerce Marketing Funnel

Chapter 4: Optimizing Product Detail Pages

Chapter 5: Blogging and SEO

Chapter 6: eCommerce Marketing Using Facebook

Chapter 7: eCommerce Marketing on Twitter

Chapter 8: Managing Other Social Media Networks and Online Reviews

Chapter 9: eCommerce Email Marketing

Chapter 10: Experimental eCommerce Marketing & Analytics

Chapter 11: Inbound Campaign Marketing for eCommerce

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