

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

Internet Marketing – Whom to Target?

P.41

Maverick
Macdonald



plus
Gadgets



Interviews, products

Q and A

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Internet Business – Getting
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APRIL 2013

Alex Elman, Alex Elman Wines: What Losing Her Sight Taught Her About Running A Business

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Alex Elman



p.30

Carlos Hidalgo

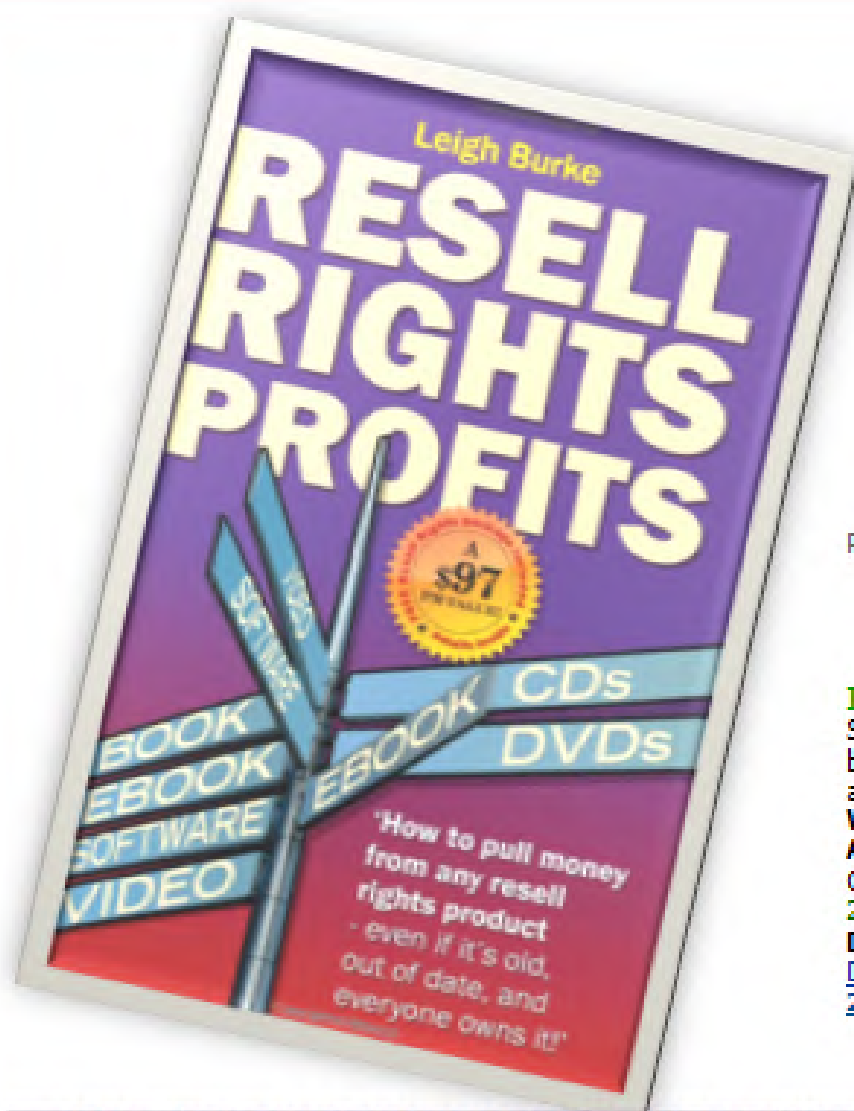


Q&A WITH B2B EXPERT **CARLOS**

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mwm editors letter



Welcome to the **APRIL Issue** of "Making Web Money" Online Digital Marketing magazine where every month we show you how real people, just like you, are making web money – everyday!

Again this month we have great articles and personal insights like **Blogging Tips for Online Marketers** By: Jochem Hoffman, Also, **How to Go About With Affiliate Marketing?** By: Ustinya Hawking **Online Marketers** contributing helpful information. Our monthly **MWM Success Story – Sam Walton – 10 Rules for building a successful business. PLUS "Ask the Expert" - a NEW Interview with that B2B Marketing Expert CARLOS HIDALGO: LEAD GEN IS OVERRATED** and also how to **Increase Traffic into Your Website** By: Mayra Bray **Plus Our Back Story with Alex Elman, of Alex Elman Wines: What Losing Her Sight Taught Her About Running A Business and so much more.**

For those readers having some viewing problems with the **Online Version** of "Making Web Money" to make reading 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, contributions or feedback.

Harry Crowder

“
An
economist
is an expert
who will
know
tomorrow
why the
things he
predicted
yesterday
didn't
happen
today.

-Laurence L. Peter

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Making Web Money

Online Marketing Magazine

Editor Harry Crowder

Advertising See Above

Contributors

Various experts in their fields

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Press Release Software



TOP EMAIL

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 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.

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.

>>Email Us: editor@makingwebmoney.com



Did you know:

2 out of every 3 kids' parents have little or no idea what they surf on the Internet.

mwm what's on



**Search Media
Expo**



APR

3-4

Join us for Australia's #1 Search and Social Media marketing event. SMX returns to Sydney for its sixth year in 2013. Attend any of the more than 40 sessions and keynotes that suit your needs and maximize your investment. There are sessions just for you - whether you're an experienced online marketer, employed at a Fortune 500 company or run your own business or agency.

APR

7-9



**Social Media
Marketing World**



Social Media Marketing World by Social Media Examiner is designed to inspire and empower marketers with the best trends, concepts, and strategies in social media marketing. Unlike some conferences, Social Media Marketing World promises pitch free content in all 49 expert led sessions. This year's event is April 7 – 9, 2013 in San Diego, CA.

what's on



**JUMP Webinar:
Collaborate or
Die!**



APR

17

Understanding what works and what doesn't in getting campaigns out the door is critical to a strong brand-agency relationship. The complexity of marketing today includes a needed mix of paid, earned, owned and shared media techniques. Project planning, collaboration and communication are the crux by which all marketers must navigate through to successfully execute their campaigns.

Accenture / Econsultancy Digital

DATE: April 4, 2013

TIME: 8:30 AM-12:30 PM

VENUE: Amara Singapore Hotel, Singapore, Singapore



Econsultancy is partnering with Accenture's digital marketing practice, Accenture Interactive, to conduct a half-day interactive roundtable session which guarantees to inspire with thought provoking discussions, based on the following three topics:

1. Digital Marketing Attribution – Digital Analytics & ROI
2. Social Media - Managing, Marketing, Measuring, Monetizing
3. Strategic Content Development, Curation & Marketing

The objective of this event is to allow senior level marketers to convene and exchange innovative ideas around some of the top-of-mind issues marketing leaders are concerned with. By attending this session, you will not only be able to learn about the latest developments and best practices; but also gain insights from global and local success stories.



Quotable:

"We've heard that a million monkeys at a million keyboards could produce the complete works of Shakespeare; now, thanks to the Internet, we know that is not true." ~Robert Wilensky

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Marin Software Raises \$105 Million in IPO

Marin Software went public today. The online advertising management platform's initial public offering (IPO) raised \$105 million, as the company sold 7.5 million shares of stock at \$14 per share – exceeding expectations of 7 million shares.

Marin stock (MRIN) was trading on the New York Stock Exchange \$17.38 as of this writing.

In a Q&A with Fortune today, Marin's CEO Chris Lien addressed one of the biggest concerns after the company filed for its IPO: that they didn't expect to be profitable in the "foreseeable future."

"We're saying we'll lose money through 2015, and some investors just don't want to invest in a money-losing company," Lien said. "But masked in those losses are our high growth rate, our spending on sales and marketing and R&D that will help us make money in the future. The investors who took the time to understand our per unit economics realized how we could become a leader in an under-penetrated market, and they put in orders."

The San Francisco-based company provides software that allows marketers to track and optimize paid advertising campaign performance on multiple platforms, including Google, Bing, Facebook, and Baidu.

Pinterest Redesign Enables Discovery

The online look book has a new look: Pinterest redesigned itself to make discovery easier.

Lead product designer Jason Wilson outlined the new features in a blog post on Monday. Two new features, "pins from the same source" and "people who pinned this also pinned" are designed to help people find new boards and users - and to help brands find them.

Robert J. Moore, CEO of RJMetrics, a company that makes data analytics software, thinks making it easier to find content will help businesses get found. He says, "These changes are designed to increase engagement by facilitating easier content discovery. If users can discover content that is more relevant and interesting to them, things like pins, shares, traffic, and referrals to third-party sites will all increase naturally."

The news follows closely the launch earlier this week of Pinterest Web Analytics that lets brands see what people are pinning from their sites.

On Wednesday, Western homebuilder Taylor Morrison Homes will unveil a Houston model home whose décor was inspired by Pinterest boards.

Teresa Shannon, a marketing manager and Internet home consultant with Taylor Morrison, thinks the recommendation features will help more people find her company's boards - and its projects. Although the company has not started using Pinterest Analytics, she notes that Facebook is effective at revealing new companies to its users.

Shannon says, "If one of my friends has liked another page or commented on a sponsor page, it shows up in my feed, so it's opened my eyes to new businesses - and I go check them out. I have a feeling the same thing will happen when this rolls out on Pinterest as well; it will give us more exposure."

Sisie Nong, social media coordinator for marketing agency Engauge, says that the redesign reinforces the importance of visual content marketing. "Brands today are dedicated to driving conversations and humanizing their voices through visual storytelling," Nong says. "This also presents a new opportunity for B2B brands to extend reach to everyday customers beyond business-minded audience."

Zappos' PinPointing service won't be affected - and could improve as a result of some of the changes, according to Alice Han, senior designer and PinPointing product lead at Zappos Labs. PinPointing recommends products on its site related to those pinned by you or your network. PinPointing searches pin descriptions to find keywords to power its recommendations; while the new Pinterest description limit is 40 characters shorter, she doesn't think that will compromise the quality of recommendations. If the shorter length makes pinners think more about what they write, it could in fact make recommendations better, she says.

Han adds, "Discovery tools can also provide a shortcut through what can feel like an endless library of products. I believe people will continue to be drawn to these tools as long as they are valuable, interesting, and relevant."

There is a danger that Pinterest could lose its visual focus and get cluttered, says Sarah Starr, another marketing manager for Taylor Morrison. She says, "As long as the pictures stay the main thing, that's what it's all about. People prefer pictures, not a lot of copy or text."



Quotable:

"Five years ago, we thought of the Web as a new medium, not a new economy." ~Clement Mok

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AFFILIATE MARKETING

By Tusshar S.

Affiliate marketing is a very commonly heard term in online business domain. What is affiliate marketing all about? To put into the briefest of words, it deals with making money online where you are a publisher who helps businesses to promote their product or service. They are several variations of affiliate marketing but in most cases, the marketer makes money on the basis of commissions. They become eligible for a specified amount when a customer clicks on the link provided on the promotional site or blog setup by the marketer. Other ways by which a marketer earns a commission is when he/she successfully makes the visitors perform an action such as signing up in the respective website, leave their contact number or email address, complete a particular survey or agree to receive the company's newsletters and advertisements etc. Commissions are times a percentage of the sales received or otherwise a specific amount irrespective of the amount collected during sales.



*Affiliate marketing is
a very beneficial
form of marketing
for advertisers
because they are
supposed to pay only
their products
fetches sales thanks
to a particular
marketer.*

Affiliate marketing is a very beneficial form of marketing for advertisers because they are supposed to pay only their products fetches sales thanks to a particular marketer. If there are several affiliate marketers appointed, it is certain that the overall sales will grow leaps and bounds while there will not be the necessity to pay each and everyone on a fixed basis. It benefits publishers on a big way as there will not be much pressure from the advertisers' side. The affiliate marketer can choose a product of which he/she holds some idea so that marketing can be done precisely according to tried and tested formulae. Blogging is one of the best methods for affiliate marketing. Although it isn't every blogger's cuppa tea, a smart blogger can easily succeed as a reputed affiliate marketer.

mwm success story

Sam Walton: 10 Rules for Building a Successful Business

By Peter Krass

Sam Walton, the founder of Wal-Mart, grew up poor in a farm community in rural Missouri during the Great Depression. The poverty he experienced while growing up taught him the value of money and to persevere.

After attending the University of Missouri, he immediately worked for J.C. Penny where he got his first taste of retailing. He served in World War II, after which he became a successful franchiser of Ben Franklin five-and-dime stores. In 1962, he had the idea of opening bigger stores, sticking to rural areas, keeping costs low and discounting heavily. The management disagreed with his vision. Undaunted, Walton pursued his vision, founded Wal-Mart and started a retailing success story. When Walton died in 1992, the family's net worth approached \$25 billion.



Quotable:

“

“The Internet is just bringing all kinds of information into the home. There's just a lot of distraction, a lot of competition for the parent's voice to resonate in the children's ears” ~Phil McGraw.

Today, Wal-Mart is the world's #1 retailer, with more than 4,150 stores, including discount stores, combination discount and grocery stores, and membership-only warehouse stores (Sam's Club). Learn Sam Walton's winning formula for business.

Rule 1: Commit to your business.

Believe in it more than anybody else. I think I overcame every single one of my personal shortcomings by the sheer passion I brought to my work. I don't know if you're born with this kind of passion, or if you can learn it. But I do know you need it. If you love your work, you'll be out there every day trying to do it the best you possibly can, and pretty soon everybody around will catch the passion from you — like a fever.

Rule 2: Share your profits with all your associates, and treat them as partners.

In turn, they will treat you as a partner, and together you will all perform beyond your wildest expectations. Remain a corporation and retain control if you like, but behave as a servant leader in your partnership. Encourage your associates to hold a stake in the company. Offer discounted stock, and grant them stock for their retirement. It's the single best thing we ever did.

Rule 3: Motivate your partners.

Money and ownership alone aren't enough. Constantly, day by day, think of new and more interesting ways to motivate and challenge your partners. Set high goals, encourage competition, and then keep score. Make bets with outrageous payoffs. If things get stale, cross-pollinate; have managers switch jobs with one another to stay challenged. Keep everybody guessing as to what your next trick is going to be. Don't become too predictable.



The more they know, the more they'll understand. The more they understand, the more they'll care. Once they care, there's no stopping them.

Rule 4: Communicate everything you possibly can to your partners.

The more they know, the more they'll understand. The more they understand, the more they'll care. Once they care, there's no stopping them. If you don't trust your associates to know what's going on, they'll know you really don't consider them partners. Information is power, and the gain you get from empowering your associates more than offsets the risk of informing your competitors.

Rule 5: Appreciate everything your associates do for the business.

A paycheck and a stock option will buy one kind of loyalty. But all of us like to be told how much somebody appreciates what we do for them. We like to hear it often, and especially when we have done something we're really proud of. Nothing else can quite substitute for a few well-chosen, well-timed, sincere words of praise. They're absolutely free — and worth a fortune.

Rule 6: Celebrate your success.

Find some humor in your failures. Don't take yourself so seriously. Loosen up, and everybody around you will loosen up. Have fun. Show enthusiasm — always. When all else fails, put on a costume and sing a silly song. Then make everybody else sing with you. Don't do a hula on Wall Street. It's been done. Think up your own stunt. All of this is more important, and more fun, than you think, and it really fools competition. "Why should we take those cornballs at Wal-Mart seriously?"

Rule 7: Listen to everyone in your company and figure out ways to get them talking.

The folks on the front lines — the ones who actually talk to the customer — are the only ones who really know what's going on out there. You'd better find out what they know. This really is what total quality is all about. To push responsibility down in your organization, and to force good ideas to bubble up within it, you must listen to what your associates are trying to tell you.

Rule 8: Exceed your customer's expectations.

If you do, they'll come back over and over. Give them what they want — and a little more. Let them know you appreciate them. Make good on all your mistakes, and don't make excuses — apologize. Stand behind everything you do. The two most important words I ever wrote were on that first Wal-Mart sign: "Satisfaction Guaranteed." They're still up there, and they have made all the difference.

Rule 9: Control your expenses better than your competition.

This is where you can always find the competitive advantage. For twenty-five years running — long before Wal-Mart was known as the nation's largest retailer — we've ranked No. 1 in our industry for the lowest ratio of expenses to sales. You can make a lot of different mistakes and still recover if you run an efficient operation. Or you can be brilliant and still go out of business if you're too inefficient.

Rule 10: Swim upstream.

Go the other way. Ignore the conventional wisdom. If everybody else is doing it one way, there's a good chance you can find your niche by going in exactly the opposite direction. But be prepared for a lot of folks to wave you down and tell you you're headed the wrong way. I guess in all my years, what I heard more often than anything was: a town of less than 50,000 population cannot support a discount store for very long.



*Show
enthusiasm —
always. When all
else fails, put on
a costume and
sing a silly song.
Then make
everybody else
sing with you.*

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mwm ask the expert

5 Questions on Content



We are pleased to welcome Tom Gerace to today's installment of the Business 2 Community Expert Interview Series. Tom is founder and CEO of Skyword, Inc, a platform that manages every aspect of an organization's content production process. Skyword's clients include IBM, United Way Worldwide, Wall Street Journal and Autotrader.com. Prior to Skyword, Tom's career is rooted in disruptive innovations in digital marketing and publishing. In 2002, he founded Be Free, the first affiliate-marketing company, where he served as the Chief Marketing Officer through the company's IPO. In that role, he was awarded two U.S. Patents, for profiling computer users and targeting advertising based on that profiling. He raised more than \$200 million and launched both U.S. and European operations. Under Tom's direction and leadership, ValueClick acquired Be Free in 2002 where it continues to be ValueClick's most profitable division. In 2005, Tom launched Gather.com, the leading participatory, performance-based media platform with 4.5 million monthly unique visitors in the U.S.

Tom is a founding member of Social Media Advertising Consortium (SMAC), an organization committed to driving social innovation by drawing industry leaders together to share best practices and new ideas. SMAC also focuses on creating a common vocabulary, standard buying units and uniform measurement methods for social media. Since 2008, SMAC has focused on setting standards and unveiling best practices within an ever-shifting industry. As a member of the board, Tom works alongside executives from Kraft, IBM, GE, PepsiCo and Weber Shandwick. Tom graduated magna cum laude with a degree in Social Studies from Harvard College in 1993.

Did you know?



The first hard disk drive could hold just 5MB worth of data.

mwm ask the expert

5 Questions on Content Marketing With Tom Gerace

1. How did you get your start in content marketing?

Marketing has always been a passion of mine, starting with my first company, Be Free, the first affiliate-marketing company which we sold to ValueClick in 2002. However, it was while I was running a contributory social platform, where users generated their own news stories and discussion topics, that I became more keenly focused on content marketing. As the platform grew and users increased, leading brands started to approach us asking for content ownership. Business owners and marketers started to catch on to the impact of quality, compelling content on customer loyalty and sales.

A decade ago, people relied on a handful of editorially driven organizations for all of their information and entertainment — a newspaper, drive time radio, and evening TV. It was a push-driven information system where media companies enjoyed local monopolies and brands could ensure brand awareness by inserting their messages into those managed media streams. Today, when we need an answer, we google it. When we need a recommendation, we ask our friends socially on Facebook and Twitter. We have shifted to a pull-driven system, where consumers are in the driver's seat. We no longer rely on a couple of media sources for all of our information. Today's consumer selects and returns to the source that they find most helpful. Anyone and everyone provide that content — as long as they produce valuable, relevant and well-written content—and anyone can use that content to reach consumers, provide them with the information they need, and build relationships with them throughout the process.

Our goal at Skyword is to help brands and media companies capitalize on this search and socially driven world and to take full advantage of the many bottom line benefits to building and managing a well-executed content program at the core of their digital strategy.

Producing high quality content on an ongoing basis is a huge challenge for marketers. To be successful, they need to think like publishers, delivering helpful and entertaining content on an ongoing basis.

2. What is the biggest content marketing challenges facing brands, agencies and media companies?

Producing high quality content on an ongoing basis is a huge challenge for marketers. To be successful, they need to think like publishers, delivering helpful and entertaining content on an ongoing basis.

There are four pillars that are critical for a successful the content program:

1. **Content Strategy:** Content strategy serves as the foundation of all digital marketing; brands use it to connect with customers through natural search, social, email marketing, and paid channels like sponsored stories and SEM. However, according to eConsultancy, only 38% of companies take the time to build one. Organizations that begin the content quest without a roadmap waste resources and contribute little to the bottom line. By developing a plan that covers topic ownership and channel distribution according to consumer needs and the organization's business goals, marketers will deliver relevant, time-sensitive content that motivates return.
2. **Expert Creative:** Behind every successful content marketing program is a team of expert content creators. This group of people must have a solid understanding of the industry trends and consumer pain points along with strong writing and production skills. By recruiting creative support outside of the organization, marketers can add depth and offer audiences a fresh perspective. They also bring critical connection to the social circles of the creatives they engage.
3. **Editors and Quality Assurance:** Quality matters. With content at the core of all digital marketing, marketers need to ensure that every article published on the organization's behalf is relevant and thoroughly reviewed for quality and brand alignment standards. Assessing writing quality, SEO optimization and brand voice is essential for producing professional, top-notch content.
4. **Technology Framework:** Content production includes many moving parts, and technology is the glue that holds the entire process together. Organizations cannot produce content at scale through email, excel spreadsheets and word documents. Many organizations spend more on the process of compensating writers through traditional AP channels than they pay to the creatives themselves. By employing technology that supports the entire content process and adapts to the organization's needs, marketers can create content consistently, reduce overhead, measure performance, and focus on the tasks that matter.

Piecing together the expertise, resources and technology to support content production is a huge challenge for all members of the ecosystem. By focusing on each pillar, marketers will develop a program that lasts.

3. You've written a few blog posts about content marketing. What is the method to your own blogging success?

If you blog, and no one reads your post, did you really blog? A lot of writers focus incredible effort on creating content, and very little thinking about how they maximize the value of what they create. To do that, they need to consider:

- Topic selection: Don't write about what you want to share. Instead, find out what your readers are searching for most often and address those topics that best match your expertise. Search has become the primary method of information discovery, with people searching 100 billion times every month around the world. Understand what they want, before you decide what to write.
- Search optimization: Use platforms that enable you to search optimize your content when you write (and be sure your editor doesn't mess that up when he/she edits). Sixty-three percent of the times that people click away from a search page, they click on one of the first search results. If you aren't optimizing your content, you aren't being found.
- Social promotion: It's uncomfortable at first, but share your content early and often on LinkedIn, Google+ and Twitter. And yes, share your professional content on Facebook. Some of your friends will want to read it and that high school pal that you lost track of might be the CEO at your next customer company. Search engines also take cues from what is shared socially, so the more you share, the better your success at search as well.

4. What do you think is the future of social media?

Soon, we will stop thinking about "social" media. Social infrastructure will be built into everything and we won't differentiate between what is and isn't social.

5. What advice would you give to someone who is just starting out in marketing and social media?

Start with strategy. Understand who you are trying to reach, what they care about and how you can share what they need or love. Consider IBM's award-winning content marketing plan at the Midsize Insider. They took time to understand what midsize business owners and technology teams need to know. They developed content verticals (in this case cloud computing, Big Data, security, remote workforce enablement,) that matched those needs. We worked together to recruit socially influential authors with siloed expertise to share industry background and news in each vertical. Now those writers produce high quality, searched optimized content that is socially promoted by both the brand and the expert contributors, maximizing the reach of each piece they create.

Second, have a voice. There are millions of people competing for social influence. Understand what makes you different and then capitalize on that. If you sound exactly like the guy next to you, nobody will be listening to what you have to say.



Search has become the primary method of information discovery, with people searching 100 billion times every month around the world. Understand what they want, before you decide what to write.

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The registry is a vital component of all Windows PCs, since it is the way that a PC is able to chronicle all of the changes made to it. This includes any changes, reconfigurations, software installations, and software removal. By its very nature, it's integral to how a PC works. Unfortunately, because few users end up never adding or deleting anything from their PC, this means that the registry can eventually become a minefield of outdated information, inaccuracies, and errors. Eventually, PCs will become slower, and more prone to problems like conflicts, freezing, crashing, and other issues.

<http://regeditcleaners.com/>

BLOGGING TIPS FOR ONLINE MARKETERS

By Jochem Hoffman

Blogging is one of the most commonly used internet marketing techniques today. It's free of cost, to begin with. Blogging can also be used tactfully with Search Engine Optimization (SEO) techniques in order to fetch better results. Blogs can also be made on several topics which are not directly connected to the business you are marketing. Skilful usage of such blog websites can bring about magical changes in the way your business gets promoted in front of the world. The whole image of a newly formed business can be structured in such a manner that there will not be too much of a requirement for effective public relations activities. Newbie bloggers are always on a perennial hunt to make their blog bigger, better and most visible. The visibility factor is more crucial since traffic won't come if your blog content is not good enough or if your SEO strategies are not proper. Here are three key tips that would be making it easier for bloggers.

The visibility factor is more crucial since traffic won't come if your blog content is not good enough or if your SEO strategies are not proper.

The first and the most important tip is to keep the quality of your stuff as impeccable. Write the contents of your blog with passion. It doesn't make much difference if you are composing the blog with mechanical verve for whatever reasons. Therefore, passion is the basic necessity in this domain, without which any kind of tactics would not work. The second tip would be to write consistently. The blog post should not have months or years of lag between them. Keep writing about relevant subjects; adulation and traffic will just follow. Also try to create an editorial calendar of whatever you are posting.

To write correctly would be the third tip. Make sure that you use proper language, punctuation and original content in your blog. Blog posts which have been copied or plagiarized have chances of being penalised by search engines even.



Blogs And their Tactful Usage

By Ferdinand Tamboia



Blogs can bring about significant changes to the way people perceive your business. If used in the right manner, there can be very few ideas which can turn as useful as blogging. Blogs always have the advantage that they are free of cost. We can launch a blog in any of the varied blogging website we have in the Internet today. Even otherwise, buying a domain name is not at all an expensive exercise. When it comes to a company, it is always good to have an official website or blog being registered under its name for people to refer to various credentials such as the services, FAQs, careers and business opportunities.

If you have a blog then, always make it a point to add tags to your blog posts. Search engines notice tags very easily and it would fetch you better traffic if you tag your posts. Search Engine Optimization (SEO) tactics need to be applied adequately in the website or blog in order to get better visibility in the search results. Relevant keywords should be spread across the blog posts with grammar and spellings intact. Always make it a point to make the content of your website or blog attractive. Add images and other eye-catching things in order to improve the look and feel of the blog/website/page. Join online forums, online groups and other relevant pages to improve the visibility of your site or blog. Starts being active in those sites and make it a point to build an attractive signature containing all relevant links and details. Consider promoting your blog or site outside it. Always share it with friends and colleagues. In case, they find it appealing they will promote it for sure. Last but not the least; you should not be shy and submissive in the venture. Be confident and secure about your website and your entire endeavour.

Relevant keywords should be spread across the blog posts with grammar and spellings intact. Always make it a point to make the content of your website or blog attractive.

mwm gadgets & toys

Buffalo Voltissimo USB Battery Can Charge Your iPhone From Flat In Just 15 mins

There are plenty of battery packs available to help you keep your devices juiced up whilst away from the grid, but most take an age to charge your smartphone to full capacity, but not the Buffalo Voltissimo.

The Buffalo Voltissimo battery has been designed to charge an iPhone from flat to full in just 15 minutes, and is equipped with a 4000mAh or 8000mAh battery depending on your preference and budget.



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

Rapoo does a slew of wireless audio

Rapoo's compact Bluetooth Portable Speaker A5000 will be a Bluetooth 4.0 speaker that will come in a range of bright colors that include lime green, watermelon pink, electric blue and basic black. Do not judge this by its small size, as it can deliver powerful sound while on the go, while boasting of a built-in microphone that doubles up as a speakerphone for hands-free calls as well as a 3.5mm jack to connect mobile devices



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Portable Rechargeable Smartphone Projector Offers Ultimate Portability

If you are looking for a portable pocket sized smartphone projector, a new creation from Sanwa Direct might be worth more investigation.

The 400-PRJ018 mini Smartphone projector by Sanwa Direct is battery powered and capable of projecting an image of 854x480 pixel resolution, with manual focus, offering a 16:9 aspect ratio at 85 Lumen of brightness.



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ORIGOsafe In Car Smartphone Safe Stops You Texting Whilst Driving



If you are looking for a safe way to stop friends, business colleagues or family from using their smartphone for texting whilst driving the car, you might be interested in a new smart phone car safe call the ORIGOsafe.

The ORIGOsafe has been designed to link to your ignition and prevent the car starting unless your smartphone is safely tucked away within the ORIGOsafe.

Unfortunately the current time the ORIGOsafe will only work with the Samsung Galaxy S3 smartphone, however new versions of the ORIGOsafe are currently under development for Apple's iPhone 4 and iPhone five smartphones. For more information on the new ORIGOsafe device jump over to the manufacturers website for full specifications, details and order pages.

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Did you know



Xu Jinglei, a Chinese actress has the most popular blog in the world.

FORUM MARKETING

By Demyan Hampson

Forum Marketing has become one of the most effective tools in the Internet marketing arena. With more and more active members on various forums and discussion boards, marketing has a perennial scope over there. The focus should be on right presentation of what you would like to promote. Or else you and your product/idea will be slammed into the 'spam' category, in all probability. What should we take care of while we market something in forums? Let's have a detailed analysis.

The first thing to keep in mind is to be consistent with your efforts. It is most recommended to focus one forum at a time; especially during the initial stages of your business. One should not be vary from joining forums on different topics. If you are someone with ample knowledge about cinema, you may join a forum which discusses it and can become an active member. At the same time, you can add a clever signature with all the links and information about your business in a crisp and attractive manner and there are high chances that you may end up being successful. The choice of the forum should be wise as well. Always go for one which is bustling with activity, for obvious reasons. It will give you more visibility and in turn, more opportunities. Nevertheless, patience is a virtue in online marketing as well. You may not reap big time benefits overnight. But, as the proverb says: "Slow and steady wins the race" in this case as well.



Patience is a virtue in online marketing as well. You may not reap big time benefits overnight. But, as the proverb says: "Slow and steady wins the race" in this case as well.

Another thing to make sure is that your move should be smart and seamless. It's a fact that the people active in a forum are not interested in your business, by default. You can't generate interest in them by bombarding the entire concept on the board, all of a sudden. The move should be in such a way that people open their eyes towards your business when you put it forward at the right juncture. Secondly, you should create your forum signature with precision. If you become active in a forum and have reached a position where people look up to you, then your signature will fetch the spotlight as well. Make sure that all the relevant links are added in the signature.

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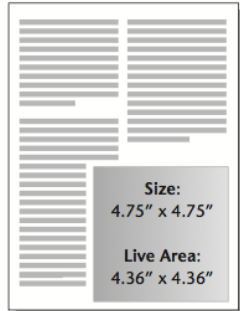
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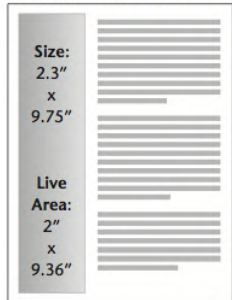
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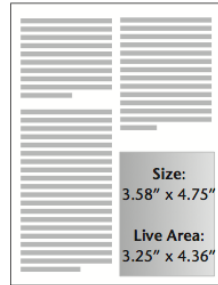
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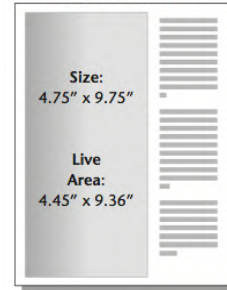
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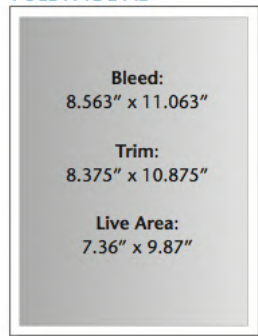
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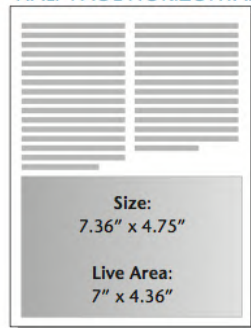
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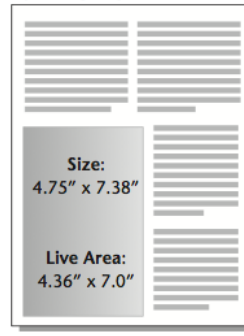
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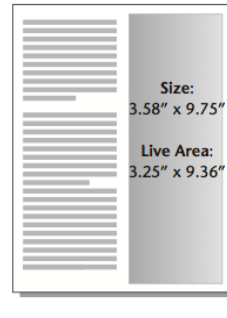
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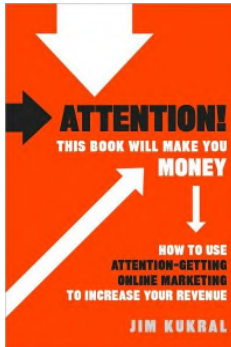
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Attention! This Book Will Make You Money:

How to Use Attention-Getting Online Marketing to Increase Your Revenue

By: Jim F. Kukral



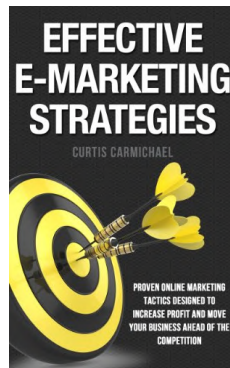
Drive Web traffic and take your business into the future

In today's social Web marketplace, attention equals revenue. When you direct more attention online to your brand or business, you drive more long-term revenue. Regardless of who you are or how small your business is, you can have a huge impact using free Internet tools...provided you understand and correctly apply the latest techniques.

Attention! gives you an educational and motivational guide to using social media to market your brand or business online. In three parts, you'll discover everything you need to know to get off the ground and thrive in the social mediasphere, including

- The tools, techniques and tricks to get attention online and turn that attention into profit
- The theory behind the importance of making your mark on the Internet
- How other businesses and individuals made money from online marketing

Whether you're just starting your business, just moving it online, or already established and looking to take your business to the next level, Attention! is the key to success.



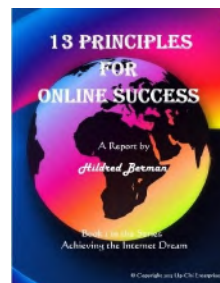
Effective E-Marketing Strategies By: Curtis Carmichael

Too many Internet marketing books today seem to focus on specific areas, such as SEO or social media marketing. But, these are only a few small pieces of the overall marketing strategy. Online marketing strategies should place greater emphasis on incorporating other elements where possible. Each marketing component serves as a valuable channel for driving and converting new leads.

The author, Curtis Carmichael has been designing, developing and marketing web sites and campaigns for over sixteen years. In this book, he shares some of today's best kept e-marketing secrets used by successful Internet marketers. Effective E-Marketing Strategies covers virtually every online marketing strategy imaginable to help you maximize your campaign's return.

13 Principles for Success in Your Internet Marketing Online Business (Work From Home Secrets for Achieving the Internet Lifestyle Dream)

By: Hildred Berman



Before you start your online business you should understand what is really involved. This 17 page report details 13 basic principles needed for achieving success online. Implement them ALL and you will develop the right mindset for abundance and will have the necessary tools for creating long lasting success in your online marketing business (<:

The author has been an online entrepreneur for 6 years, so the tips here are not theory; they are all real life and have been learned the hard way! These are the real secrets to having a lucrative work from home business.

More books coming soon!

You have to implement it.

You have to take action.

You have to use the power!!

20 Internet Marketing Success Shortcuts (Marketing Matters)

By: Joan Mullally and Evelyn Trimborn

Start your own business online in a matter of days! Or, boost your website's performance with these tried and tested tips.

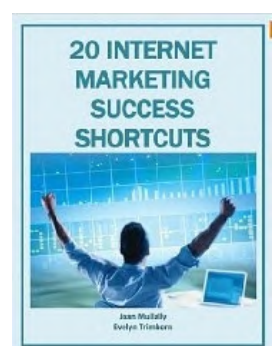
There are dozens of things you need to do in order to market your business successfully online. The question is, what will bring you the most success?

In this guide to Internet marketing success shortcuts, you will learn how to:

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- + Produce great content for your site or ebooks in a matter of days
- + Get your website spidered by the search engines quickly once you launch, and regularly every time you add new content.

You will discover insider information and the hands-on skills you need to know in order to launch a successful online business and promote it. Learn how to:

- + Lure Google to your website like a magnet
- + Set up a powerful email marketing program
- + Find great affiliate products to sell if you have no products of your own yet
- + Create your own profitable products in your niche of choice
- + Drive traffic to your site, for members and sales
- + Craft irresistible offers that your hungry prospects will devour and much more.



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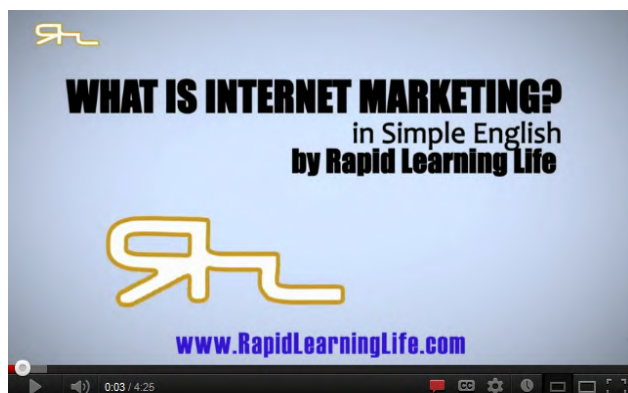
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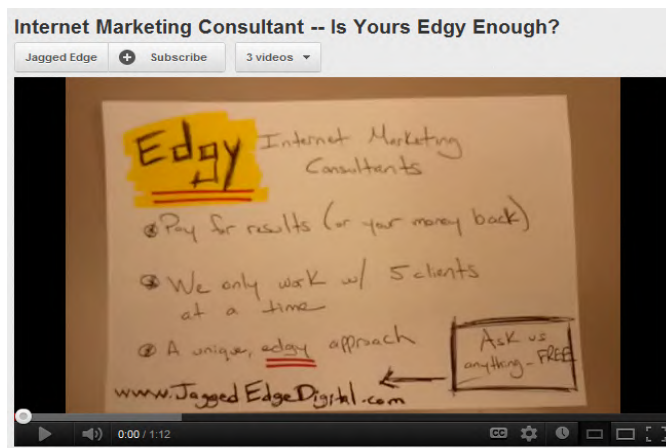
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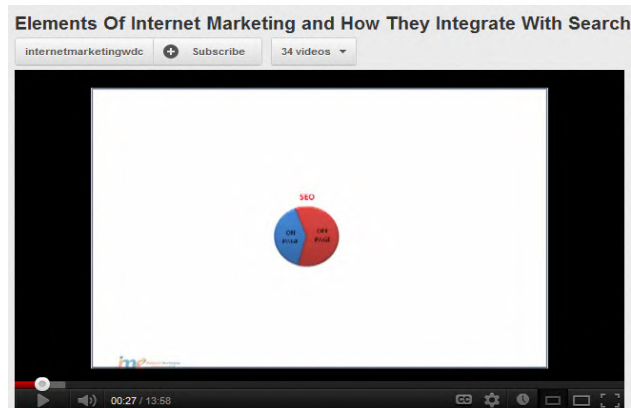
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Feature Article

HOW TO GO ABOUT WITH AFFILIATE MARKETING?

By Ustinya Hawking

Affiliate marketing is considered to be a source to earn easy money online. But, is it that easy as we imagine? Not really, because there are so many criteria involved in successful affiliate marketing where high traffic to the marketer's blog or website will be highly beneficial. Finding relevant and quality products by the affiliate marketer to promote would be another factor. The person who runs the website or blog should create a trust based relationship with the readers. If they end up promoting the wrong product or promote a product with the wrong publicity tactics or with incorrect details, it can end up affecting the company's reputation negatively! The endeavours should not look like it is a deliberate attempt to make money or promote a brand. The person who's indulging in this sort of marketing should be aware of the intricacies to be taken care of.

The affiliate marketing strategy should be meted out in such a way that more and more readers turn up who are in mood to buy the product or service that the marketer have in his anvil. It also depends upon how well written the marketer's sales copy is. One major risk concerned with affiliate marketing is that incorrect or over-promotion can lead to the destruction of the brand. Also, affiliate marketing cannot be performed on all blogs. Some blogs will be based on such niche topics where finding a reliable or suitable product would be difficult. Identifying blogs with relevant and quality content should be the ideal way to perform affiliate marketing. This is one marketing technique, which has to be performed with utmost precision. All said and done, affiliate marketing can be highly beneficial to all parties if performed professionally as well as diligently! If you are a newbie online marketer, give it a shot as it is bound to bring you impressive dividends.



The person who runs the website or blog should create a trust based relationship with the readers. If they end up promoting the wrong product or promote a product with the wrong publicity tactics or with incorrect details, it can end up affecting the company's reputation negatively!

mwm Q&A

Q&A WITH B2B EXPERT CARLOS HIDALGO: LEAD GEN IS OVERRATED

With over 20 years of experience in the B2B space, Carlos Hidalgo is a respected thought-leader, blogger and keynote speaker, and was named a 'Who's Who in B-to-B' by US-based BtoB Magazine. He is currently CEO and principal of Annuitas, a provider of lead management process services, and has worked with organisations such as McAfee, HP, CA Technologies and Microsoft.

We chatted with Hidalgo about his thoughts on lead generation versus demand generation and the challenges facing B2B marketers today.

Marketing: How important to B2B marketing is lead generation?

Carlos Hidalgo: While this may surprise you, I would say that lead generation in B2B is not that important. What is truly important is demand generation. Lead generation is focused on simply generating 'leads' into the top of the funnel. I speak with many marketers who talk about lead generation as generating responses – responses are not necessarily leads.

Demand generation focuses on generating perpetual demand and creating a dialogue with the buyer at every stage of their purchase process. The reason this approach is so important is that B2B buyers have more information at their fingertips than ever before. Research shows that up to 50% of the buyer's purchase path is complete before they ever engage with a vendor. This means that B2B organisations have a limited time to engage their buyer and demonstrate they understand the buyer's needs and challenges. This is done through a defined demand generation strategy that is driven by buyer insights.

You've been doing this for a while now. Do you feel that many B2B marketers still fail to understand the impact of comprehensive lead management programs or include them in their marketing programs?

I do and here's why: I think too many B2B organisations are still very tactical in nature. Many define their marketing campaigns by these tactics – how many times do marketers speak about a 'webinar campaign', a 'lead-nurturing campaign' or a 'top-of-funnel campaign'? These are not campaigns. These are tactical, focused actions that are one and done. Marketers need to understand that the buying process is not a one and done activity, it is a dynamic process. B2B marketers must adapt to that process and develop programs that engage, nurture and convert their buyers. This requires deep buyer insight, development of relevant content, and marketing and sales working together strategically to address the needs of the buyer.



Marketers should be looking to value measurements – return on investment, overall reach to their ideal target buyers, increase in deal velocity, and contribution to sales pipeline.

On that marketing and sales relationship, a recent study on B2B showed that 50% of B2B marketers couldn't confirm leads were being followed up. Is this a common problem?

It is an all too common problem as that statistic indicates. I would say in my experience that 50% is low. With most of the organisations we work with, starting off the overwhelming majority of these leads are unattended. There are many reasons for this, but one of the biggest is where the focus is for marketers. If the focus is on lead generation – the tactical approach of generating responses – sales will most likely ignore these leads as it forces them into being lead qualifiers and not sellers. Sales staff get paid to close deals, not try to sort through a list of names in hopes of finding a qualified buyer. There needs to be a more-established process that delivers a higher qualified lead to sales.

Should this be a key focus?

There has been a lot of focus on how to align marketing and sales in hopes to address this problem. I would submit that this is the wrong approach as the alignment is not the problem but one of the key symptoms of the problem. The focus should be on developing a demand process which focuses on a perpetual state of demand generation, is buyer-centric and maximises customer lifetime value.

Do you foresee a structural shift in the way marketing and sales departments sit within an organisation?

Most definitely. Many organisations have structured their marketing in a siloed or tactics-driven manner. You have event departments, field marketing – which in most organisations simply serves sales – email marketing teams, web teams, etcetera. This only compounds the problem of not being able to take a buyer-centric approach to marketing and sales.

I see the more progressive organisations beginning to understand that there needs to be some centralisation of these functions with the ability to extend this out to the global organisation. While it sounds contradictory, a centralised yet distributed model which is accomplished by the establishment of a demand generation centre of excellence.

Do all B2B organisations need lead management and marketing automation? Is this the silver bullet?

There is no silver bullet when it comes to B2B marketing. The thinking and hope of marketing automation being the silver bullet is the reason why, according to Sirius Decisions, up to 75% of all those who own automation state that they have not received the full value of it. This is also shown by another Sirius Decisions study that stated only 10% of marketing automation owners deploy it for programs later in the buying cycle.

What needs to happen in B2B organisations is a transformation of their demand process, including their buyer dialogue and content approach, their lead management framework (SM), organisational structure and how they are utilising technology in order to enable the process. Without this approach and understanding *that* technology is simply an enabler, organisations will stay stuck in tactical ruts.

In essence, marketers need to be thinking like business people and begin to measure the value they are bringing to the organisation as a result of their demand programs.



What impact is big data having on lead generation?

I think the potential is there to have a huge impact in terms of data analytics and predictive analytics, but the truth of the matter is that in the present day it is having very little impact in most B2B organisations. While many organisations have the data, there is a gap in that they are not utilising this data to improve their approach and establish a better dialogue with the buyer, thus improving their results.

We will get there as marketers, but I do not believe we are tapping into big data as effectively as we could.

How do you recommend B2B marketers measure the success of a lead generation program?

Demand generation is about maximising the lifetime value of the customer. Many marketers are still stuck in measuring impressions, opens and clicks. While these kind of engagement metrics can provide insight to the marketer, they need to understand the rest of the organisation is looking at contribution to pipeline and revenue. Marketers should be looking to value measurements – return on investment, overall reach to their ideal target buyers, increase in deal velocity, and contribution to sales pipeline.

In essence, marketers need to be thinking like business people and begin to measure the value they are bringing to the organisation as a result of their demand programs.

How do you think B2B marketing will evolve in the next five years? How should people be transforming themselves?

I believe that marketers will continue to become better equipped to do the jobs the business needs them to do – engage buyers and maximise the value of those relationships. To date, over 80% of marketers claim that they have been self-taught. While we can learn a lot while on the job, the lack of marketing training is abysmal especially given the importance of this role. I see that over the next five years there will be an increased focus on the education of marketers and skills development.

I also see more organisations adopting a process-first Approach. As we have discussed, demand process is key to an organisation's success. Too many companies have jumped to marketing technologies – especially automation – in attempt to improve and have failed. I believe that others will learn from these mistakes and ensure that process, strategy and technology are viewed as essential to an organisation's revenue growth.



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Increase Traffic into Your

By Mayra Bray

Online marketing is all reliant on traffic towards the respective blog, website, Twitter handle, page or community in a social networking site! Fetching traffic is no cakewalk as it demands some amount of hard work to achieve that. We need to consider the factors which would attract more and more people to your endeavour.

The first and the most important factor in increasing traffic is to keep updating your website, blog or social networking website page. Fill the respective site with quality content, that too with constant frequency. The next thing to be done is to submit your website or blog to search engines such as Google or Yahoo! Most people who are looking for anything specific will search for it in a search engine first, for relevant information. So, what if the content of your website is exemplary but doesn't have a place in the search engine results? That would be a disastrous waste of time, energy and efforts, in every sense. Submitting does not mean that your blog will top the search lists all of a sudden. But, the fact is that it would get listed at least and slowly and steadily it will accelerate to better positions if you keep on doing well with the process. One must also realise the importance of comments in the blog or web pages. Always respect all sorts of comments being made by the visitors or group members. Appreciate varied opinions and deal with them constructively. Respond instantly to each and every comment in the initial stages, at least. Leaving comments on other websites or blogs belonging to similar category is yet another tool to drive traffic to your site or blog. Always make a point to leave a URL to your site while leaving the comment because you never know from where and when you will be getting a good client. Creating backlinks with popular websites is amongst the most widely performed tools to increase traffic.

The first and the most important factor in increasing traffic is to keep updating your website, blog or social networking website page. Fill the respective site with quality content, that too with constant frequency.

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Quotable: “There are massive efforts on the part of the internet's corporate owners to try to direct it to become a technique of marginalisation and control.” ~Naomi Chomsky

Press Release Software



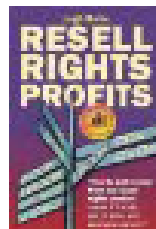
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mwm featured products

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.



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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

Mayra Bray

Mayra Bray has been in the Network Marketing industry for just over two years now, but she has been an Internet Marketer even longer.



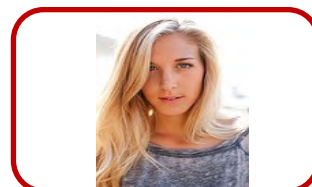
Demyan Hampson

Demyan Hampson has developed a number of interests over the years: financial planning, his profession; a healthy lifestyle, which he has practiced for many years; article marketing to support niches he is interested in promoting. He is interested in sharing his life experience and in promoting quality products on the internet that are aligned to his interests and expertise.



Ustinya Hawking

Ustinya Hawking is a local business consultant and expert in SEO, search engine and social media marketing, as well as running her own online businesses.



Jochem Hoffman

Jochem Hoffman has been a professional online marketer for the past 10 years offering free training and marketing tips to his readers. He enjoys helping others find the success they are looking for and asks nothing in return.



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Maverick Macdonald is a freelance writer, social media consultant and a firm believer that content is still king. A former magazine staff writer and book author, he now devotes all of her time to the world wide web.



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Nóra Lavena Spellmeyer is an SEO Expert Specialist in SEO and Internet marketing Services, having experience of 4 years in ethical Organic SEO practices.



Ferdinand Tamboia

Ferdinand Tamboia is an Online Marketing Expert, who has trained hundreds of people to achieve extraordinary success in the online home business industry to financial freedom.



Kurt Shaun Traversi

Kurt Shaun Traversi is a veteran internet marketing expert and trains others in what has helped her succeed in online marketing.



Internet Business

Getting Started

By Nóra Lavena Spellmeyer

Internet business is truly in vogue. Maybe a decade back, we could not even have imagined such business opportunities. Today Internet is a vast domain with huge number of unexplored strata which can help us in making money from home online. It would not be wrong to state that Internet has changed our lives in a big way. The internet business area is such that allows individuals to compete with organizations, even if they are work from home businesses. All they are required to accomplish is credibility and acceptability from their clients. There are several examples such as ebay.com, amazon.com etc which have revolutionarized the arena of internet business. So, most of the aspiring internet businessmen might have the question on how to go about it! Most of them are confused on how to start an internet business. Let us have a detailed look on what makes it work.

The business plan must be penned in such a way that it compels investors to trust you enough to shell money on you.

Therefore, this is the very foundation of internet businesses.



Any Internet business would be to create an articulate business plan. Ample knowledge about your target market needs to be there. As long as you do not study the market and the target customers precisely, your Internet business will not take off. Internet will allow you to indulge in home business work successfully if you play the game cleverly. The initial crisis in work home based business would be that you might not be getting financiers to invest the initial capital. If the funding part is secured in the initial stages then you will have to secure resources which are of good quality and ultimately win over the customers' trust. The business plan must be penned in such a way that it compels investors to trust you enough to shell money on you. Therefore, this is the very foundation of internet businesses. If you get it wrong there, it is going to be difficult for you to nurture your business the right way.

INTERNET MARKETING – WHOM TO TARGET?

By Maverick Macdonald

Internet marketing has got millions of takers today. There are unlimited opportunities in this domain as it is free of cost, to an extent. Finding a market to target upon would be yet another challenge. First of all you need to flesh out whether there is a market enough for the idea you have in mind. You need to find a niche for your idea in order to make it work. Now you might be wondering what could be the samples for possible work home business opportunity. One example for legitimate work at home business would be data entry. You can setup a small unit employing even educated housewives. Working from home is always a pleasure for them as they can look after their family as well as earn money. Therefore minor data entry work for a few hours would not be a big time issue with them.

*Make money online
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But, it takes good
skills to make it
happen in a big way.
The more efforts you
put into the
endeavour, most will
you reap in.*



Apart from that, one can launch writing based businesses as well, even on an international platform employing people from different countries. But, in this case, the organizational skills, planning etc need to be much more precise and robust. How to work from home might be a challenge with some amongst us. For jobs like data entry and all, the organization may provide the content to the employees via mail or hard copy so that they can work on it. Make money online for free is a concept which so many websites promise. But, it takes good skills to make it happen in a big way. The more efforts you put into the endeavour, most will you reap in. The next best thing to ask an expert would be the ways to fetch financing. There are multiple ways to raise funds for your home based online business. Bank financing is one easily available way to raise funds for work home based business because they offer good interest rates for budding entrepreneurs.

Marketing on Zero Budget

By Kurt Shaun Traversi

Budget is always a constraint in marketing. It often happens that a company leaves very less amount for marketing, publicity and promotions, probably because they have gone over budget with the conceptualization or production of what they are trying to introduce into the market. Armed with less bucks in the reservoir, internet businessmen who opt for conventional promotional strategies may not always succeed. What the need of the hour is a little bit of quirkiness! Let's dissect the dos and don'ts of marketing on a shoestring budget.

The first thing that we should make sure is that the product that we are banking on is an exemplary one. There is no excuse for mediocre quality these days. The better the quality, the safer would be your marketing plans. Also, customer satisfaction should always be maintained at any cost. Treat every customer as if he/she is going to be your last customer. Such unbelievably amazing service can lead to prosperity of your business. Apart from that, you must give ample time to yourself to learn about the product, the marketing scenario, and the strategy to be executed. Opting for the wrong marketing strategy would result in unsatisfactory outputs. Always try to craft out-of-the-box ideas. The more conventional you go the more would be the chances of your product fizzling away unnoticed in the market. Be creative and churn out ways to promote your product which have not been pitched in the market by many.

Creating a buzz would be yet another significant tactic for marketing on a shoestring budget. Word-of-mouth is one brilliant marketing methodology and it never ceases to work. Create awareness about the product amongst your friends and peers and that might lead to ample publicity. Social networking is a cost-free form of marketing. Creating pages in websites such as Twitter, Facebook, MySpace, Orkut, etc. could do wonders for your business. This would open you the window towards a vibrant world which offers multiple prospects for your newly introduced product or service.

Customer satisfaction should always be maintained at any cost. Treat every customer as if he/she is going to be your last customer.



mwm back story

Alex Elman, Alex Elman Wines: What Losing Her Sight Taught Her About Running A Business

By Janean Chun



“Life isn't about being solitary. We are inter-dependent. Going blind taught me that, and I was able to translate that into my business.”

When Alex Elman was diagnosed with juvenile diabetes at age 9, the doctors warned she might lose her eyesight. "Truth be told, it was something I was terrified of," Elman said. "But when you're a kid, you feel invincible and think that stuff isn't going to happen."

Unfortunately, it did. At 26, Elman had to undergo numerous eye operations. The doctor told her that her sixth operation would determine what she could see. When she opened her eyes, Elman said, "it was like looking at blackness in a crack."

According to Elman, one thing was more terrifying than that initial blackness: "total loss of independence. Having to count on people to get around was the worst thing ever."

Yet Elman has gone on to achieve more independence than most, as an entrepreneur. She went from trading rare and fine wines for her stepfather to starting her own wine import business, Marble Hill Cellars, in 2002. Most recently, she launched Alex Elman Wines, a lifestyle brand of wines and food products that "are honest and authentic," she said. "There has been so much manipulation of foods and wines, I would love to bring it back down to earth."

Elman said her blindness hasn't hindered her as an entrepreneur; rather, it has helped her hone her ability to discern wines and people. HuffPost Small Business recently asked Elman what losing her sight taught her about running a million-dollar business.

"I had to deal with the psychological crap, but it allowed me to get to know who I was and where my strength was from, and I knew I was never going to let something like this stop me."

Can you describe what it was like to start losing your eyesight?

I was sitting at my desk, looking at wine, and it looked fuzzy, so I closed my left eye and everything was fine. I closed my right eye and it was like I was looking through a cotton ball. I totally freaked out. My capillaries were bleeding, which you couldn't see on the outside but the inside of my eye was filled with blood, making it hard to see. They were trying to save my eyes, but the diabetes itself wasn't getting under control fast enough.

What was your reaction when you realized you had lost your sight completely?

I was always very active and did photography for fun, so in a way, it was hard, but in another way, it was a relief, because I kept having surgeries and putting everything on hold. At least at this point, I knew this was it. I had to mourn the end of one way of life and begin to accept a new reality. Even though I'm a strong person, it was not an easy period. There were very dark days. I remember the first time I went to wrap a Christmas present and couldn't find the line to put the paper on and started crying. I had to deal with the psychological crap, but it allowed me to get to know who I was and where my strength was from, and I knew I was never going to let something like this stop me.





How did your loss of sight affect your palate?

I was already trained classically, but it allowed me to concentrate completely on the smell and taste and not let other things distract me. I was able to hone not only my palate but my practice. I looked at it as a gift. This is a great business to be in [without sight], because the most important thing is your nose.

What inspired you to start a business?

I felt like people were making wines for certain palates as opposed to making wines that are correct. With my stepfather's blessing, I left and started a business that imported handcrafted wines until 2008, when the economy collapsed and the wine business took a dive. At that point, I started talking to a beer distributor who wanted to start a label with my name on the wine. We wanted the American public to know what wine is supposed to taste like.

It's hard enough to start a business -- did you feel it was harder not being able to see?

Half the time I forget I can't see, which is problematic, trust me. But I never thought about the pitfalls. I knew my palate and my nose would get me through it. I also knew that I could not run a wine import business alone, nor did I want to. Life isn't about being solitary. We are inter-dependent. Going blind taught me that, and I was able to translate that into my business.

Another thing is [losing my sight] allowed my sense, my intuition, to really come through. I can sniff people out, believe it or not, and can tell if they're good people or not. My eye doctor said people would try to take advantage of me, but that hasn't been true.

Do you feel losing your sight happened for a reason?

I do believe that. This was never a business I planned to be in, but someone was planning something for me. I've heard the three things Americans are most afraid of are cancer, heart attacks and losing your sight. And I show people it's really not that bad. You can make something out of nothing. Things happen to us and we just have to go with it. We have to adapt and prevail.

"I was already trained classically, but it allowed me to concentrate completely on the smell and taste and not let other things distract me. I was able to hone not only my palate but my practice. I looked at it as a gift."

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