



Effective Promotional Planning for e-Business (CIM PROFESSIONAL)

Cathy Ace

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'Effective Promotional Planning for e-Business' is an introductory text for those who need to gain a practical insight into promotional planning and implementation for e-businesses.

Using a range of case studies from around the world, the book illustrates current practice in marketing communications, looking at both start ups and e-business solutions from existing organizations. It covers product, service, business to consumer, business to business, UK, transatlantic and global communications issues, both internally and externally.

The book also addresses specific issues such as:

- Developing traffic
- Making sites more sticky
- Ensuring best possible CRM, partner communications, internal communications and motivation
- Co-ordinating your tactics alongside traditional brand building

With its user-friendly layout and an accompanying website that includes presentation material, additional questions, case studies and updated web links, 'Effective Promotional Planning for e-Business' is the essential guide to this area. It is ideal for all marketing communications executives and managers who need a practical text to help them to prepare a workable marketing communications programme for an e-business operation.

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