

Driving Traffic and Customer Activity Through Affiliate Marketing

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

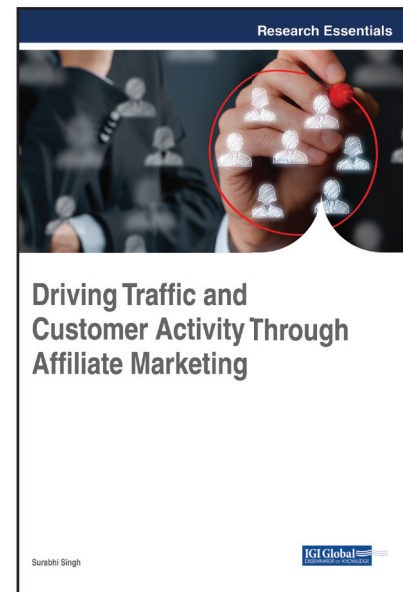
Surabhi Singh (Jaipuria School of Business, India)

Description:

Technological developments have created new opportunities for contemporary businesses. Online stores can now utilize a specific branch of marketing in order to maximize the revenue of their business and increase website traffic.

Driving Traffic and Customer Activity Through Affiliate Marketing

is an essential reference publication highlighting the latest scholarly research on the method of increasing online business traffic and sales by external referrals. Featuring extensive coverage on a broad range of topics and perspectives such as networking, program management, and customer satisfaction, this book is ideally designed for academicians, practitioners, and students seeking current information on ways to increase customer activity.



ISBN: 9781522526568

Release Date: June, 2017

Copyright: 2018

Pages: 232

Topics Covered:

- Business Development
- Content Marketing
- Customer satisfaction
- Global Marketing
- Networking
- Program Management
- Success Factors

Hardcover: \$175.00

E-Book: \$175.00

Hardcover + E-Book: \$210.00

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA