

# NEW DIGITAL MARKETING FIRM HELPS ECOMMERCE AND AMAZON STORES WITH MARKETING STRATEGIES

*Philip Masiello, the former Founder and CEO of 800razors.com has founded Clicblox.com to assist eCommerce companies in improving their return on marketing spend*

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-- In an effort to help eCommerce and Amazon sellers expand their businesses and increase profitability, eCommerce expert [Phil Masiello](#) is proud to announce the launch of digital marketing firm, [ClicBlox](#). ClicBlox was founded to help eCommerce and Amazon sellers improve their businesses and increase sales through marketing strategies that are specifically tailored toward their needs. Very few marketing firms know how to help eCommerce companies scale both online and on the Amazon marketplace. ClicBlox utilizes innovative PPC and SEO strategies that produce results quickly, and effectively. Although launched recently, clicblox.com is taking off quickly and is projected to be popular among online retailers.

ClicBlox helps Amazon businesses and eCommerce sellers market their products by implementing a custom plan around their budget and goals. Services include digital strategy, search engine optimization, pay per click marketing, social media marketing, mobile applications, email marketing, amazon marketplace sales, website conversion optimization and more.

The team at ClicBlox is entrepreneurial and have a background selling through a variety of eCommerce platforms. They have tested hundreds of different strategies in order to find marketing methods that actually work effectively and efficiently. Poorly branded products do not sell well, but with the right methods, the sky is the limit for eCommerce sellers.

ClicBlox was founded by Masiello after he sold [800razors.com](#) and Raw Essentials Skincare, both of which were successful omni-channel businesses. He has learned through both successes and failures which marketing methods work and which ones to avoid.

According to Masiello, "I was approached by a few fellow entrepreneurs who asked for help marketing their businesses. These companies were spending tons of money with PPC, SEO, Social and Digital firms but were getting sub par results. Most of the "experts" were following a basic, one size fits all formula and did not have the skill sets to look at digital marketing in a unique way." Masiello's client list piled up due to the positive results he was providing, so he decided to start a company fully dedicated to the service.

With expertise in selling online, on Amazon, DRTV and Shopping Channels, ClicBlox has been able to increase revenue, reduce customer acquisition costs, drive sales online and make better use of

PPC spend for the clients it serves.

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