

AUTHORS DIGITAL ENTERPRISE

BY MALINI CHAUDHRI Ph.D.



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INTRODUCTION

Center for Wellness is a Skills development knowledge provider, developed under the auspices of ISTE, and bears statutes to carry out its assignments. It was proposed in 2010 to support a new era of Edtech and certified digital learning in spa therapy skills and related competencies based on Occupational Standards.

The founder author, Malini Chaudhri. Ph.D. L.Ac (WHO. China), discovered a niche market in authoring in this time whilst digital disruption precipitated changes in Education. The rise of artificial intelligence and automation caused further need for deep work. Her social networks and feeds adjusted to the changes in the Internet calling for increased robotic support and neural learning.

Since 2016, she followed the deeper structures of the Internet in business which impacted the internet and the field. Her association with Amazon and many authoring styles, continued to evolve into the new modern idiom and language of the digital era. The B2B marketplace, Angel investor's platform, blogs, social streams, apps and LMS sites, merged into a new significant reality, where all of a sudden, everything had concluded, yet everything remained. Now change was possible as far as we consciously moved the motion into the artificial space.

The founder, author is associated with a dynamic and disruptive past experience, she has supported companies, on the verge of collapsing, to turnaround and influence the field as leaders. Her career evolved despite great circumstantial opposition and disruption, where her country was not aligned to the seals of the task. In ISTE she found great solace and support in the senior academic handling of process and change and integration with policy makers. The continuing revolution, however, challenged absolutely everywhere and all sustainable development.

This Guide from Center or Wellness is associated with her works in her blog on Amazon Central, and her technical management of listings for her Center, regulated by ISTE, which has been committed to deep work and deep learning as it must be arranged for authors to mobilize their lot into digital citizenship.

ABOUT THE AUTHOR

Malini Chaudhri is an author with privileges and statutes of four book on alternative medicine and spa sciences. She is a life member of ISTE with authorization to provide skills globally.

She has embraced change and continued to make an impact on her professional field through top level research and publication.

She has attended seminars and courses worldwide, and managed two International Qualifications, one belonging to UK Ministry in India.

She has lived in China, USA and India

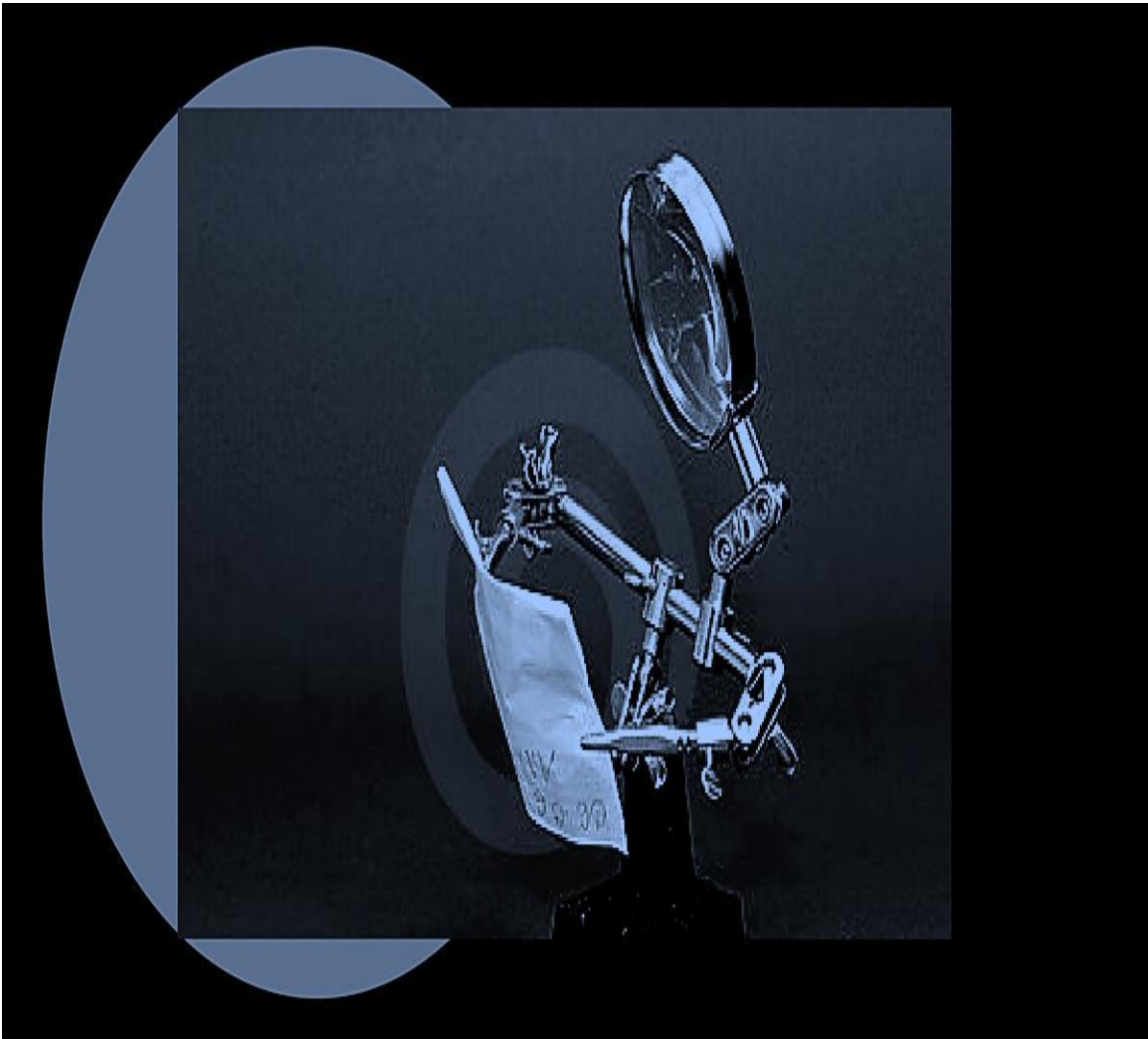
She teaches courses on Eliademy.

She has interests in law and manages to progress through rigorous enforcement of judicial standards in social, professional and personal issues.



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AMAZON AND THE READERS MARKET PLACE

Since 2017 March, the internet changed historically. Amazon has been a major player in its structure to develop the B2B and B2C marketplace. Algorithm changes and core developments influencing the internet's deepest structures were further incorporated. The Amazon factor critically influences how the internet would shape up for buyers and sellers, to arrange a professional digital landscape. By now many other world markets had closed and jobs were giving way to affiliate sales or first party sellers.

Amazon's technical advantage has been rooted in its robotic laboratories, where machine learning and programming have been inducted. The intensive structured organization based on ASIN, and ISBN, organized products, sellers and books into metadata marked digital entities that moved on the internet. For authors, this marketplace has been arranged to the deepest alignment of digital presence possible till now in the world. The author has secured his identity, his movement, his readers, fans, critics, newsmakers, subject experts, fellow authors and much more into a very exceptional database. More than that in his working lifetime, his product (book) continues to move in the arena, based on conscious inputs and seller techniques. There are associated Amazon companies for authors as Goodreads and CreateSpace, Author Central, Kindle Boards, and a host of Amazon affiliates with different promotional schemes. This is in addition to inbuilt campaign support for advertisers.

Reviews, five star ratings, traffic, visits to book, sale scans, buyer locations, and currencies can provide author and sales ranks in the larger picture, thereby giving big data. These are very advanced technical, integrated, mechanisms at work. Implementation to some extent of language translations, shows alignment with Deep Learning. Generally all cataloguing and support provided, have a deeper impact on the internet, if the seller is Amazon listed than if not. An author's blog in any Amazon site is deeper located than one not on Amazon, if the

author can manage complete optimization within its technical apparatus. Optimization is a very broad concept and authors will locate a comfortable threshold from which to grow.

Since March 2017, the UI (User Experience), has become an important part of the system. By now programmed robotics are giving users support to follow their choice and have a very responsive experience in the marketplace. Their identities, choices, browsing, location, spending patterns and their related activities on the internet, become a digital footprint. Sellers are dependent on this to keep the marketplace boosted and their products with accelerated sales, data tracking and CRM. Of late integrations into the new packages to boost sales is available for Amazon sellers of the marketplace. These are expensive opportunities for sellers to control their own data and performance in the marketplace. These apps belong to the new internet and required standard of deep work from authors.

Jungle Scout :

This an app which can be used to scale Amazons vast marketplace and obtain information on its products. It helps Amazon sellers avoid failure and have access to the big data. Vendors based on enterprise with exhaustive data research, benefit from this app.

Fetcher:

This a modern accounting software for Amazon sellers. It fetches data, provides advanced business analytics which support sale strategies. This app supports Fintech and robotic based AI.

Splitly:

This a popular app used for product list optimization and continued seller advancement in the marketplace. It split tests images and texts, and pricing. For great outreach, competitive markets and accelerated web traffic, this deep system is essential support.

Webgility :

This integration reflects the blueprint for the new e-commerce market. Excel sheets and manual entries must be replaced by automation and integration. Online sellers in the face of increasing traffic and competition, will take control of their own work flow. These are a few recommended systems available in the new automated apparatus. Many other integrations may also support CRM and data tracking. Vendors can find a suitable arrangement.

Feedly:

This a popular site which may be subscribed to with integrations specifically for authors and for content sharing? Feedly vault provides free and paid integration for working teams through SLACK (slack also manages further integration), **IITF** (with integrations to Amazons Alexa, Facebook, messaging, email and Microsoft office. **Slack** has advanced Messenger Slackbot support for users and teams, Paperbot for recognizing visitors and optimizing and several hundred high tech integrations.

Kapost:

Kapost is a B2B marketing operating system on Cloud with forty integrations that enables marketers to manage the marketing function amid the complexity of the digital age. Kapost aligns your organization's teams, tools and channels, to enable the user to effectively execute, distribute and analyse content across the buyer's journey. It is for large scale operations and workforce.

Kapost has vast free resources on B2B marketplace operations, and offers free downloads of templates for crowd funding, and micro operations in workflow.

Slack:

Integrations permits authors to arrange their own sellers platform and enterprise structures. Slack is an immensely advanced platform for artificial Intelligence and machine based support. It is a perfect platform for work teams and has several hundred popular apps as Github, Zendesk, and Lever to manage volume scaling.

Authors are also advised to develop integrations or rely on bots that support data tracking. This is because the new internet is permitting many new layers of information to be visible. Licensed companies can sell of data on the author's credit cards, their contacts, their key buyers and supporters, and trade of information to competitors in minutes. The author should have an integrated platform which identifies if a User is good or bad. The Internet can decipher this. In brief the business situation is not private as we are used to it.

In case a User shows a suspicious tracking, the author can report to local cyber police, Amazon support, and to sites as Facebook Live. The internet will have a provision to confirm the authors report status and clear the issue. However the author must be well programmed in his reporting, manage screenshots, details, proof, and precise facts, in case the helpline fails to respond and further investigations are necessary. The author can identify anonymous users, and differentiate from hackers. Many users must be converted to fans and buyers with good responsiveness to the authors books on Amazon.

At any rate, UI and Data tracking are the new focus of the seller, based on the deep systems. Additional new apparatus includes, video marketing and email marketing to woo the User and support his experience. Data may be monitored and enterprise scaled as in the case of rate of conversion, opened emails, responsive users, clicks and purchases. Email typography, colour, mood, language style should be branded for the internet to pick up the digital stamp of the Vendor. A new system that has emerged to control vulnerable financial and business data, is **Influencer marketing**. Amazon is now launching this

system. Influencers will provide connectivity for vendors to move in the internet securely, and rivals or thieves can be detected. **Linkis.com**, for instance, is a twitter site which boosts visibility of author's links in close connection to Bill Gates network. Other influencers in the network may patrol sites, moderate or recommend. These Influencers must be acknowledged for their immense support to secure good users in the social sites. Expert Influencers and moderators have boosted many individuals working hard on the internet and stabilized the transition in association with Intellisystems.it. Jeff Bezos portals may be subscribed to in addition with Amazons. Mark Zuckerberg has influencer significance for developers on Facebook and new incoming technologies, cameras and range of internet programmed intelligence. Satellite supporting technologies that move the internet, are linked to advanced robotic networks and laboratories, and there commercial figureheads.

All aspects of the internet must be compact, integrated, secure and analysed. All aspects are formal, including CTA, optimization and detail, email secure integration and connectivity, vendor marketplace graphics, images, typography, pricing, category and keywords and essential plugins for personalized sales. Popular choices for sellers include:

Word Press and Drupal– A comprehensive website builder, with multiple theme designs and plugin options for shopping carts (i.e. Woo Commerce).

Big Cartel – Builds a unique online store with customized colours, fonts, and colours.

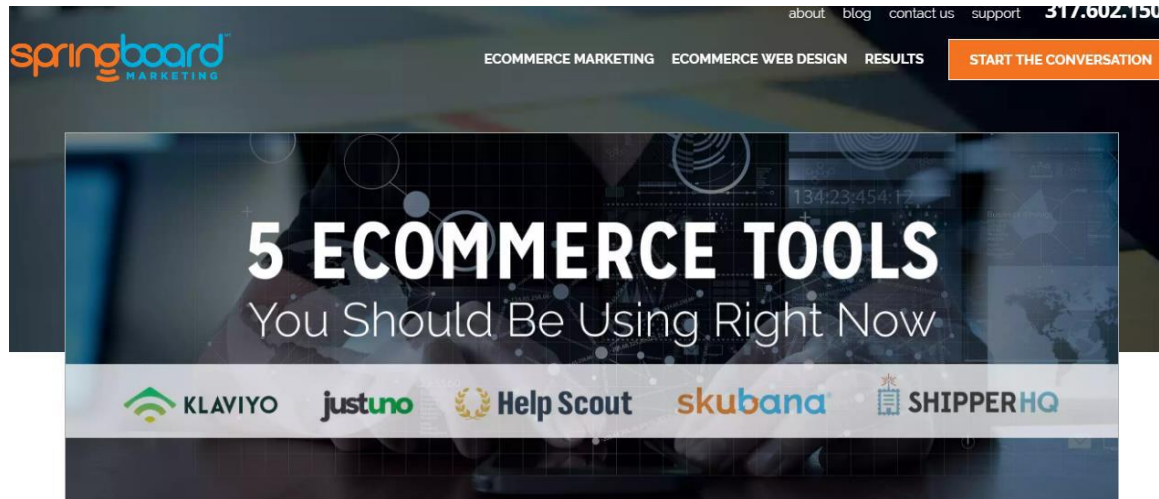
Gum road An online store with simple setup, support features, and analytics. Aimed toward creators and artists.

Selz and Facebook pages.– Create online stores or sell via social. They have multiple themes to choose from and built-in payments.

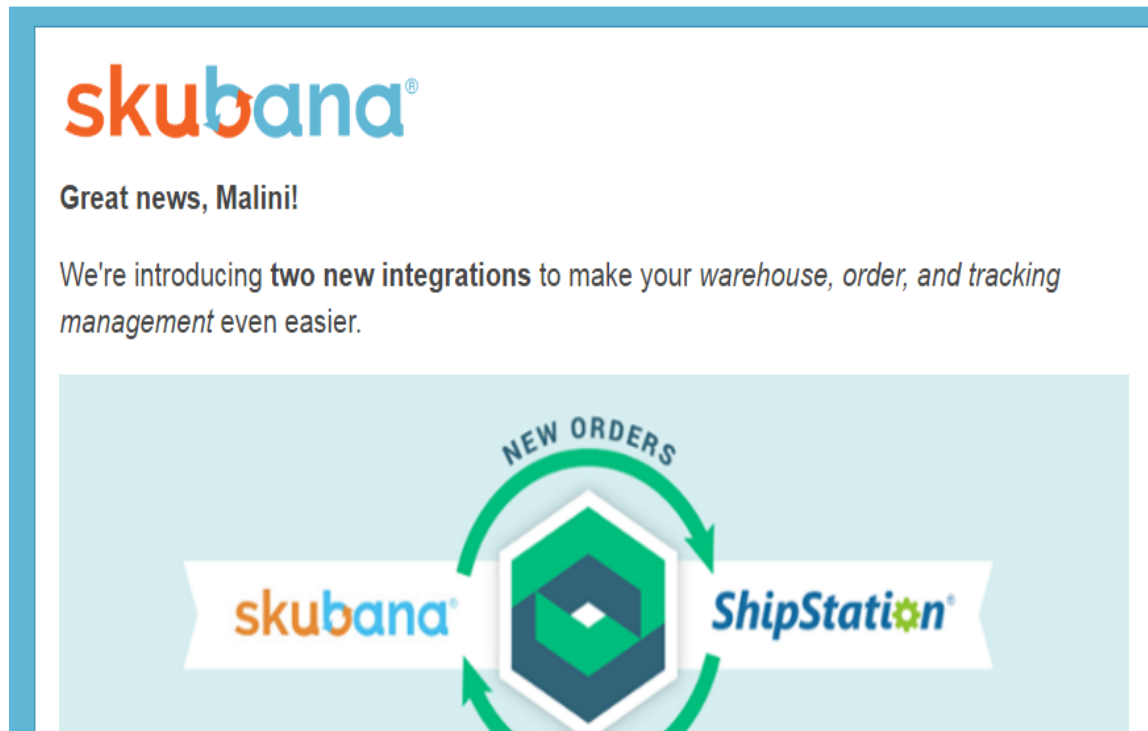
Shopify and Kartrocket– An e-commerce platform that allows the seller to build a store within their platform. Rich with features and tools.

These are only a few in the list for small scale enterprise

Online



Marketplace with tools for scaling



Skubana and ShipStation.

Terapeak

Scribed

Jumpsend

Just Uno

Klaviyo

Help Scout

Workato

Netline Portal

Get Response

The latest technologies are based on synchronized communications that are personalized and elite. Appropriate customers are informed through webinars, videos and eBooks of their systems.



THE HEART GROWS FONDER. Express emotions, moods and personality on the internet. The internet will keep you pleased. The new internet generates social and AI based footprints for the marketplace. Invite readers to express through emoji

[The introduction provided an overview of the white paper. This section offers the opportunity to expand upon this overview, and thoroughly define the problem statement.

