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**Enhancing Your Internet
Marketing Budget**

P.12

MAY 2015

**INTERVIEW WITH MICHELLE
STINSON ROSS OF DIGITAL
ALWAYS MEDIA, INC.**

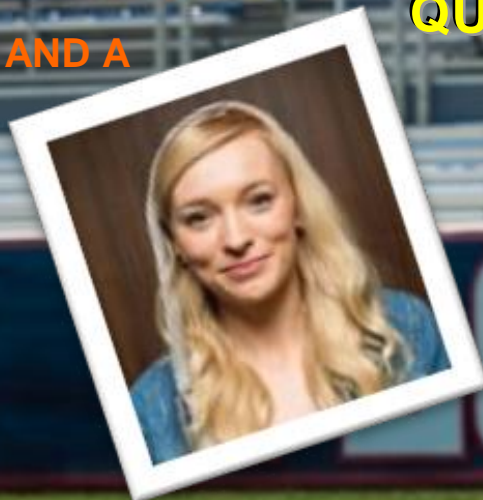
Rickey Flowers



Michelle Stinson



Rachel Zietz



Faith Lane



**HOW THIS 14-YEAR-OLD
ENTREPRENEUR IS MAKING ADULTS
QUESTION THEIR LIFE CHOICES**

**BY BEING RIDICULOUSLY
AWESOME!**

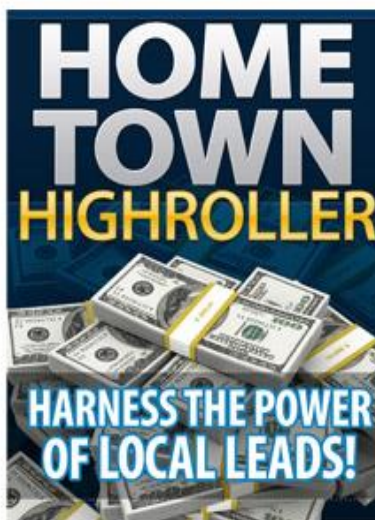
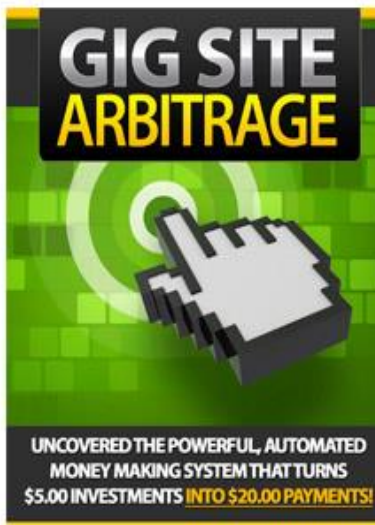
**The Basics of Internet Marketing
P.38**

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MWM editors letter



Welcome to the **MAY 2015 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and personal success insights, interviews, plus opportunities for you.***

Digital Marketing Ideas – Content Creation By: Natalie Hudson
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MWM Q & A Interview with Boomer Marketing Expert Joy Loverde
MWM Back Story How A Father-Son Team Raises \$10 Million for Their Beekeeping Invention on Indiegogo

For those readers having some viewing problems with the **Online Version** of "Making Web Money" to make reading **MWM** more convenient there are now **Free available PDF downloads**. I hope you enjoy this month's issue of the magazine, and as always please email me if you have any comments,

>> Talk to me

Facebook.com/harrycrowder

Twitter.com/harrycrowder

Keep your valuable feedback coming. I try to reply to every email, I appreciate Your input as it helps to make **MWM** the Best magazine possible..

Write to me at: **harry@harrycrowder.com**

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Making Web Money Online Marketing Magazine

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Contributors

Various experts in their fields

The instructions and advice in the magazine are for entertainment purposes only.

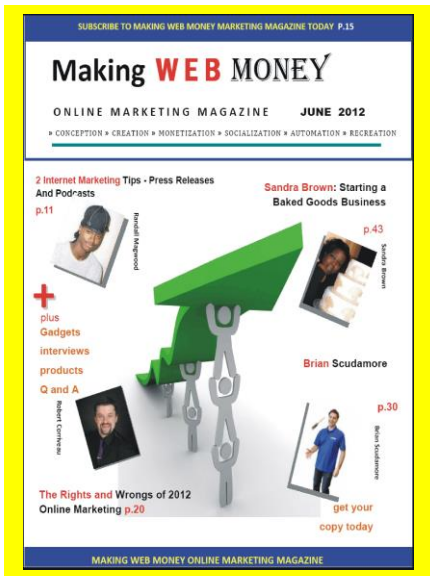
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Tell us what you like and don't like about Making Web Money Digital Marketing magazine.

What worked for you or what you think sucks, then we can make Making Web Money an even better magazine.

So, send me an email with your feedback and let me know.

harry@harrycrowder.com

Press Release Software



What is the easiest way to create an iPhone app?

I have a windows computer, and I want to know how to design, create, and program my own iPhone app. Is there a software that can do this on windows. I know that Xcode is confusing and is only for macs. I want to create an app as easy as possible. I don't want to put it in the actual AppStore, but I just want it on my iPod touch.-Jenny.

Generally speaking you are going to require the use of a MacBook or iMac to create your App. You'll need to learn Objective C, or use one of the App creation services like AppMakr.com. -Ed.

What is the best way to design a website so that someone with no html skills can update and edit it?

I usually use Dreamweaver for web design, but it needs to be more simple than that. A client wants to be able to make small changes and add info to the site himself in the future. Any suggestions for software or an online service that would give me design freedom and control, yet be easy for him to edit? It would be best if it is cheap or free and it has to be able to run on a mac and a pc. Thanks in advance!. - Ken.

For this type of setup, you really can't go past Wordpress. You setup wordpress, do the initial design for your client and then give them the information to access the backend, and show them how to create pages and posts.. - Ed.

What is Offline Marketing?

I keep hearing about it, but can't really find out what it is? - Connie.

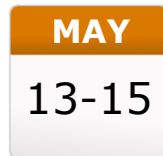
Offline marketing is the opposite of online marketing. Online marketing is marketing/advertising done over the internet. Offline marketing is the traditional methods of marketing such as television/newspaper/magazine adverts, posters, jingles, etc. -Ed.



Did you know:

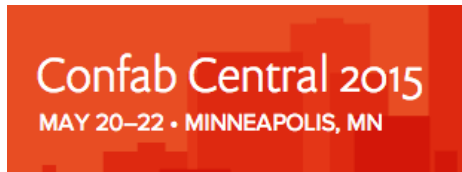
In 1978, Apple Corps (owned by The Beatles) sued Apple Computer for trademark infringement. The case settled for \$80,000 along with the condition that Apple Computer should not enter the music business, and Apple Corps agreed not to enter the computer business.

MWM what's on



Authority Rainmaker runs on a single track over two days, covering the topics of Design, Content, Traffic, and Conversion. You won't need to pick and choose which presentations you'll want to see or have to miss. It's an integrated agenda that will help you to immediately accelerate your business.

And let's not forget the secret sauce: real-world relationships. You'll mingle with some of the smartest online marketers on the planet, and meet like-minded people to trade ideas, forge partnerships, and even create new companies.



With sought-after, limited seats (150-650 attendees, depending on the event) you'll find Confab offers intense learning and more meaningful networking opportunities than a typical tech or marketing conference.

Hosted and curated by Brain Traffic and Kristina Halvorson (coauthor, Content Strategy for the Web), Confab events welcome a high percentage of return attendees and companies year after year.

what's on



The PeSA Internet Conference is Australia's longest running eCommerce conference & expo.

Run by sellers, for sellers, with hundreds of Australian online retailers who attend annually to stay at the forefront of eCommerce developments.

The conference focuses on eCommerce and helping both established and new retailers learn how to sell more online.

The event includes a comprehensive eCommerce exhibition – the expo, features approximately 60 exhibitors who help retailers increase their turnover and profit. (Attendees report an average increase in turnover of 17.5%*).

If you want the most up-to-date information for online retailing, then you need to attend the affordable and practical 9th Annual PeSA Internet Conference.



When: Tuesday May 12 & Wednesday May 13, 2015

Where: SMC Conference & Function Centre, Sydney

About Search Marketing Expo – SMX Sydney 2015

Search Marketing Expo – SMX Sydney is a conference where both online marketers, SEO & PPC gurus can grow and learn from each other and global search engine marketing experts.

Whether you are just getting started, planning your search strategy, managing the team, or you are deep into implementation, tactics and campaigns, you'll get the knowledge, ideas and contacts needed to help boost your search marketing results and take your skills to the next level.

Search Marketing Expo – SMX Sydney runs two tracks of conference content over a two day period, when picking our speakers we ensure that an emphasis is placed making sure that delegates walk away with actionable insights.

You can choose to attend any of the more than 40 sessions and keynotes that will suit your needs and maximise your return on investment.

There are sessions just for you – whether you're an experienced online marketer, employed at a BRW Top 1000 company or run your own Search Engine Marketing business or Online Marketing Agency.

Our conference sessions are predominately intermediate to advanced in skill levels, whilst our post conference Advanced SEO Training and Advanced PPC Training Workshops dive much deeper with much more technical insights.



Did you ever walk into a store and looked at the products for sale and then while in the store took out your [smartphone](#), made a search for reviews and decided to buy it thru Amazon?

If you answered yes then that is not surprisingly as it becomes almost normal to use the store as just a way to have a look at the product but then buy it online. 90% of the [smartphone](#) users use their phone also for shopping activities and it is estimated that the purchases thru mobile devices will rise to \$62 billion over the next three years.

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Until recently you as an Amazon [affiliate](#) was not allowed to optimize your website for mobile users. But **since early September 2013** Amazon decided to delete that rule from the TOS and **you are now allowed to optimize your website for mobile devices.**

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It's build 100% with mobile in mind so it's fast loading and responsive.

If the visitor is not using a mobile device your site will stay exactly the same as it always was.

[Learn More Here](#)

MARKETING DEPARTMENTS TO MOVE MAJORITY OF APPS TO CLOUD IN 2 YEARS

Forty-seven percent of marketing departments will have 60 percent of their apps on a cloud platform within two years.

Almost half of marketing departments will have two-thirds of their applications on a cloud platform in two years, a report from 451 Research has revealed.

The report, entitled *Beyond Infrastructure: Cloud 2.0 Signifies New Opportunities for Cloud Service Providers*, was commissioned by Microsoft and provides insights into the future of cloud service providers, such as the Managed Service Provider and Cloud Service Provider landscape.

The report revealed that within two years, 47 percent of marketing departments and 34 percent of enterprises will have 60 percent or more of their applications on a cloud platform.

It also established that enterprises' highest expectations when moving to the cloud is "gaining improved technology quality on platforms and applications" at 22 percent, followed by "helping to grow the business" at 18 percent, then "improved availability and better business service," at 13 percent.

Out of all the enterprises surveyed that are running an on-premises private cloud with a hosted private cloud, 45 percent said they were using an on-premises private cloud with a public cloud, while 32 percent said they have a hosted private cloud integrated to a public cloud.

GRAVY LANDS \$7.6 MILLION SERIES A FINANCING TO



Company uses mobile behavior to quantify consumer interests so clients can act on customer intent.

Gravy, a mobile/local behavioral marketing company, has announced a Series A funding round of \$7.6 million. The investment comes from publishing giant Gannett Co., along with MetTel and Gravy's current board chairman, Richard Braddock.

The company bills itself as "the only data analytics and marketing segmentation provider unlocking the true interests and affinities of customers based on their actual local behaviors." The new funding will be used to expand its Gravy GOLD platform, described this way in the announcement:

"Gravy GOLD enables brand marketers to quickly uncover the interests and affinities of individual mobile customers as they live their daily lives and use that knowledge to predict buying intent, deliver personalized engagement, gain granular competitive insights and execute pinpoint, in-the-moment targeting. The new funding enables Gravy to meet increased client demand by scaling its technology infrastructure, building out its executive team and adding to its sales, marketing and client services teams."

Gravy's new investors will also have spots on the company's board. Those will be filled by Robert Dickey, President of Gannett U.S. Community Publishing, and Steven Tunney, EVP of Planning and Strategy at MetTel.



Quotable:

"I detest computers. If you had a device like that 30 years ago that froze up constantly, misbehaved constantly, lost your information and screwed up when you needed it the most, it would have been laughable."

~Tom Scholz

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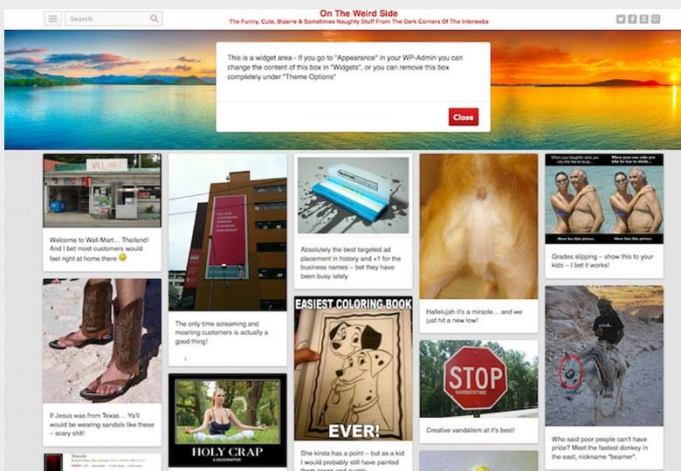
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Your Free Traffic!



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DIGITAL MARKETING IDEAS - CONTENT CREATION

By: Natalie Hudson

Marketing online is all about content. You need data that search engines can work with, fish out of the vast internet sea and offer it up for consumer satisfaction. It is therefore safe to say that internet marketing and content marketing go hand in hand. Your content should be creative, and it should show more than tell. It's easy to state fact after fact and let the customer read the same boring spiel they find on the sites of some of your competitors. But use engaging prose and show them how your brand works in real life settings and you'll have won their hearts.

Content doesn't just include words on a webpage, it also tags in videos and songs/soundbytes. They're all content geared at grabbing your customers' attention and keeping them with you instead of making them turn their noses up and go to a competitor who interests them more. Don't think 'profit, prospects and leads', aim to write 'meaningful' content.

- Create a smart main title or headline that is creative, has one mention of SEO keyword and is alluring.
- An introduction comprising a few lines that specifically states what the customer can expect to learn by reading the paragraphs that follow.
- Start by addressing how your service or product can solve a problem the customer probably has to begin with.
- Stories, facts, morals, instances, metaphors and quotes are useful to help instill the meaning of your content.
- A call to action, a powerful conclusion comprising a few lines about why the customer should act now and make the most of what you're offering.

Just like numbers speak truths that all the excuses in the world can't deny, the fact that your post or page has no likes, shares or good Google rankings proves that your content isn't good enough for search engines to capture or appealing enough for customers to talk about on social media.



*They're all content
geared at grabbing
your customers'
attention and keeping
them with you instead
of making them turn
their noses up and go
to a competitor who
interests them more.*

MWM success story

HOW THIS 14-YEAR-OLD ENTREPRENEUR IS MAKING ADULTS QUESTION THEIR LIFE CHOICES BY BEING RIDICULOUSLY AWESOME

By: Carly Okyle



"I tell them, 'Yeah, that's my company,' and they're like, 'Oh, that's so cool!'"

For high-school freshman Rachel Zietz, landing a spot on the varsity lacrosse team was a surprise. For her teammates, there was a bigger surprise: finding out that their newest member creates the practice equipment they use at home.

"I tell them, 'Yeah, that's my company,' and they're like, 'Oh, that's so cool!'" she says.

Zietz, 14, is the founder of Gladiator Lacrosse, a line of rebounders and practice goals for lacrosse players to use in their backyards. She started the company in 2013 after being unable to find equipment that would hold up under intense practicing.

Quotable:

"I'm impressed by the way some illustrators develop their images on computers, but it's too late for me to start, and I'm still in love with paper and paint and pencils."

~Anthony Browne





The tween honor student from Boca Raton, Fla., is competitive on and off the field. She finds time to run her company during free periods at school, before and after lacrosse practice and on weekends. (During class, her one employee handles orders.) She shares space in the warehouse her parents use for their own company, and while she needs Mom and Dad to drive her to meetings (she'll get her learner's permit on June 24) and offer advice on occasion, she says that suppliers and customers treat her with the respect they give to older business owners.

"People don't treat me like a kid; people treat me like I'm a business woman," she says.

Zietz works with manufacturers overseas to select durable, high-quality materials for her products. The products themselves are made overseas and shipped to her for distribution to retailers and consumers. Buyers assemble the equipment themselves using a simple set of instructions.

Starting a line of more durable lacrosse equipment was a natural decision -- both because entrepreneurship runs in the family and because Zietz is a lacrosse player herself. She took a 33-week program called the Young Entrepreneur's Academy, and at the end of it, pitched to investors her idea for high-quality lacrosse products. She won just over \$2,700, and with it, worked with suppliers overseas to secure her first 45-foot container of goals and rebounders. That container can hold 250 rebounders and 500 goals, but it's no longer big enough. Zietz now needs full containers, which hold 500 rebounders and 1,100 goals, for her growing business.

Unsurprisingly, the company has experienced some growing pains. Given that she uses a factory in China, Zeitze once was unable to fill orders because she'd underestimated how long it would take for a product shipment to reach her. She's since learned to reorder when her containers are half empty. She's also looking into a domestic factory and negotiating with other factories in China for additional products she is evaluating. The setback didn't hurt sales, which reached \$200,000 in their first year. This year, Gladiator Lacrosse is on track to bring in over \$1 million.



"People don't treat me like a kid; people treat me like I'm a business woman."





“It’s never too young to start. I started when I was 13, and it was successful. Most people are afraid, but if you’re passionate about it, you’re never too young.”

Those revenue figures come from the sales of just two products. Not for long, though. “We’re looking to expand into the lacrosse ball market,” Zietz says. “We’ve been researching standards, so we’ll have balls with different colors.”

Also on tap is a line of compression socks. Other future plans include working on an endorsement deal and looking into expanding into sports retailers such as Brine in Boston. The company is also a sponsor of the Orange Bowl Lacrosse Classic and other tournaments.

Moreover, Amazon.com users rate the company’s goals and rebounders, which currently retail at \$120 and \$200 respectively, as the best in their category, even above brand names that are better-known. It makes sense, then, that Zietz’s accomplishments now include being a finalist for the Greater Miami Chamber of Commerce’s 2015 Entrepreneur Award for young professionals.

She lost the Under 35 Entrepreneur of the Year category to a 34-year-old, but she took home the “Rising Star” award. She’s not worried about the loss, since she has another two decades of eligibility.

Zietz’s siblings -- Jordan, 13, and Morgan, 9 -- might also have futures as entrepreneurs. Jordan is a recent winner of an elevator pitch competition at the Young Entrepreneurs Academy, while Morgan is constantly pitching business ideas to the family.

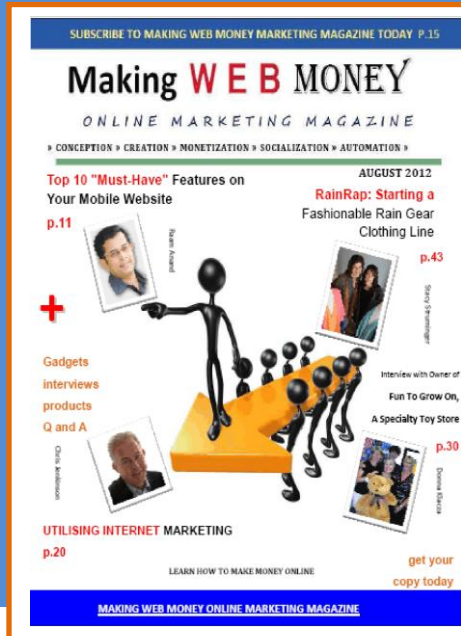
a family history of taking that path, Rachel



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MWM ask the expert

INTERVIEW WITH MICHELLE STINSON ROSS OF DIGITAL ALWAYS MEDIA, INC.

By: Nick Stamoulis

Recently I had the chance to interview Michelle Stinson Ross, the Director of Social Media Marketing at Digital Always Media, Inc. Michelle is the co-host of the popular Social Media discussion group #SocialChat, a popular and respected industry blogger for writer for Search News Central and Search Engine Journal, and is the founder of Firestarter Social Media.



“THE BIGGEST MISTAKES ARE MADE WHEN SITE OWNERS JUMP INTO SOCIAL WITHOUT GOALS OR STRATEGY. THERE IS A DIFFERENCE BETWEEN EXPLORING THE POSSIBILITIES OF A PLATFORM AND BLINDLY WANDERING THE SOCIAL SPACE WITHOUT A PLAN.”

Did you know:



40-55% of all Wikipedia vandalism is caught by a single computer program with 90% accuracy.

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MWM ask the expert

QUESTION: COULD SOCIAL SIGNALS EVER REPLACE TRADITIONAL LINK BUILDING WHEN IT COMES TO THE SEARCH ALGORITHM?

Answer from Michelle Stinson Ross: As an indicator of short term hot topic influence, yes. Take breaking news, for example. If lots of people are tweeting out a link to the same article, adding links on G+, Facebook, StumbleUpn etc, the search engines know something is up and will index that page and rank it high extremely quickly. However, it is unlikely these social indicators will replace high quality long lasting links. Consider your link strategy carefully, are you looking to build short term buzz or rank for evergreen terms.

QUESTION: IN YOUR EXPERIENCE, WHO CONVERTS BETTER FOR MOST SITES—SEARCH TRAFFIC OR SOCIAL TRAFFIC?

Answer from Michelle Stinson Ross: Organic search traffic generally converts better as it catches people at the end or near to the end of their purchase cycle (investigation and make a purchase). Social, on the other hand, allows brands to connect with people even before they know they need or want the brands product. A response to a social question (i.e. Do you know of a high quality reasonably price home painter?) with a link generally garners a similar if not higher conversion rate than organic search. It's wise to maximize both search and social traffic with realistic expectations of the traffic.

QUESTION: HOW CAN A BUSINESS OWNER TIE SOCIAL MEDIA MARKETING AND ENGAGEMENT TO ROI?

Answer from Michelle Stinson Ross: Tying social media marketing to ROI is all about defining the goals of social marketing. Does the business need to reach a specific local or otherwise targeted audience? Is social media being used for customer service? What about real time market research? Each of these options has a different sets of goals, and defining them leads to what metrics will be the most meaningful to the business owner. For instance, if the goal of social marketing is to develop a highly focused target audience, then business owners need to break down their overall number of fans/followers by location or topic affinity, and track what kinds of social media posts drive that audience to specific landing pages on their website. Metrics to pay attention to if the goal is customer service, are response time, amount of customer questions addressed via social over time, customer sentiment regarding service via social, and reduction in customer service call volume over time. Social media is such a flexible communication tool, that its use must be well defined in order to determine real ROI.



"Organic search traffic generally converts better as it catches people at the end or near to the end of their purchase cycle (investigation and make a purchase). Social, on the other hand, allows brands to connect with people even before they know they need or want the brands product."

QUESTION: THE FACEBOOK NEWS FEED ALGORITHM CHANGED DRAMATICALLY RECENTLY. HOW CAN COMPANIES ENSURE THEIR UPDATES ARE SHOWING UP IN THEIR FANS' FEEDS?

Answer from Michelle Stinson Ross: To ensure that branded updates continue to show up in fan feeds, it is necessary to spend money on promotion in Facebook. By using the advertising and targeting tools offered to business pages, the promotional spend can be far more affective than most business owners realize. Start by building a highly focused fan base with psychographically targeted ads, this way every fan fits the profile of a qualified customer. Then pay to promote the posts that have proven to perform well with those fans for maximum amplification. There is an option to encourage fans to take an extra step and request a subscription, but brands can gain more certainty of the reach of their messaging with paid promotion.

QUESTION: HOW CAN A BUSINESS KEEP THEIR EMPLOYEES FROM GOING ROUGE WITH THE CORPORATE SOCIAL ACCOUNTS?

Answer from Michelle Stinson Ross: c By defining what online behavior is encouraged and what behavior will not be acceptable, a company has the means to take the necessary action when a disgruntled employee is tempted to tarnish the corporate reputation.

QUESTION: SHOULD PROFESSIONAL AND PERSONAL SOCIAL ACCOUNTS BE KEPT TOTALLY SEPARATE OR CAN THERE BE SPILLOVER?

Answer from Michelle Stinson Ross: There can be valuable spillover for social employees that are very savvy about personal branding. That bit of a personal touch goes a long way to making professional accounts far more approachable. The key is to strike the proper balance between the genuine personal voice and too much personal information.



QUESTION: WHAT ARE SOME OF THE BIGGEST MISTAKES SITE OWNERS MAKE WHEN IT COMES TO SOCIAL MEDIA MARKETING?

Answer from Michelle Stinson Ross: The biggest mistakes are made when site owners jump into social without goals or strategy. There is a difference between exploring the possibilities of a platform and blindly wandering the social space without a plan. Even with a plan, site owners need to take the time and test their social communication habits, what they think might work may be 180 degrees out of phase with their customer base online.

The other mistake business owners tend to make is not keeping the customer experience consistent online and offline. There is nothing more frustrating to a social customer than to walk into a store or restaurant and find that the employees have no idea how to handle the redemption of an online offer. Customer service disconnect can also happen when internal training and communication are lacking. Make sure that onsite employees and online brand representative maintain a consistent level of service excellence.

QUESTION: ARE THERE ANY HARD AND FAST "RULES" FOR SOCIAL MEDIA MARKETING YOU THINK BRANDS NEED TO FOLLOW?

Answer: The only hard and fast rule is participation. As internet marketing continues to evolve, the companies that continue to avoid social media will find it more and more difficult to do business. The other rules to follow are the ones your mother taught you as a child, you must be a friend in order to make a friend and treat others as you wish to be treated. In a way social media has taken how we do business back in time. Rather than mass messaging, it's the relationships that really matter to the customers. Their individual opinions are valuable and they want to do business with the brands that can communicate directly with them.

QUESTION: IF A SMALL BUSINESS CANNOT AFFORD TO HIRE A FULL-TIME SOCIAL MEDIA OR COMMUNITY MANAGER, WHO REALLY "OWNS" THE COMPANY'S SOCIAL PRESENCE?

Answer: Ownership of a company's presence is the responsibility of the business owner. Even when they outsource the day to day social media management, it is up to the company leadership to guide the brand standards and voice of the public facing side of the business. Seek out the guidance of experts to optimize the social presence, and combine it with your expertise about your business.

QUESTION: IT'S NOT HARD TO LOSE HOURS EVERY DAY TO SOCIAL MEDIA MANAGEMENT, SOMETHING MANY SMALLER COMPANIES CAN'T AFFORD TO DO. DO YOU HAVE ANY TIME MANAGEMENT TIPS?

Answer: Well-defined goals help to keep social media managers from wandering off track. Plan and schedule important posts to your social media accounts, and set aside regular intervals to quickly check for audience engagement throughout the day. Respond quickly to customer questions and engagement, and then get back to your other duties. For smaller companies, the investment of time could realistically be just a few hours per week when there is a well developed strategy in place.

QUESTION: WHAT ARE SOME OF YOUR FAVORITE SOCIAL MEDIA MANAGEMENT TOOLS?

Answer: Personally, I like TweetDeck, Hootsuite, Sprout Social, and Hashtracking. Those are the tools I use on a regular basis. I also spend a lot of time in the on platform analytics for Facebook, Pinterest, and LinkedIn. The tools that will prove to be most effective also depend on the goals you've set for your business. You use a chainsaw for taking down trees not making precision cuts for fine cabinetetry. The right tool depends on what you're trying to accomplish.

QUESTION: IN YOUR EXPERIENCE, DO CERTAIN INDUSTRIES GET BETTER RESULTS THAN OTHERS WHEN IT COMES TO SOCIAL ADVERTISING?

Answer: Social advertising success depends more on the sophistication of the targeting than what industry you represent. B2B companies can create great success on Facebook with dead-eye targeting, just as high end consumer goods can find a qualified audience on LinkedIn. The more you can focus your ad creative and landing pages on a well defined audience segment, the better your results are going to be.

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ENHANCING YOUR INTERNET MARKETING BUDGET

By: Rickey Flowers

To increase profitability, you need to distribute your budget into all the right marketing sectors.

1. **Google Analytics** – Use this free online tool to measure the quantity and source of all your sales and leads. Whether it's social media or paid campaigns, Google Analytics will help you understand what source is getting you a majority of sales. Look up the Pareto Principle's 80/20 rule: Take the top 20% of your traffic sources and see which ones generate 80% of positive results. Spend your budget mostly in these areas.

2. **Targeting** – Monitoring and targeting or keeping track of your customer bases can often spread your budget thin over many platforms. Choose sites where you are in complete control of both cost as well as targeting. This includes Facebook, Google and Bing advertising options. Your money is put to better use through platforms that you can control without other parties unduly poking their noses in.

3. **Consistency** – This has to do with your marketing message or content. Whether it's Instagram, Twitter and Google+ or Facebook and Pinterest, you need to communicate a consistent message to all of them. You can choose to use paid or free marketing campaigns to promote your service, company or product but if the message keeps changing people will stop recognizing you, which is a sure way to lose your customers and waste your budget. Change the content but maintain the core theme or primary message that you wish to convey.

4. **Cross-Channeling** – This form of marketing is essentially all about remarketing. Your refocus or retarget customers you missed on one platform by following them, within legal boundaries of course, to other platforms. For instance, suppose a potential customer clicked on an advert but didn't follow up on it. It's a potential loss for your business. But cross-channel your efforts to catch that customer on another site or portal and chances are you 'remind' them of what they're missing. You save money finding new people while increasing your chances of converting 'familiar' ones.

Whether it's social media or paid campaigns, Google Analytics will help you understand what source is getting you a majority of sales. Look up the Pareto Principle's 80/20 rule: Take the top 20% of your traffic sources and see which ones generate 80% of positive results.





Internet Marketing & Cornerstone Content Creation

By: Natalie Hudson

Your aim shouldn't be to write content that you find interesting but to create a content marketing platform that customers find useful and appealing. Any content you create needs to be effective. How do you understand the word effective? You need to show customers how your product can benefit them. It's not as easy as it sounds but it isn't hard either. Be sure to craft content that reveals:

- Product features, namely all the things that go into the service or product you're offering. Dimensions, colors, ingredients, components and so on. Don't get too technical, just state everything in simple terms and leave out the more complicated ones unless you are targeting an audience who knows what you're talking about. For instance, you can get into tech specifics if engineers are your target or the itty-bitty details of a service or brand that doctors are looking to buy.
- The benefits are the next factor. How is it going to help them? How long will it take to show results? How is it better than anything else out there?

Your content can take the form of sound, video or word, or a combination of all three. As long as it reaches your audience with smart and simple communication, all's well. If you have a website or blog, you're sure to have a feature called the 'content landing page'. This is where you post your best content, because here's where a large number of people (traffic) come visit on a daily basis. You're essentially putting your best foot forward. This is also the page where you incorporate your best SEO efforts, links and social media features.

This is what cornerstone content creation is about. You create a strong 'cornerstone' and build your service or brand image from there, all to ensure business strength and long term possibilities between your company and customers around the world.

Your content can take the form of sound, video or word, or a combination of all three. As long as it reaches your audience with smart and simple communication, all's well.



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MWM gadgets & toys

ADD-ON BAND IS ALREADY PROMISING TO DOUBLE THE APPLE WATCH'S BATTERY LIFE

The battery in the Apple Watch, like just about every other Android Wear smartwatch, only lasts a day, but WiPowerBand's little add-on band could extend that to up to two days.

The Wipowerband has a built-in battery that clips onto the underside of the Apple Watch. The 250-milliampere-hour (mAh) battery can "nearly double the battery of the Apple Watch," according to the product's website.



<http://mashable.com/>

MOTHER Mum knows best

As any parent can probably testify, keeping track of absolutely everything your kids (let alone you) are doing, can sometimes feel like a slippery up-hill struggle. Mother is here to change all that; providing you with all of the knowledge and comfort you need, when and how you want it. She's your family's very own fitness tracker, stats keeper, security system and life coach all rolled into one glorious Russian doll-shaped package – it's like someone has physically crammed Mary Poppins in there.



<http://www.firebox.com/>

You want it

Go on splurge – you deserve it. It's time to spend your hard earned cash.

EASYFINDER CAMPAIGN LAUNCHED, HOPES TO HELP YOU KEEP TRACK OF THINGS

There are times when you wished that you had the kind of mental prowess to be able to keep track of where things are exactly. The thing is, we might end up being so occupied with all of the little details of life these days, that small stuff and tiny items do not matter all that much. Having said that, it is always nice to have a memory that does not forget such items, and keeping track of things too, is a way to exercise your mind. EasyFinder is a recently launched Indiegogo campaign, where it comes across as a patent-pending Bluetooth battery system which will be able to help you locate the slew of your remote and battery-powered devices.



<http://www.coolest-gadgets.com/>

INSTACUBE Cube your enthusiasm



Thanks to Instagram, we're all the official photographers of our own existence and none of us have to trust our own memories anymore. The only thing the beloved free smartphone app lacks? Exposure. Remember that time Albert Einstein said 'creativity is contagious, pass it on'? Just how are we meant to pass on all that glorious, self absorbed creativity when it's shackled to our Insta feeds? #Instacube, that's how.

#Instacube is the living canvas for your Instagram and Facebook photos and videos. Photos and videos are streamed wirelessly in real-time, at three times the size of the average smartphone. #Instagood or what?

As every well established hipster knows, there's nothing more satisfying than adding a nostalgic filter to every meal, manicure, facial expression, cute animal, infinity pool or tall building that comes your way. But what about all those #swaggedout selfies that no one other than your followers ever laid eyes upon - surely such works of art shouldn't be confined to your follower's screens? Don't let your own face go to waste.

Cue #Instacube. Displaying your utterly #lol Instagram feed in real time. Relevantly, #Instacube brings the beloved app's icon to life. Packing #wirelessconnectivity, #touchscreendisplay, #4GBofflashmemory and a #rechargeablebattery, this is digital device gold. Thanks to charmingly oversized buttons atop the device, you can 'like' photos just as you would on your phone, and easily power #Instacube #off and #on.

Instacube's #slick design makes it a chic addition to any type of furnishing imaginable. All that's left to do is kick back, relax, and let your nearest and dearest oogle in sheer disbelief at your ingenious exploration of filters, impeccable hashtag etiquette and flawless #foodporn palette. <http://www.firebox.com/>

INTERNET MARKETING & CUSTOMER ATTENTION

By: Stacey Beck

Consumers tell you what they want through their behavior online. You don't even need a profile to learn of their demands and requirements. What they click upon and explore is something that interests them and internet marketers can use this data to predict future customer demands. You can reach out to different groups of consumers and display your understanding of their needs. This is how online business relationships are built.

The best way to get and keep customer attention after gathering data based on what they like, prefer or want is to time your moves. Timing is everything in internet marketing. When you send a customer an update or newsletter be sure to include things that they had shown an interest in. As the owner of your site, you can easily gather data on such things and not violate any rights as long as you use the information to serve the customer.



Timing is everything in internet marketing. When you send a customer an update or newsletter be sure to include things that they had shown an interest in.

Once you have the appropriate data included in an advertisement, discount sale or offer, you simply need wait. Not all customers will respond or click yes but you never know what can happen. Your chance of success has vastly increased because of timing. A simple example will be sending Christmas offers and shopping suggestions during the X'mas season and not before or after. Such timing makes customers silently like you for your thoughtfulness. When they decide to shop, you'll be first on their memories.

Personalized messages are must-haves in your content. Using their names or using words to show that you're talking about them and only them will help enhance your internet marketing methods. 'Dear Mr.X or Ms. Y, we noticed that you recently shopped for [service/product]. Here are some suggestions you might find interesting.' When you use the right words at the right time, your online marketing will boom.



Drop 3 Dress Sizes in 7 Days?

See this amazing little tip women are using to lose weight fast. [See Tip >>](#)

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5 Veggies that Kill Stomach Fat?

Check out which veggies boost female metabolism and burn stomach fat



1 Tip for a Tiny Belly

Lose a bit of your belly everyday by following this weird little tip

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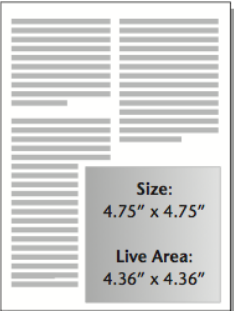


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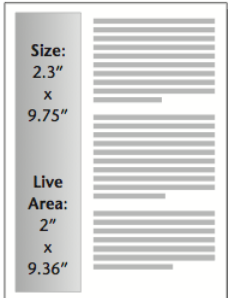
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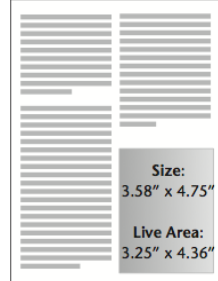
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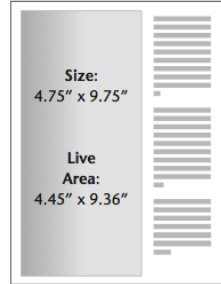
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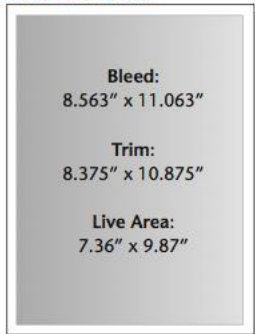
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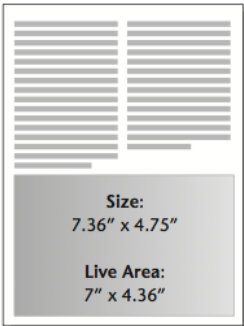
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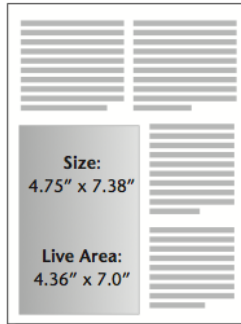
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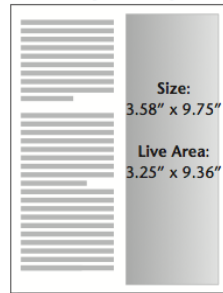
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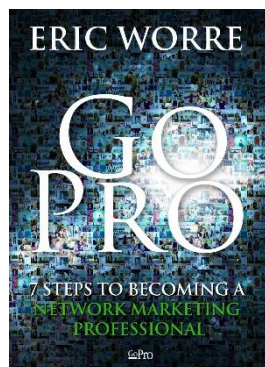


A wow player "Bradster" has 36 wow accounts and
conducts raids with himself on 11 computers.

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[Go Pro: 7 Steps to Becoming a Network Marketing Professional](#)

By: Eric Worre



Over twenty years ago at a company convention, Eric Worre had an aha moment that changed his life forever. At that event he made the decision to Go Pro and become a Network Marketing expert. Since that time, he has focused on developing the skills to do just that. In doing so, Eric has touched and been touched by hundreds of thousands of people around the world. Now he shares his wisdom in a guide that will ignite your passion for this profession and help you make the decision to Go Pro and create the life of your dreams. In this definitive guidebook, you will learn to: -Find prospects -Invite them to your product or opportunity -Present your product -Follow up with your prospects -Help them become customers or distributors -Help them get started right -Grow your team by promoting events - And much, much more. Eric's wish is for you to make the decision to become a Network Marketing Professional. For you to truly Go Pro. Because it is a stone-cold fact that Network Marketing is a better way. Now let's go tell the world.

[Affiliate Marketing: How to Make Money and Create an Income \(Blog Promotion, Niche, Passive, Affiliate Business, Traffic, Online Marketing For Beginners, Affiliates\)](#)

By: Andy Anderson

Is affiliate marketing right for me? How does it work? Can I make a living at this?

When you download Affiliate Marketing: How to Make Money & Create an Income, you'll learn how to start an internet marketing business. You can create passive income right from your computer, with minimal investment - and watch the money roll on in!

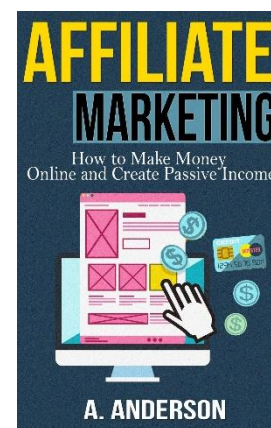
How do I get started? What sites should I affiliate myself with? Will I get scammed?

Affiliate Marketing teaches you to avoid common beginner mistakes and scams. It gives you what you need to enter the online marketplace armed with the information you need to succeed. You'll learn what companies to work with, and what type of payment structures to expect.

How do I draw people to my site? How do I find companies to work with? Which company should I choose?

When you download Affiliate Marketing, you'll learn how to grow your audience, which makes you a desirable affiliate for other businesses. The extensive list of companies and marketing niches will help you find a marketing strategy that suits your interests and your talents.

Download Affiliate Marketing: How to Make Money & Create an Income and start growing your passive income empire!



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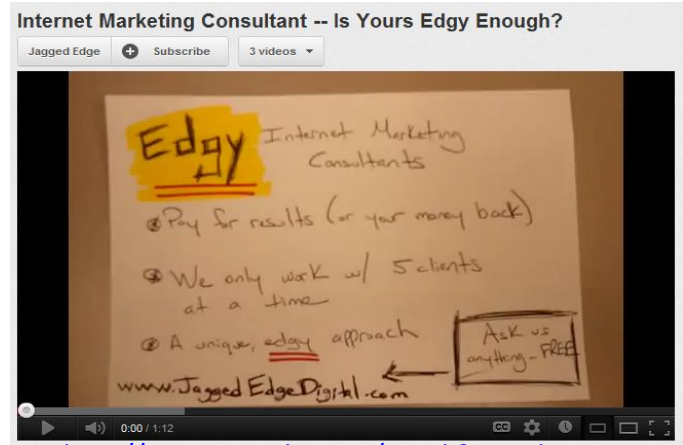
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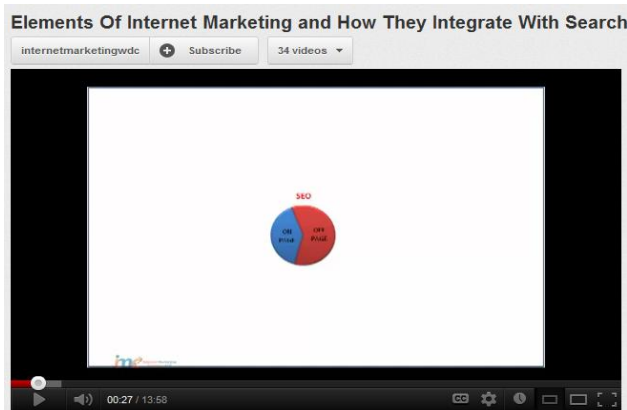
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INTERNET MARKETING & KEYWORD PLACEMENT IN CONTENT



By: Rickey Flowers

USE THE KEYWORD
IN YOUR TITLE AND
CREATIVELY CRAFT
MEANING OUT OF
IT. THAT WAY,
SEARCH ENGINES
CAN FIND YOU AND
PEOPLE WHO CLICK
ON YOUR LINK
WILL BE
INTERESTED TO
READ ON.

The importance of keywords in online content can't be stressed enough. Use them right and don't use multiple keywords for the same page and your internet marketing can improve in leaps and bounds.

1. **Tagging The Title** – The title is like the headliner for your page. People take one quick look at it and judge the rest of your content no matter the size or wordcount. Even Google uses these headlines and sub-titles to rank or list you accordingly.

Use the keyword in your title and creatively craft meaning out of it. That way, search engines can find you and people who click on your link will be interested to read on. Use the keyword tag in your title only once. For instance if you're selling your services as a party planner, use something like 'Party Planning: 5 Ways We Can Throw The Best Party Ever'. Notice we didn't repeat the same words like 'Party Planning: 5 Ways To Plan Your Party' or something like that.

People won't be interested and any excess for search engines to use can ruin that chance. Create balance in your title tags and you've done good by your business. You know what they say about first impressions.

2. **Keyword Placement** – Now that you've come to the actual content, where do you place your keywords? Keyword stuffing is useless and besides your site can be penalized for it. The first paragraph or the top of your page could use a sprinkling of them, perhaps one or two mentions. Use your keyword once every one hundred words and you'll have made both search engines and customers happy.

Of course, by 'key' word you can certainly understand that the words are important and speak to the core nature of your content. Using the first one hundred words to describe exactly what your brand or service is all about can make people go on reading and keep search engines choosing your site for page one.



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MWM Q&A

AN INTERVIEW WITH BOOMER MARKETING EXPERT, JOY LOVERDE

By: Kelly Stickel



Joy Loverde is recognized as one of the leading experts on successful aging. She is the author of the bestseller, "The Complete Eldercare Planner" (2009, Random House). The American Medical Association says, "The book is the best we saw." During her career she has been quoted in the Wall Street Journal and USA TODAY. Frequently in the news, Joy has been appeared on the Today Show and CBS Early Show.

Joy's 30-year marketing career began at J. Walter Thompson. Her marketing company has developed mature-marketing strategies for some of America's best known companies including Energizer, Sears, and Hyatt among many others. Joy is also a popular keynote speaker. Visit Joy's website at www.elderindustry.com

Women make up 85% of the global spend, and it is important to better understand the different behaviors and many points-of-view, from women of all ages. I recently had an insightful conversation with Joy Loverde, one of the leading experts on successful aging. We were talking about my mom and other women making buying decisions in their 60's, and decided to turn our conversation into a post.

KS: What's the financial mindset of the 60-year-old woman consumer?

JL: This woman is hard-working and most likely has no plans to retire full-time anytime soon. She is realistic about financing a longer life. What she might do is change careers so she can pursue something more personally satisfying; but she knows she can't afford to stop bringing in income.

She is not afraid to spend money and more often than not she is buying for others-- spouse/partner, elder parents, adult children, and nieces/nephews. There is a lot of grandchild and household pet spending going on. She buys what pleases her and makes her happy.

To sum it up she is not a shopper, she is a buyer. Big difference.

KS: What role does technology play for the 60-year-old woman consumer?

JL: When it comes to shopping she already knows what she is looking for and recognizes real value. She is ready to flip the switch and buy when the product (and deal) is right.

When the real-world shopping experience is unfulfilling (can't find a specific item or poor customer service, for example), she shops online.

This is a woman who can't "live without e-mail" and her connection to the internet. She is attracted to technology that "knows" her. Mobile devices that are user-friendly and make her life easier and less complicated are a must.

It's not uncommon for her to take a photo or send a text message on the spot from her mobile device and pass along information about deals or finds. You'll often find her chatting it up with family and friends on her mobile phone while she shops the aisles.

KS: What's the best way to engage the 60-year-old woman consumer?

JL: There is much to share when it comes to engaging this consumer. Here are a few highlights.

Marketers have to continuously gain the respect of this consumer, so even before she purchases shower her with service excellence. She responds to pop-up chat support; but is more likely to call a service representative if the telephone number is prominently displayed.

This woman refuses to be part of a status quo system that even hints at them having to be younger, more active, and look a certain way. Resist the temptation to make use celebrities (and their clones). No offense to Diana Keaton and Susan Sarandon, this woman doesn't relate and is unimpressed by airbrushed images. You can speak frankly to this consumer. Sell her Italian stilettos; but include a free pair of foot pads to ease the pain of walking in the shoes.

Be aware that product ratings and customer reviews are extremely important to her. She reads every one of them – mostly the bad reviews.

This woman is not looking to stock up on anything. Even though she has money to spend, she is looking for bargains, loyalty programs, and free shipping. Plus, she loves coupons.

She is not necessarily experimental at this time in her life. Her lifestyle is already established. Keep product-line suggestions closely associated with what she is already seeking to purchase.

“BE AWARE THAT PRODUCT RATINGS AND CUSTOMER REVIEWS ARE EXTREMELY IMPORTANT TO HER. SHE READS EVERY ONE OF THEM - MOSTLY THE BAD REVIEWS.”

Learn the WEIRD trick that allowed this single Mother to climb out of debt and make over \$700 per week helping businesses with their Facebook and Twitter accounts!

Hi, I'm Annie Jones. This is my story...

Like most single parents around the world my mornings are pretty busy with the mad dash to get the kids out of bed, washed, dressed and fed in time to leave for school.

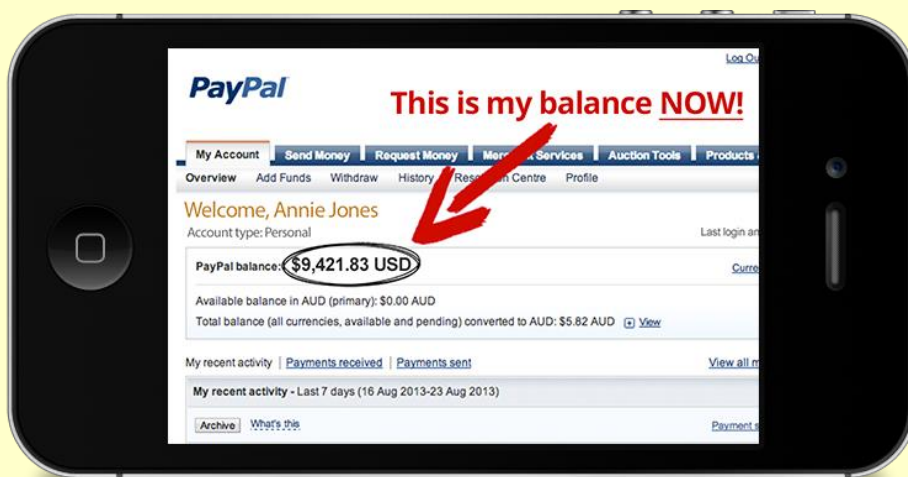
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months that I now LOVE getting back home to start work.

Nowadays work for me involves logging on to Facebook, Twitter and YouTube, reading and replying to some comments and scheduling some posts for the day. The businesses that I do this for don't have the time to do this work themselves and it's not enough work to hire someone full time, so they pay me to do the work for them part time from home.

The best part is that ANYONE who knows how to use Facebook, Twitter and YouTube can do this 'work', and there are millions of businesses around the world hiring for these positions RIGHT NOW!

I sometimes find it hard to believe how great my life is now because it wasn't always this good...

Now I am the one earning hundreds of dollars each week just for playing around on Facebook and Twitter!



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BRAND NEW for 2015

New Training Sites are now online

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In order to BEAT your competitors today, you need to be Online and use IM effectively for success in all facets of your OFFLINE business. Learn how now!

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Profiting With Affiliate Marketing Course

Get the leverage of others doing the work for you and being paid for just promoting and selling –
MUCH EASIER

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INTERNET MARKETING & MOBILE GAMES



By: Corey Farmer

Stats have revealed that people do indeed spend more time on their cell phones than on computers. Social media, games and photo sharing happens often between mobile phones than laptop or desktop systems. Imagine promoting your business or service through mobile games that people can play on the go. Where adverts fail, games seem to prevail. The dominant media type on smartphones and androids is games. This applies to tabs and ipads too. The real question is how to make a game out of your brand or service?

Get highly creative and design a game around the features, value, benefits and uses of your brand. A great example of this is Rocketcat where the company Progressive Insurance designed a playable plot that educates gamers on car and home insurance values. Not only do games hold consumer attention for much longer than even a YouTube video, the more time they spend on your game the higher your chances that they'll remember your brand in all the important times. This form of internet or media marketing results in customer satisfaction and profitability.

Media portals and sites designed for mobiles, carrier and mobile browser storefronts, messaging apps and other game distribution channels are easily available on mobiles and tablets. This makes your marketing cost effective when it comes to mass distribution. One HTML5 code base is all you need and your game can be accessed anywhere by anyone without the need to actually spend a small fortune on field promotions.

The obvious link to social media can't be forgotten. Gamers love to compete, share scores and play together. To this end, Facebook and Twitter, to name two social media giants, are used to great effect. The chance to promote your brand image simply by communicating it through a game can take your service or product far.

Not only do games hold consumer attention for much longer than even a YouTube video, the more time they spend on your game the higher your chances that they'll remember your brand in all the important times.

MWM marketplace

> Domains, Websites & Products For Sale.



Domain for sale

Contact:

ads@makingwebmoney.com

Makeanoffer

A great brand name for an internet marketing

Product or service

VirallInternetMarketing.com.

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Contact Us

>Contact us to list your
Domain name or website
For sale in this section



Your Ad here

Contact

ads@makingwebmoney.com

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>Contact us to list your
Domain name or website
For sale in this section

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Your Ad here

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ads@makingwebmoney.com

Contact Us

>Contact us to list your
Domain name or
Website for sale in
This section

MakingWebMoney.com



Quotable:

“

“You have riches and freedom here but I feel no sense of faith or direction. You have so many computers, why don't you use them in the search for love?”

~Lech Walesa

MWM more useful links

Make a point of checking them ALL out!

- **Brand Name Tennis Equipment**
- **The Latest Golf Equipment**
- **[Lawn Mowers In ALL SIZes](#)**
- **Caring for Your Yard and Garden**
- **Special Lawn Care Products**
- **Spring Cleaning Supplies and Tips**
- **Get Fit and Keep Yourself in Shape**
- **Ways You Can Really Loose Weight**
- **[Ways to Help You Stop Smoking](#)**
- **[Luxury Beauty and Cosmetics Store](#)**
- **[Music Players and More](#)**
- **[Best Computer Hardware Store](#)**
- **[Ipod Music Sources](#)**
- **[Jewelry Deal Store](#)**
- **[Toy Reviews Today](#)**
- **[The Twitter Effect 2.0](#)**

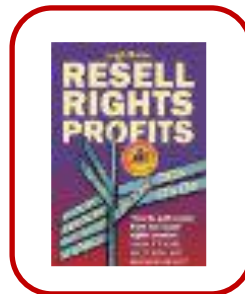
MWM featured products

MWM 41

Resell Rights Profits

Have you ever wondered how those other online marketers pump out product after product week in - week out while you struggle to get your first development project off the ground?

The simple answer is they leverage other people's time and resources to create the products for them! That's right, you may have heard of Resell Rights products - also known as PLR (private label rights), white label products and MRR.



WPMemberSite.com

Creating a Wordpress Membership Site just got a whole lot easier with this Wordpress Membership Site plugin!

Introducing WP member Site. The Wordpress Membership Site plugin that allows you to quickly and easily turn your Wordpress Blog into a recurring income machine. Charge your members a monthly fee and watch your Paypal account expand with cash on a monthly basis.



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iPad2

Any iPad description you read will make note of the new slimmer size for the iPad 2, and it's one of the bigger features that Apple are promoting. The differences are very small, though anything that improves portability is useful for a device like this. If you're used to the old iPad, you'll probably notice the changes.



MWM contributors

Stacey Beck

Stacey Beck has been in the field of Internet marketing since the year 2008. She has helped businesses improve their online presence and boost sales. She loves to travel and conduct workshops.



Catherine Clifford

Catherine Clifford is a senior writer at Entrepreneur.com. Previously, she was the small business reporter at CNNMoney and an assistant in the New York bureau for CNN. Catherine attended Columbia University where she earned a bachelor's degree. She lives in Brooklyn, N.Y.



Corey Farmer

Corey Farmer loves Internet marketing and his world revolves around keywords, SEO, PPC and other techniques. And of course, he loves to share what he knows.



Rickey Flowers

Rickey Flowers is the man to call when it comes to content marketing. He has been in the business for over 9 years and his favorite motto is: "Content is king."



MWM contributors

Faith Lane

Faith Lane loves to write and she has turned this hobby into a business. She is knowledgeable about Internet marketing and she knows how to attract readers through great content.



Carly Okyle

Carly Okyle is an editorial assistant at Entrepreneur.com.



Nick Stamoulis

Nick Stamoulis has worked with hundreds of companies small, large and every size in between since 1998. Through his vast SEO and internet marketing experience Nick Stamoulis has successfully increased the online visibility and sales of clients in all industries.

Nick Stamoulis started Brick Marketing as a part time SEO consulting business in 2005, which has evolved over the years to a full service SEO and website marketing company, one of the top SEO firms in the United States.



Kelly Stickel

For over 15 years, Kelly has built many rich partnerships focused on community, content, and commerce. She is proactive in building alliances with key leaders that are helping to lead the way.

With the business objective to create an educational forum elevating women and collaborating on new strategies that integrate content and commerce, Kelly founded Remodista, June of 2010.



INTERNET MARKETING & SEO KEYWORDS

By: Stacey Beck

This power combo is a must-use idea if you want to see profitable results through online internet marketing.

The Thing About Keywords

Tags or keywords are the heart of SEO. Search Engine Optimization is all about having search engines recognize and rank your page so when someone seeks similar services to what you're offering online, sites like Yahoo, Bing, Google and so on list you on page 1 instead of page 5. People make the huge mistake of using several tags on a single page. The topics are often so different that sites like Google don't know what to match or rank based on a random person's search criteria. Since there isn't one sure-fire keyword for it to work with, Google ignores your site altogether.

Google no longer uses meta keyword tags so the old-fashioned keyword diversity approach is pointless. The best way to let search engines know what your page is all about is to use one keyword or keyphrase and weave that into several areas within your content. You can go for a whole new keyword for a different page.

The whole idea of search engines is to list relevant and useful data based on the information you entered in the search box. For instance, if you happen to type in 'internet marketing' the page that has the most data on it will come up first and later pages will contain less useful content on the same topic. If you happen to go for the words 'how do I market using the internet' you'll find how-to pages, because you used the word 'how' and the pages that show up have a lot or enough of that keyword in them. This can include titles like 'how to use your internet marketing budget smartly' or 'how does internet marketing help your business'.

It's all about keywords and using them consistently to promote your brand or service through internet marketing.

The best way to let search engines know what your page is all about is to use one keyword or keyphrase and weave that into several areas within your content.





Toy Reviews



AVAILABLE NOW...



Despicable Me 2 Minion Dave Talking Action Figure
12 December 2013



Fisher-Price Mike the Knight: Glendragon Castle Playset



Fisher-Price Disney's Jake and The Never Land Pirates - Jake's Musical



Fisher-Price LP Disney Kipling Stables
12 December 2013



Boom Boom Ballon
12 December 2013



LEGO Ninjago Temple of Light 70605
12 December 2013



Mega Bloks Big Building Bag, 30-Piece (Classic)
12 December 2013



Crayola Marker Maker
12 December 2013



LeapFrog LeapPad2 Power Learning Tablet, Green



Fisher-Price Imaginext Mega T-Rex
12 December 2013



Melissa & Doug 100-Piece Wood Blocks Set
12 December 2013



Little People Fun Sounds Farm
12 December 2013



Spot It!
12 December 2013



VTech Sit-to-Stand Learning Walker (Frustration Free)



VTech Move and Creep Ball, Orange
12 December 2013



LEGO Chima 79016 The Lion Chi Temple
12 December 2013



Furry Pink and Blue Hearts Boom Plush Toy
12 December 2013



Maisto R/C Rock Crawler (Colors May Vary)
12 December 2013



LeapFrog My Pal Violet
12 December 2013



Razor MX350 Dirt Rocket Electric Motocross Bike
12 December 2013

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amazon

Free Gund Bear with \$75 Toy Purchase

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amazon

Holiday Toy List

Explore hundreds of this year's top picks. Get just the right gifts with just a few clicks.

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amazon

Toy Savings Event

Join Amazon Mom, Save 20% on Select Toys

Learn more



THE BASICS OF INTERNET MARKETING

The whole notion of internet marketing rests on relationships. Although that's hard to do given the vast distances between people online, not to mention the number of them who could be involved at any one time and also the sheer strangeness of it all, you need to create a valued environment that attracts customers and keeps them coming back.

Through a repetitive focus on customer needs and demands, you get closer to them and by extension gather more people to your brand or image. Unlike actual footwork where you may be asked to go out on the field and promote relationships between company and customer, you can do so much more and reach a larger denomination of people by using the internet as your field. Because you're sitting in one place while you market your service or brand image, you can spend more time spreading the word.

A commitment to quality is a great step forward. In fact, it should be your first step when it comes to internet marketing. People crave quality for affordable prices and if you can meet that demand the sky becomes the limit. To do this effectively—to instill promise of quality in customers—you need to stay updated on social media and changes to them. From apt and attractive content writing to an ace presentation of your message, you need to learn to use Facebook, Twitter, Google+ and Instagram to access a large community of people, a good portion of whom spend almost all day on such social media sites.

By: Faith Lane



Writing excellent content and changing it every now and again can result in amazing rewards. What you have to say about your work in words resonates with people who have no idea who you are yet. They need to know what you do and why you do it. Write and perfect your content, whether it's a page on a social media site, a blog or a full-fledged website.

PEOPLE CRAVE QUALITY FOR AFFORDABLE PRICES AND IF YOU CAN MEET THAT DEMAND THE SKY BECOMES THE LIMIT.

TRUSTWORTHY INTERNET MARKETING TECHNIQUES

By: Corey Farmer



Blogs are 'friendlier' than full-fledged webpages. They make people see that a human being is creating content or 'posts' rather than some mindless drone-software running a webpage and keeping it going.

Establishing your credibility online can take anywhere from a short while to a few years, but it's quite possible. The more you spread your roots and create an interlinking chain, the more people will see that you are determined to get it right. Here are some online tools that can help you instill trust in your customers:

- **Social Media** – Create pages and profiles and keep them updated on sites like Facebook, LinkedIn, Twitter, Google+, Instagram, and Pinterest. You can include a few or all of these sites based on the type of product or service you're selling. There are online communities for major magazines and institutions that in themselves act like social media centers. These include Inc., Businessweek and so on. Videos and images are more powerful than long sentences or paragraphs when it comes to social media communication.
- **Blogs** – These are 'friendlier' than full-fledged webpages. They make people see that a human being is creating content or 'posts' rather than some mindless drone-software running a webpage and keeping it going. Sharing is made easy through blogs and social media responds well to them. There is much more versatility in blogging that can benefit your service or product.
- **Reviews & Testimonials** – You can't go without these. People need to see that professionals in fields related to your product or service have reviewed your work and liked it. This instills massive credibility. A close second is when people see actual human customers say how much they benefited from your services and products. You can get reviews from major companies or online sales portals, which are also great places to find customer testimonies.
- **FAQ** – This section should detail all the specifics, nothing generic or obvious. Answer the difficult questions that customers can't find anywhere else online. Forging trust through truth is the way to go.

***I Have Put Together A Series Of Amazing Newsletters
That Are Filled With Revealing And Detailed Information
On Natural Home Remedies That You Can Gain
Immediate and Instant Access To Just By Signing Up...
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Find out the **pro's** and **con's** to using *natural home remedies* versus *prescription medications*!

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Take a peek at the **top home remedies** used for *allergies*!

Discover what home remedies you can use for curing even the simplest ailments such as *diaper rash*, *migraines*, and *stomach aches*!

Old Arthur kicking in on you? Find out simple home remedies that will have you *up and going* in no time at all!

Tired of unwanted, irritating pimples... I've got the **4-1-1** on what you can use to clear your flare ups with the *snap of a finger*!

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MWM back story

A FATHER-SON TEAM RAISES \$10 MILLION FOR THEIR BEEKEEPING INVENTION ON INDIEGOGO

By: Catherine Clifford



A new honey-harvesting beekeeping invention has raised some impressive buzz to the tune of \$10 million.

Cedar and Stuart Anderson, a father and son beekeeper duo from Australia spent 10 years perfecting an invention that radically improves the labor-intensive and high-risk art of harvesting honey. They then launched a crowdfunding campaign for their invention.



The family beekeeping team set a goal to raise \$70,000 for the Flow Hive. And, judging from the way they structured their campaign, they weren't even all that sure they would hit it. The crowdfunding campaign was launched as a "flexible" campaign on Indiegogo, an option that allows campaign owners to collect whatever money they raise, even if they don't hit their target goal. Not reaching one's goal, however, means paying a higher percentage of earnings to the platform as a fee for the service.

The Andersons' caution was for naught. They've raised more than \$10 million from more than 27,000 people, making it the highest-earning campaign in Indiegogo history. The campaign still has six days left and it's pulled in 14,720 percent of the initial fundraising goal.

"It's been a dream for me for many long years, to create a system that allows you to harvest the honey directly from the hive without opening it. After a decade of work, my father and I have achieved our goal and it now works better than I ever dreamt it would," writes Cedar on Indiegogo about the campaign. "It's so exciting to be bringing this to the world."

As it turns out, Cedar isn't the only one excited about his new invention. Buzz on, guys!



"After a decade of work, my father and I have achieved our goal and it now works better than I ever dreamt it would."



Taken From: www.honeyflow.com

"Flow™ is the most significant innovation in beekeeping since 1852."

Flow is a revolutionary beehive invention, allowing you to harvest honey without opening the hive and with minimal disturbance to the bees. Of course, there is much more to beekeeping than harvesting honey, read on....

It's the beekeepers dream...

Turn the tap and watch as pure, fresh, clean honey flows right out of the hive and into your jar. No mess, no fuss, no expensive processing equipment and without disturbing the bees.

We are excited to introduce our new invention that allows you to enjoy fresh honey straight out of your beehive without opening it. It's far less stress for the bees and much, much easier for the beekeeper.

"This really is a revolution. You can see into the hive, see when the honey is ready and take it away in such a gentle way".

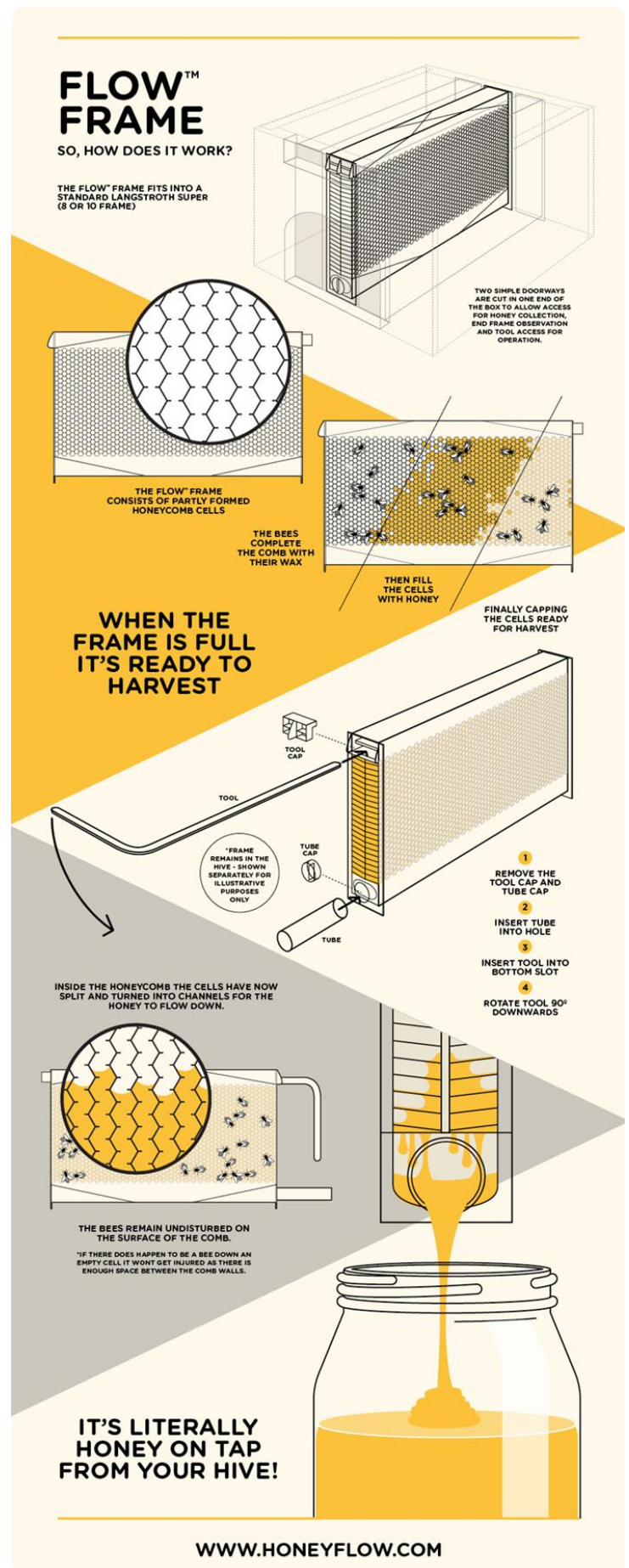
It will help the bees and it will help beekeepers. They both help our world. Please join us in this beekeeping evolution.

HARVESTING YOUR HONEY USED TO BE A REAL LABOUR OF LOVE

First you had to protect yourself from stings
Fire up a smoker to sedate the bees
Crack the hive open
Lift heavy boxes
Pull out the frames, trying not to squash bees
Brush the bees off the combs, or use a leaf blower!
Transport the frames to a processing shed
Cut the wax capping off each frame with a heated knife or automatic uncapping machine
Put them in an extractor to spin out the honey
Filter out all the wax and dead bees
Clean up all the mess
And if that's not enough hard work, the frames have to go back to the hives again....

NOW YOU DON'T NEED TO DO ANY OF THAT

Turn a tap, sit back, and watch the honey pour out. It's pure, unprocessed, untouched delicious honey directly from the hive.



Finally, A Bunch of Great FREE Help !

No more Paying For Products That Don't Deliver Results! Get Everything You Need To Know To Start A *Wildly* Successful Home-Based Internet Business!

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- Blogging For Cash
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- And More!... Get The Facts On What It Takes To Start Making Money Online Starting Today!



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