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## **Chapter I. Why You Must Set Up Your Analytics**

Before you can start any promotional work, you must have your analytics in place to measure your success.

Analytics are reports that tell you about the activity in your Zazzle store, websites and your links. They give you feed back on your marketing efforts. **You must have this information.** Analytics tell you which of your marketing efforts are working and which are not. You use this information to expand and improve what is working or eliminate what is not.

Zazzle provides fields for you to add Google Analytics and StatCounter to your Zazzle store. Both of these services are free. You should set up both. Here is How2.

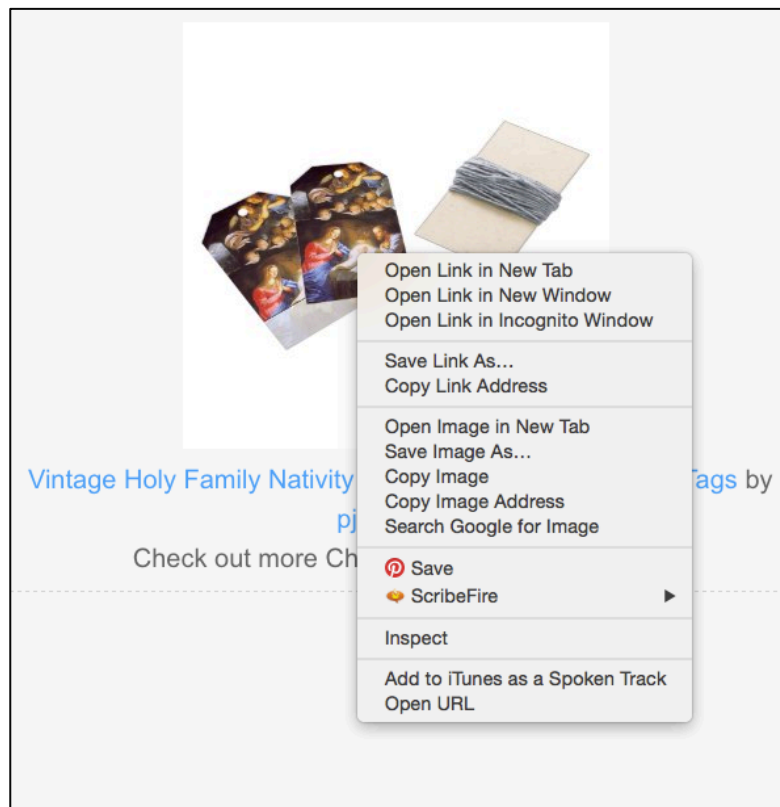
### **A. How2 Set Up Google Analytics (GA) - FREE**

Google pretty much invented analytics. Their system can provide extremely detailed information on the activity in your Zazzle store or website. Most of it will make your head swim and the topic can be a large book on its own (there are many books covering Google Analytics). For the purposes of this eBook, you will learn how to set up an account, add the coding to your Zazzle store(s) and how to understand basic reports.

## **Chapter III. F. How To Create a Product Image**

There are many reasons why you might want a stand-alone image of a product. We use them in our website and we have also used them in pdf Christmas catalogues. We have a business card for our cell phone cases

that has images of product. You might also want to make a direct post to some social media rather than using Zazzle's tools. This is How2 get a copy of a product image.



**Right Click the Product Image to Pull Up a Menu**

**To get a copy of a product image** using a MAC, right click on the product image on the right to call up the menu as seen above. You can copy the image directly but we suggest you click "Copy Image Address". This will give you the URL of the product image and from there you can manipulate the URL code to get a larger image that is easier to work with.

## **Chapter V. How to Create Auto-Marketing Systems With RSS Feeds**

We are big fans of any marketing system that automatically does the work for us. And that is what this system will do for you. You will be auto-tweeting categories of products you specify to Twitter. Your auto-tweets will include a product image, your Associate ID and your tracking code.

We have two kinds of results we want to see with this system. Making sales is always the primary objective. But coming in at a strong second is getting views. Most of our sales come from the Zazzle MarketPlace and views support this in two ways.

First, views keep your products in the MarketPlace. When never-sold products have not had any views within 16 months, they are no longer found in the MarketPlace. Second, views help your product move up in the MarketPlace, sold or unsold. This makes it more likely that buyers will discover your product.

## Chapter VI. B. Facebook Niche Product Page - Free

More and more people are using social media for shopping information. We've seen it on Twitter with our hashtagging efforts. It happens even more on Facebook.

Some time back, Zazzle recommended that you create a Facebook brand/product page for a niche in your product line. We thought that was a good idea and did one for our line of funny change of address cards.



This page gets several views each day, generates product views and an occasional rare sale.

Building a brand/product page is free and easy. We use RSS feeds to create auto-posts to this page to keep it fresh and also invite others to post their funny change of address cards. This is somewhat a "build it and forget it" promotional system.

Here is How2 make a brand/product page.