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MARCH 2017

MEET TRESSA WOOD, MEN IN KILTS



HEARTLAND ENTREPRENEUR: 1
WOMAN'S JOURNEY TO GLOBAL
STARTUP SUCCESS



Robin Smith, founder and CEO of WeGoLook



Richard Lau

**INTERVIEW WITH NAMESCON
& RESUME.COM FOUNDER
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Welcome to the **MARCH 2017 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 some ONLINE opportunities for you.*

- **Four Internet Marketing Strategies Worth Paying For** By: Lillian Clarke - **Hot or Not? Pros and Cons of SEO Based Marketing Strategies** By: Hector Jensen - **Why Niche Marketing is Actually the Smartest Way to Sell** By: Ed Burns - **How to Move From Flyers to Internet Marketing** By: Marsha Logan - **Internet Marketing: Tips to Get a Beginner Started** By: Marsha Logan - **Rules of Social Media Marketing** By: Marianne Christensen - **Three Basic Tips to Success in Email Marketing** By: Lillian Clarke

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- **MWM Back Story – Meet Tressa Wood, Men in Kilts**

I hope you enjoy this month's issue of the magazine, and as always please email me any comments, contributions or feedback.

We now have 60 Great Back Issues of MWM!

>> Talk to me
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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.

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Making Web Money Online Marketing Magazine

Editor Harry Crowder

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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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Press Release Software



? Did you know:

In 2008, Microsoft had offered to buy Yahoo for US\$44.6 billion. Yahoo rejected the offer. In 2016, it was sold for just US\$4.8 billion.

MWM what's on



**ONLINE
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Over the course of two days, the Online Marketing Rockstars Festival offers the best entertainment, networking opportunities and development programs in the industry. In 2016, 16,533 visitors were part of the epic event! In 2017, we are picking up where we left off and expecting 25,000 visitors in attendance. In addition to the world-renowned digital marketing stars that we've secured, you can expect great musical highlights. In years past, German acts like Deichkind, Fettes Brot, Jan Delay and Udo Lindenberg have performed on stage.



< **Gaylord
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The Summit has grown from its original "client-only-event" roots into a unique boutique event where an intimate group of well-networked ecommerce marketing heads can share their off-radar strategies. The agenda has been thoughtfully designed to encourage this deep peer-to-peer interaction. Guests need not worry... the Summit is not an aggressive "sales pitch" event for ROI Revolution agency services. Even so, in a way, the Summit continues to remain a "client" event – for this is the exact style of knowledge-sharing and relationship-building event our clients wanted, and that they now shuffle their calendars every year to attend.

what's on



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#4: Meet the world's top social experts: Want to meet the social pros you've looked up to for years? Social Media Marketing World is the planet's largest gathering of social media thought leaders. We encourage all of our speakers to make themselves accessible to you.



Quotable:

"A computer lets you make more mistakes faster than any invention in human history - with the possible exceptions of handguns and tequila." ~Mitch Ratcliffe

MWM news

AMAZON ALEXA SURPASSES 10,000 SKILLS

In the midst of rapid growth, Alexa team says News & Gaming skills are the most popular categories.



Amazon has announced another Alexa-related milestone: more than 10,000 skills are now available. (A "skill" is Alexa's equivalent of a mobile app.)

The skill that helped Alexa reach 10,000 is a musical game called Beat the Intro, which invites players to guess song titles based just on the opening bars of music before the singing starts. In fact, Amazon's David Isbitski says gaming skills are the second-most popular category overall so far. Here's the top five:

1. News
2. Gaming
3. Education/Reference
4. Lifestyle
5. Novelty/Humor

With more than 10,000 skills now, the library has added about 3,000 of them since last month's 7,000-skill milestone. Overall, the skills count has more than tripled in the five months since Amazon said there were 3,000 skills available.

Amazon has been heavily courting the developer community with a developer portal and skills kit, and recently launched a hub to help marketers create voice skills.

Discovery is still a concern, though. Amazon overhauled the Alexa app last summer to make it easier to find skills, and more recently began listing them on the web at [Amazon.com/skills](https://www.amazon.com/skills). As the skills library continues to grow, it's likely Amazon will need to stay ahead of the curve and make it even easier for developers to get their skills in front of potential users.

HOOTSUITE ACQUIRES LIFTMETRIX,

Social media management platform provider Hootsuite has announced the acquisition of analytics firm LiftMetrix to further bolster its portfolio and give organisations greater insight into their social campaigns.

The two companies have been partners for several years, with LiftMetrix being one of the primary players in Hootsuite's open partner ecosystem – and with return on investment (ROI) practically a necessity in today's marketing landscape, the deal makes sense in terms of getting as much data as possible to customers. Hootsuite cited a study from the CMO Survey, which found only one in five marketers are able to prove social's impact quantitatively despite a huge increase in spend.

"It's critical for marketers today to prove the impact of social advertising on the company's bottom line. LiftMetrix offers a sophisticated, yet easy to use analytics solution that helps our customers make sense of data to maximise social marketing results," said Ryan Holmes, Hootsuite CEO in a statement. "LiftMetrix will be a fantastic complement to the Hootsuite platform."

"By joining Hootsuite, we will be able to offer increased value to our existing enterprise customers around their paid, earned and owned social initiatives," added Nik Pai, LiftMetrix CEO and co-founder. "It's exciting to be part of a company with Hootsuite's velocity and trajectory."

Hootsuite has certainly been busy in recent months when it comes to beefing up its capabilities. This publication covered the company's move in July last year to integrate with Dropbox, Google Drive, and other content repositories, and speaking to MarketingTech in August, Omar Kaywan, senior global product marketing manager, explained the importance of different forms of ROI.

"It depends what you're doing; sometimes social ROI could be the fact that you have a cost savings on your customer service efforts, or from a marketing perspective it's sometimes focused on delivering leads," Kaywan said. "There is no particular statistic to focus on, but from an elementary perspective, tweets, likes, retweets, shares are all important to capture."

“Quotable: **“Computers make it easier to do a lot of things, but most of the things they make it easier to do don't need to be done.”**

~ Andy Rooney

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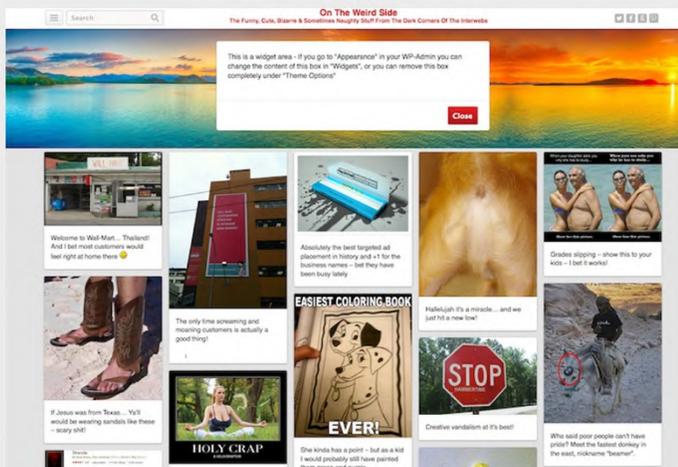


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FOUR INTERNET MARKETING STRATEGIES WORTH PAYING FOR

By: Lillian Clarke



Learning about the market mood could prove invaluable to the building of your business plan for the best returns.

Swift, sharp and cunning, the internet is a hard platform to figure out and an even harder one to master. As social media platforms pop up like daffodils in spring, Google gets more and more confusing and SEO becomes the lingua franca for all your competitors, marketing has never been harder. The internet moves at lightning speed and it's a tempting, sometimes even rewarding strategy to think short term and improvise on your feet. Internet marketing is not, however, a betting casino. Not all marketing vehicle with price tags attached need to be bypassed. ROI is not only possible, it's also preferable if you want to rise above the rat race and master the internet platform for the foreseeable future. Here are four paid advertising strategies that you shouldn't cut costs on:

1. Pay Per Click Advertising

Yes it's expensive, but if wielded well, you could garner a huge viewer base in a matter of days. Do not underestimate the power of a popular website or blog. A good idea needs a place in the sun, and pay per click advertising is the best way to bask in it and enjoy curious passersby.

2. Market Surveys

They cost money and take time to execute. Don't succumb to the temptation to skip this crucial step though. Learning about the market mood could prove invaluable to the building of your business plan for the best returns.

3. Hiring a SEO Consultant

This one is a bit tricky. Look at what you're trying to market and get a sense of how much extra visibility would help your case. Cap the time spent paying him/her for your first trial and review performance before you make this decision for the long term.

4. Customer Blog

This isn't too expensive though it takes some time and energy. If yours is an expensive product with lots of competition, it's a great idea to start a blog where customers can exchange views and experiences and lure more people into becoming long term clients. Nothing builds trust like community spirit!

MWM success story

HEARTLAND ENTREPRENEUR: 1 WOMAN'S JOURNEY TO GLOBAL STARTUP SUCCESS

Neither age, nor location, nor gender defines or limits an entrepreneur.



The success of startups in recent years has always seemed to have some geographic connection to a hotbed of entrepreneurial activity comprised of eager young guys with the next best idea.

However, the scene is now changing and the online environment is proving that anyone out there, regardless of his or her location -- and gender -- can live the entrepreneurial dream.

One of these new entrepreneurs is Robin Smith, founder and CEO of WeGoLook, a company of more than 30,000 on-demand field service agents (known as "Lookers"). The Lookers perform inspections and tasks for insurance, financial services, auto and fleet inspections, heavy equipment verifications and more across the United States, the United Kingdom, Canada and Australia. The company was recently acquired by Crawford & Company.

Quotable:

“

“Programming is like sex. One mistake and you have to support it for the rest of your life.” ~Michael Sinz



I met Robin at a recent conference and wanted to share her amazing story. Robin fell in love with the word "entrepreneur" while growing up on a farm in rural Oklahoma. She was asked to spell the word during a spelling bee in elementary school. When she looked up the word, she said, she was surprised that people could actually create their own business and life's path.

It dawned on her that that was exactly what her parents had done with their farm.

Robin was inspired to become an entrepreneur. She began making and selling yarn belts on the playground. From there, she recruited friends to make more -- at least until the school's principal shut down this burgeoning startup gig.

That action didn't stop her, because she went on to create WeGoLook.

Not that there weren't barriers: As a 45-year-old woman from the Midwest, Robin found that her challenge was not about competing, but surviving. As she told me, "It's been more of a competition with myself, working to develop a new-to-market technology platform without an engineering background. I had to learn to step out of my comfort zone, become personally innovative and work towards finding resources and ways to make it all happen."

Another challenge was funding, because Oklahoma has fewer investment groups and funds available. Yet, Robin was able to stand out because she selected a unique niche where she could be that big fish in a little pond. And, she spent considerable time researching the funding that would help grow her startup into a full-fledged business.

Don't doubt yourself

Throughout the journey to her present success, Robin said, she has learned a lot about what it takes to be an entrepreneur. Her greatest advice? Not to doubt yourself. "It is easy to doubt your decisions or wonder if you're making the right choice," she told me. "It is easy to think, 'Let me work on this longer in order to gather more data.' This is especially true with a service that was one of the sharing economy pioneers.

"Then I realized that the founders of Uber and Airbnb didn't have an extensive background in transportation or hospitality [either] . . . so I didn't have to be an industry expert to become an industry leader. I just had to put the right team together.

"When I became 100 percent confident with this belief, it was much easier to make solid decisions."

Besides self-doubt, Robin said she struggled with technical aspects like understanding coding options. She realized she needed not just a dedicated IOS and Android developer but a good mentor to guide her toward the right software development team.

Patience

Then there was the fact that she was introducing a new service in this new area, the sharing economy. In 2010, this concept was still unfamiliar, but became much easier to sell after Uber took off.

However, because WeGoLook didn't fit into a typical market category, Robin had to get creative with SEO and guerilla marketing tactics, especially given her lack of money for a marketing campaign. Over time, her tactics produced organic, inbound customer leads. While many entrepreneurs look for instantaneous results, Robin learned the importance of patience in the startup world.

Because time and patience are so integral to the process, motivation can become difficult to muster. Yet, today, Robin said she encourages other entrepreneurs to keep going no matter what. "There were days where I wondered why I chose to continue to scratch and claw away at gaining any ground, especially where I would lose ground.

"Yet I always believed with my heart and soul that WeGoLook would be providing 'looks' anywhere in the world; and my Lookers, which at the time included my two sons and a small group of employees, kept me motivated. I had to always find the best in everything, and that took some growth on a personal level."

"When I became 100 percent confident with this belief, it was much easier to make solid decisions."



While those moments were hard enough, she said, nothing prepared her for the most difficult challenge: A few years into building the business, Robin was struggling with hiring the right floor manager. Her partners thought she couldn't find the right fit because she was having a hard time letting go of the control. But that was actually exactly what she wanted to do.

Partnership difficulties

Robin's partners hired a new floor manager while she was on vacation and proceeded to place another friend in charge. When she returned, she wasn't allowed to even attend their meetings. This left her feeling disheartened; and she almost left the company.

However, after WeGoLook lost its largest customer at the time -- Robin blames the-then new management strategy -- she was asked to return. Eventually, she says, she did find the perfect leadership team member; and the company flourished

That difficult period taught her about the challenges of working with business partners and determining the best path for the company.

Pivot opportunities

Another big lesson Robin describes is that there comes a point in time where a pivot in the business is necessary. In fact, she believes that every entrepreneur has to pivot at some point from the original concept, even if only slightly.

"I started WeGoLook with the individual consumer marketplace customer in mind," she said. "The ability to dispatch a Looker on-demand to take current photos of the item, video a working demonstration, answer custom questions and take it to a shipper on your behalf seemed like a very valuable service."

In 2012, a breakthrough occurred: A bank the company had begun working with on performing commercial property inspections liked WeGoLook's report product and service so much that it requested other large banks to utilize the product as well.

"This increase in business really generated the idea to start offering businesses a custom report with a nationwide footprint, and that's when we pivoted and began focusing on on-demand B2B services."

That was WeGoLook's pivot, Robin said: "The idea of continual change as part of always looking into the future is a must if [entrepreneurs] want to sustain and grow their businesses," she said.

Her own Looker community includes diverse people with varied skillsets who can be dispatched on-demand to any location. "We have licensed drone operators, mobile notaries who speak Spanish and real estate agents on our team," she said. They follow instructions provided on the company's mobile app, and capture required data. "This ability for an enterprise client to quickly and cost effectively have a custom service performed is invaluable."

Acquisition

In recent months, Crawford & Company, one of the world's largest TPA firms, acquired a majority interest in WeGoLook, enabling it to expand to more than 70 countries and access its considerable resources. This partnership is helping the company Robin built to bring innovative solutions to the insurance industry and the finance and auto verticals.

From a little girl at a Midwest spelling bee, to a successful global entrepreneur, Robin Smith proves that age, gender and location need not factor in to defining an entrepreneur. Instead, the requisite factors are mindset, passion and determination.

What's more, the lessons Robin shares can be applied to anyone out there considering an entrepreneurial career, or someone who already has his -- or her -- sleeves rolled up and is ready to begin.





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MWM ask the expert

INTERVIEW OF NAMESCON & RESUME.COM FOUNDER

RICHARD LAU DOMAIN EXPERT

By: Jitendra Vaswani

Yes I got his interview. The man behind Namescon & Resume.com Richard Lau :). Named 2004 “Domainer of the Year”, Richard has generated millions of dollars in revenue in the domain industry. As part of his consulting services in domain forensic background checks (for domain purchasers) Richard was asked to investigate alleged hijackings of various domains. Now, having overseen the rescue of many high-value stolen domains such as God.com, Religion.com, Wifi.com, Iraq.com and others, Richard has become an unfortunate expert in the area of domain hijacking recovery.

Described by customers and colleagues as “a true professional”, Richard is recognized for his integrity, creativity and tenacity.

Specialties:

- Domain Name Consulting
- ICANN Registrar Consulting
- Domain Name Hijacking Recovery
- Domain Name Monetization



HEY RICHARD WELCOME TO BLOGGERSIDEAS, CAN YOU PLEASE INTRODUCE YOURSELF AND SHARE YOUR JOURNEY IN DOMAIN INDUSTRY?

Richard: Thank you for having me on here. My journey has been a long one but I will try and summarize it here otherwise it would be actually quite a long answer. I started in domain names in 1996. Unfortunately I did not take advantage of reselling domain names until 2002. Prior to that I had been focusing on providing services as a registrar and DNS provider. At the end of 2013, I started NamesCon which is now the world’s largest commercial Internet domain name conference.

Did you know:



The man who invented pop-up ads has apologized to the world for creating one of the Internet's most hated forms of advertising.

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The Average Internet User
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For A Total Of **OVER 2 BILLION DAILY VIEWS!**

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MWM ask the expert

Why Did You Choose Domaining?

R: It provides massive leverage of the Internet without having to carry any physical inventory and allows you to work from anywhere!

Apart From Domaining Any Other Business You Have?

R: With partners I have developed some websites on great domains that we have acquired such as Resume.com. But beyond the Internet I do not have any other businesses.

Do You Actively Market Your Domains For Sale, Or Do You Take The Sit-Back-And-Wait Approach? If You Had One (Or More) Piece(S) Of Advice To Give To New Domainers, What Would It Be?

R: Generally, for the few domains I own, I take a sit-and-wait approach. Though I know of others who have success cold calling end users, I've never had much luck – at least at the asking prices I am holding out for.

It [Domaining] provides massive leverage of the Internet without having to carry any physical inventory and allows you to work from anywhere!

NamesCon

The Domain Name Industry Event



CAN YOU REMEMBER A REMARKABLE DAY WHEN YOU MADE A CONSIDERABLE AMOUNT OF MONEY THROUGH DOMAINING? CAN YOU TELL US THE STORY AND WHAT DID YOU DO WITH THAT MONEY?

R: I went for lunch with someone in the business and we were discussing zero click traffic. Apparently he was earning twice the per visitor rate than I was – on the same advertiser. I purchased his domains, and then asked him to let the advertiser know that I was the new owner. The advertiser called me apologetically since they knew they had been caught low-balling my traffic. My revenues increased substantially. It turned out to be a very profitable lunch! I used the funds to support WaterSchool and also to pay down the mortgage on my home.

WHAT IMPACT DO YOU THINK THE CHINESE MARKET HAS ON THE WESTERN DOMAIN INDUSTRY?

R: There has been a large influx of investment by the Chinese market players which has resulted in higher prices for short domains. When the Chinese market slows or pauses this can have a shake-out in the Western domain industry for people investing for the short term.

WHAT ARE YOUR FAVORITE DOMAIN INVESTING TOOLS AND RESOURCES?

R: I use: DomainTools.com, Whoisology, DN Academy, Estibot, NamePros, Sedo, Afternic, and Uniregistry.

WHAT MAKES DOMAIN NAMES SO POWERFUL FROM AN INVESTMENT STANDPOINT?

R: They are, or can be, revenue generating assets. This is the core message of "Rich Dad, Poor Dad." Don't spend money on depreciating assets, invest in revenue generating assets.



I believe the value of good, short dot com domains will continue to increase. The new tlds will hold decent value on short domains but it is harder to pick which ones to invest in.

What Is The Best Domain You Regret Not Purchasing?

R: Music.com. But I think I have more regrets on domains that I sold too early. I had a few two letter .com domains that I should have held on to.

Are There Any Good \$20 Domain Names Available Right Now?

R: Yes, but they are buried in and under bad \$20 domain names. The art, skill and luck is to find them!

How Many Ways Do You Categorize Domains?

R: Super Premium, generic, brandables, traffic and garbage.

What Types Of Domains Are The Best From An Investment Perspective?

R: Super Premiums are the best from an investment perspective but it's an expensive game to play. And you have to be patient to be able to wait to sell it to the best case end user. I'm also liking brandables – the kind that BrandRoot, Namerific and BrandBucket are selling.

AS THE WEB GETS MORE COMPETITIVE, I BELIEVE ANY SINGLE SIGN OF QUALITY WILL LIKELY HAVE LESS OF AN OVERALL EFFECT ON A WEBSITE'S POSITION ON THE WEB. DO YOU BELIEVE THAT IS TRUE FOR DOMAIN NAMES AS WELL, OR WILL EVERYTHING BEING SO GAMED ONLY INCREASE THE VALUE OF DOMAIN NAMES?

R: I believe the value of good, short dot com domains will continue to increase. The new tlds will hold decent value on short domains but it is harder to pick which ones to invest in.

IS THIS A GOOD TIME TO INVEST IN UK DOMAINS ?

R: Yes, if Brexit comes to fruition the U.K. market will be more isolated and the online purchasing will be even more concentrated onto "local" sites rather than global or regional sites.

ATTENTION: Want to start your own high-ticket business?

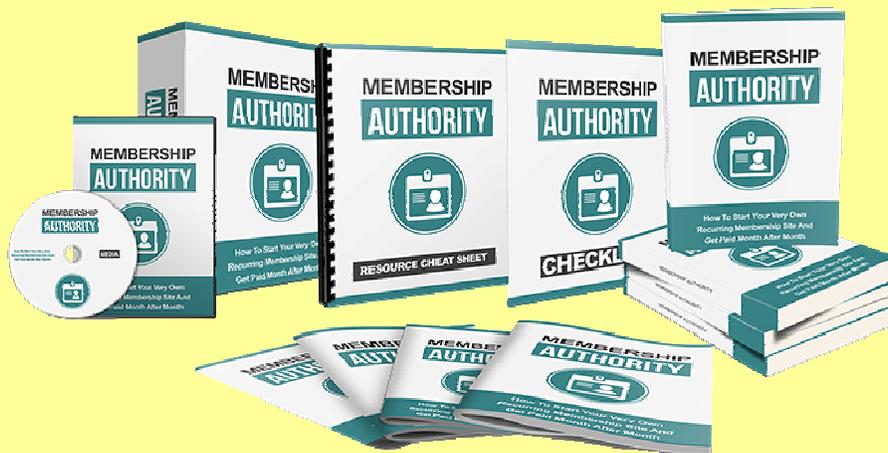
"Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

In This Course, You'll Find Out How To Get Started With Your Own Membership Site, How To Structure it, What Type of Content To Provide, Pricing And Much more

Why Should You Create a Membership Site?

Essentially, a membership site is a site that users pay to subscribe to. This normally works by first **enticing the reader with some free content and showing them the kind of entertainment/information/value that you're capable of providing.**

Once they're hooked, you then make sure they know that they need to subscribe in order to gain access to your very best content and to get frequently updated. So what's so different about this? Well for starters, it means that you can much more easily convert visitors to paying customers seeing as **they're not having to put down a large amount of money and seeing as they know what they're getting right away.** This means **the money is recurring and much more predictable.**



Membership Authority includes the following:

- The main eBook
- **FAST-ACTION BONUS #1:** Checklist
- **FAST-ACTION BONUS #2:** Resource Cheat Sheet
- **FAST-ACTION BONUS #3:** Mindmap

I'm delighted to have the chance to share this powerful guide with you, and I know you'll be very happy with the results. The **comprehensive and valuable insights** you need to finally achieve online success!

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HOT OR NOT? PROS AND CONS OF SEO BASED MARKETING STRATEGIES

By: Hector Jensen



We've seen flyers turn into phone calls, and then to swiftly changing TV advertisements, but there's never been a marketing platform so challenging as the internet.

From pay per click advertising, to flashing neon lights around pop ups. From social media to email. And from website designs to picking the right words, there's not a trick in the book internet marketers haven't adopted and optimized to keep a steady stream of customers coming in.

Long term marketing strategies are often talked about, but there's value in the short term as well. Sometimes, we just want a failsafe method to up the stats for a little energy booster. SEO, or Search Engine Optimization, is one of these tools. Let's quickly look at the pros and cons.

Pros:

1. **Better Visibility:** Being top pick on Google, Yahoo or Bing makes you automatically the first clicked when customers are looking for something in the general area of your expertise. A logically high Return on Investment ensues.
2. **Better Credibility:** It's not just visibility. Pop up ads do that. What SEO does is make you the favored pick of trusted search engines that have come to people's aid several times. Good guy to have on your side, wouldn't you say?
3. **Long Term:** Once an SEO smart marketing ad, always an SEO smart marketing ad. Make the effort once and keep on reaping the rewards.

Hard as it is to believe, there are some drawbacks.

Cons:

1. **Hard to See Tangible Results:** Statistically SEOs provide higher ROI, but it can take a while to see this and it may not always be obvious. Marginal value adds up, but it's hard to always see that.
2. **Time:** It takes a ton of time to learn SEO and it's hard to beat the competition. People sometimes hire SEO experts in desperation, and there is a case for why it's just not worth all that trouble.

Whatever you decide, its valuable to know about the options available to you, so you can pick them up at a moment's notice when your marketing campaign is best suited.



WHY NICHE MARKETING IS ACTUALLY THE SMARTEST WAY TO SELL

By: Ed Burns

You're an up and coming internet marketer. It's a really good feeling to see the hard work you're putting pay off in hard cash and happy customers. A friend suggests 'niche' marketing. You balk. Naturally, it is a bit frightening for a novice marketer to consider contracting his audience rather than expanding it. Aren't you supposed to be ambitious, stretch your limits, and appeal to as many potential customers as possible?

Not quite. Here are three big reasons why niche marketing is a step forward in your long term marketing plan.

1. Opportunity Cost that Pays Off

See if you break it down, the real fear in shrinking your target population comes from the opportunity cost. How does one just throw away all the other people that a good marketer MIGHT be able to persuade? But what needs to be understood is that these people are an opportunity cost. Everything is zero sum. If you're focusing on improving numbers from those low likelihood sections, you're going to lose lots of energy and creativity that could be working on the improving numbers from the group of people who are more likely to buy, more benefited by your product and more likely to stick around. That is, the high ROI market.

2. Brand Credibility

An internet marketer whose brand image centers around people who actually NEED and CARE about the product he/she is selling is an internet marketer who automatically garners trust. You seem less like a marketing shark and more like a genuine harbinger of consumer happiness. In other words, you boost brand credibility.

3. Marketing Quality

Finally, you improve your long term returns by inadvertently working on your brand name as a marketer. By focusing on a niche market, you end up pushing yourself in a direction that forces your marketing to adapt and grow with a focus. The result is development of strategy, expertise and efficiency in a niche area and an automatic improvement in marketing technique leading to more clients from the field with bigger paychecks.

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<http://www.coolthings.com>

NILOX REVEALS DOC SKATE



DOC Skate is a new way of getting around while going green — without requiring you to purchase a hybrid car or perhaps even to buy a fully electric Tesla P100D. If you happen to work just a few blocks from where you stay, and public transport is not as efficient in this manner as it would be walking to the office, perhaps the DOC Skate electric skateboard is going to be your cup of tea. Granted, this is not the first electric skateboard in the market and it definitely will not be the last, but check out what it has before you decide on whether to give this a go or a pass, right?

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

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According to Logitech their new Logitech BRIO webcam is the world's first Ultra HD webcam, it comes with HDR.

Today, we announced Logitech BRIO, the world's first ultra high-definition webcam featuring Logitech RightLight™ 3 with HDR. BRIO takes webcams to a whole new level – not just for video conferencing, but for anyone who takes their video seriously – whether it's for streaming, video blogging or video conferencing to close that high-dollar deal. More than that, we strove to create a webcam that someone would see and say "Oooh! I have to have one!" Our internal motto was to make the "Tesla of webcams."

Logitech BRIO Is A 4K HDR Webcam



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

HERE'S THE COLORFUL NEW VERSION OF



If you yearn for the era of the dumb phone when apps were non-existent and battery life was measured in weeks, there's a new phone that might take you part of the way back to those halcyon days. HMD Global—the company that now owns the rights to Nokia's name when it comes to selling phones—recently announced it is bringing back the beloved 3310.

Announced at Mobile World Congress in Barcelona over the weekend, the new Nokia 3310 takes inspiration from its ancestor, but isn't just a rerelease. The new phone comes in bright colors, with a bigger screen and more modern, curvier design. It also boasts a color screen and, as you can see, there is a camera on the back.

As for battery life, that all important spec, HMD promises month-long standby(!) and 22 hours of talk time. This is, after all, a phone designed for phone calls. No release date yet, but when it hits store shelves the new 3310 will be available for €49 (\$52). A small price to pay for a piece of nostalgia you only have to charge once a month. The general premise holds up pretty well.

<http://www.popularmechanics.com>

Did you know



In 1999, the founders of Google actually tried to sell it to Excite for just US\$1 million. Excite turned them down!

HOW TO MOVE FROM FLYERS TO INTERNET MARKETING

By: Marsha Logan

The three most important things to remember about marketing are traffic, traffic and oh. Traffic. There is often a direct correlation between how well your product sells and how many people see that your product exists thanks to the nature of the internet platform – full, fast and fleeting. What grabs attention is what sells.

But it's hard to know how to transfer from your friendly neighborhood cookie sales business model onto the monster that is the web. Why is it necessary to make that transition? And how do you go about it?

Why?

Moving your marketing online has a veritable goldmine of benefits. To summarize a few:

- Less Overhead Costs
- Direct links to sales of products in case your company sells online, which these days most do
- Less of a potential customer's attention span required to market a product online
- Customer feedback opportunities that help build trust and awareness among consumers and provide targeted areas for improvement by businesses
- Can combine marketing of a product and promotion of special offers more easily



**Make sure
you're
doing
everything
in your
power to
get
customers
aware and
interested.**

How?

1. Start by Networking: Try to pass the word on through customers who already trust you, friends and family that you are expanding on to the internet. It's a great way to gain publicity, and certainly a better idea than cold calling and annoying everyone that can be found in Yellow Pages.
2. Mix Online and Offline Marketing: A good transition uses the old to move on to the new. Print your website's name on your flyers, stationery and other merchandise. Make sure you're doing everything in your power to get customers aware and interested.
3. Don't Try too Hard: SEO is good, but it needs to be complementary. Slow down and use your common sense. All internet marketing requires is an understanding that the audience is different and appropriate adjustments. Don't go crazy trying to learn all the tricks in the book, or you'll waste time you could use to appeal to basic human emotion.



Drop 3 Dress Sizes in 7 Days?

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

VenusFactor.com



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

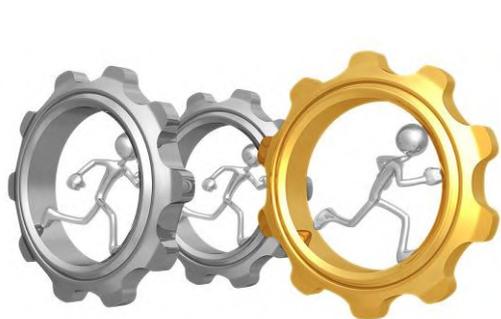
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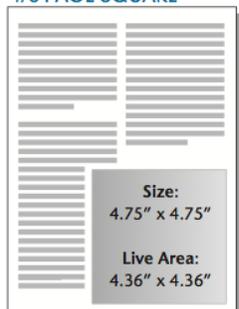


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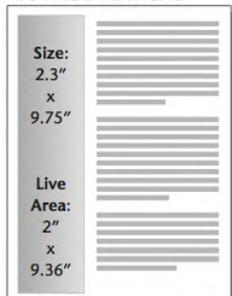
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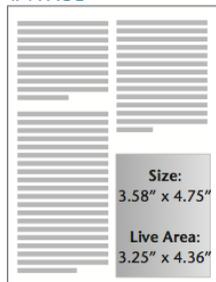
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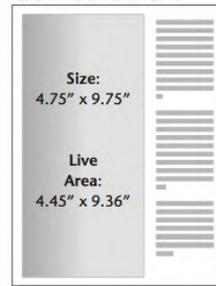
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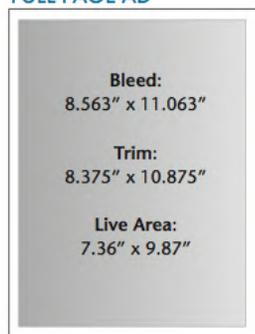
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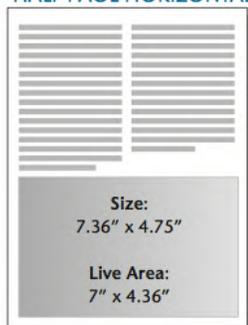
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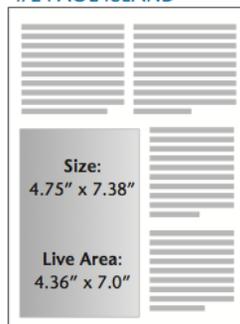
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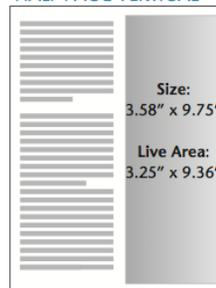
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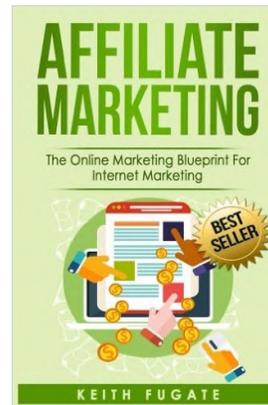


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Affiliate Marketing by Keith Fugate



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SEO 2017 Learn Search Engine Optimization With Smart Internet Marketing Strateg: Learn SEO with smart internet marketing strategies by Adam Clarke

No matter your background, SEO 2017 will walk you through search engine optimization techniques used to grow countless companies online, exact steps to rank



high in Google, and how get a ton of customers with SEO. First, let me tell you a little secret about SEO marketing...

Most of the search engine optimization advice on the Internet is wrong!

If you've sifted through the torrents of search engine optimization advice online, you may have noticed two things:

- Most published SEO advice is either outdated or just dead-wrong.
 - Google's constant updates have made many popular SEO optimization strategies useless.
- Why is this so? Google are constantly evolving, making it extremely difficult to know what works. Recent changes:

1. September, 2016 - Google announces Penguin 4.0, the latest and biggest update to their link-spam algorithm, which has now become a real-time addition to their core search algorithm.
2. September, 2016 - Webmasters report a groundbreaking update to Google's local search results now known as the Possum update, presenting new challenges to local businesses.
3. August, 2016 - Google announces their upcoming "Interstitial" update, effectively putting an end to mobile pop-up ads in coming months.

SEO 2017 is now updated covering the latest changes to Google's algorithm, and walks you through all major updates and how to use them to your advantage. This book also reveals industry secrets about staying ahead of Google's algorithm, and what potential Google changes may be coming up in 2017. With this best-selling SEO book you can learn SEO from a fundamental level, achieve top rankings, and generate a wave of new customers to your site.



Did you know:

The child from the 'Success Kid' meme made enough money through his internet popularity to fund his dad's kidney transplant.



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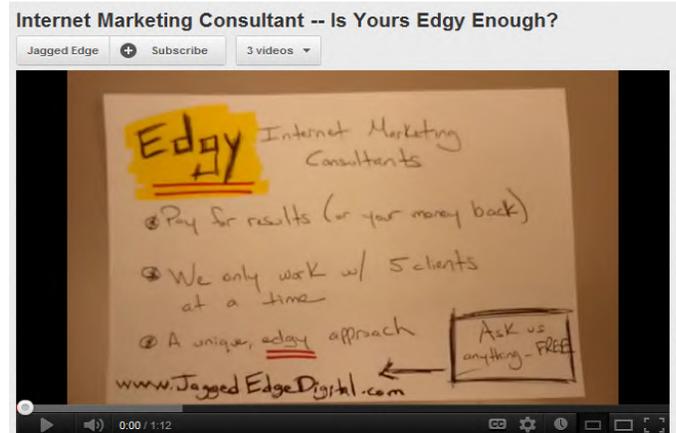
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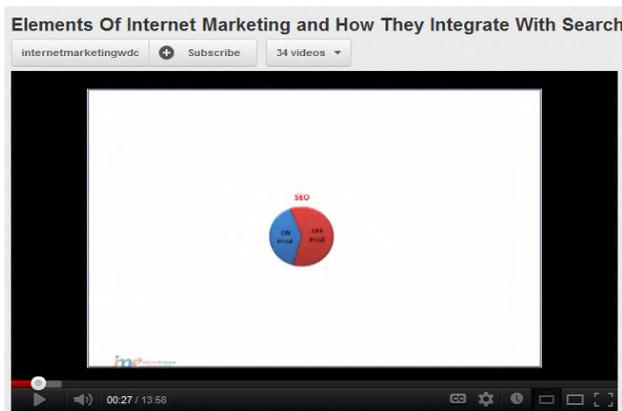
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Feature Article

INTERNET MARKETING: TIPS TO GET A BEGINNER STARTED

By: Marsha Logan

With the introduction of a new space for communication comes a new marketing platform to conquer. The internet moves at the speed of light, and so must a good internet marketer. Below we summarize the four things you have to keep in mind as a beginner marketer struggling to tame the monster that is the internet.

1. The Customer is God

The final word in your marketing strategy comes from customer response. Do not get too attached to the product you are advertising, or how pretty your marketing pitch looks. Stay focused on grabbing the customer's attention and keeping it there, and you'll do better than most of your competition.

2. Think Long Term

A great marketing structure is one that isn't afraid to invest in order to gain returns that may not be immediate, but keep you well fed for far into the future. Creating a mind blowing marketing campaign might be a good idea for a quick, bright firework and a quick paycheck. But to really keep your clients interested involves planning for the long haul. This includes using Pay-per-Click and other Paid Advertising Channels wisely.

3. Brand + Story

It's not enough to tell your customers what your product does. That's only the second step. The trick is to get the customer to believe they are interested in the product, when in reality they have been drawn in by the incredible context, narrative and lifestyle that you have built up around it.

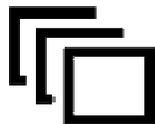
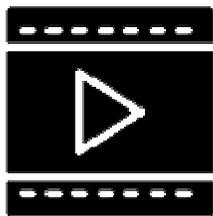
4. Email/Social Media Marketing

I know. You're thinking 'spam'. A good marketer knows how to prioritize the human touch in his email marketing campaign and personalize the product sale so the customer's mouse hovers over 'delete' but ends up not clicking. Similarly, tailor your marketing to fit different social media platforms by bearing in mind the mood of a potential customer while he's scrolling down one.

Stay focused on grabbing the customer's attention and keeping it there, and you'll do better than most of your competition.



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MWM Q & A

SOCIAL MEDIA MARKETING: AN INTERVIEW WITH MEL WELSH

By: Andrew Belton



The following social media marketing industry interview is with Mel Welsh, serving as the Editorial Lead for the Strategic Development team at Comcast. Prior to her current role, Mel worked in Local Media Development at Comcast, where her responsibilities included managing several of the company's social media pages. Mel has also worked in a digital marketing role for Pearson, in which she helped the company increase their overall social media engagement by 68%.

HAVE YOU NOTICED ANY NOTEWORTHY TRENDS IN SOCIAL MEDIA MARKETING IN RECENT YEARS AND WHAT ARE THEY?

One of the social media marketing trends I have noticed in recent years is communication between brands. This humanizes brands and can make for some really interesting content. Brands leverage their relationships with other brands to access new audiences and better engage their existing ones.

"I enjoy analyzing the numbers tracked on digital platforms and using them to create a better picture of consumers."

DO YOU THINK SOCIAL MEDIA MARKETING IS A USEFUL TOOL FOR PROVIDING CUSTOMER SERVICE?

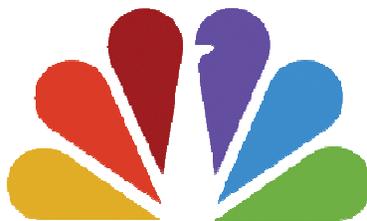
Social media marketing is an excellent tool for providing customer service. Comcast has adopted this technique. At HQ, we have a department dedicated to responding to the tweets of Comcast customers via social media. This allows Comcast to address concerns with its products and services immediately. Social media marketing has been a key part of the company's strategic plan to improve its customer service.



WHAT IS YOUR FAVORITE ASPECT OF DIGITAL MARKETING?

My favorite aspect of digital marketing would probably have to be the analytics piece. It is pretty amazing how much you can learn about your audience and how quickly you can learn it through social media analytics tools. I enjoy analyzing the numbers tracked on digital platforms and using them to create a better picture of consumers.

“Social media has helped me to maintain the relationships I have established throughout my career in a way that is both effective and efficient.”



WHAT ROLE HAS SOCIAL MEDIA PLAYED IN YOUR CAREER?

Social media has played a huge role in my career. While at Pearson, I spent a significant amount of my time working to improve their social media marketing strategy. Also, in my prior role at Comcast, I managed several social media pages for the company. However, I think the role social media has played in helping me stay connected with my professional network has been the most significant. Social media has helped me to maintain the relationships I have established throughout my career in a way that is both effective and efficient.

COMCAST

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How to create a potential hot-selling eBook

- Know how to alter things like price, cover image and more in order to **optimize your sales**
- Understand **how to drive more traffic** to your landing page using SEO, PPC, e-mail marketing and social media
- Understand affiliate programs and tools like JVZoo, ClickBank and WSO Pro
- Know how to **build an army of affiliate marketers** who can drastically increase your sales and profits
- • **...and much, much more!**

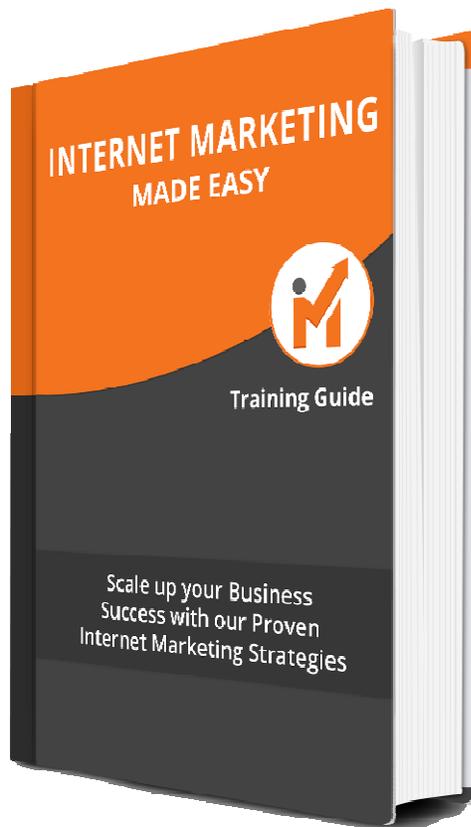
This is the ultimate guide to **How To Launch a Digital Product Business!** You'll discover all the steps, tools and resources to help you become a successful digital marketer!

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RULES OF SOCIAL MEDIA MARKETING

By: Marianne Christensen



Internet Marketing has gotten more complicated and expanded its base to the point where it's almost impossible to be a master of every type of online platform there is. If sending email after email and constantly paying Google for its AdWords service isn't giving you the results you want, maybe it's time to try something fresh.

Social Networking burst on to the internet in the last decade and rose to popular through its latter half, quickly taking over the lives of generations to come. If you're a big Facebook buff, or if you like Twitter, perhaps marketing on these websites is a good idea.

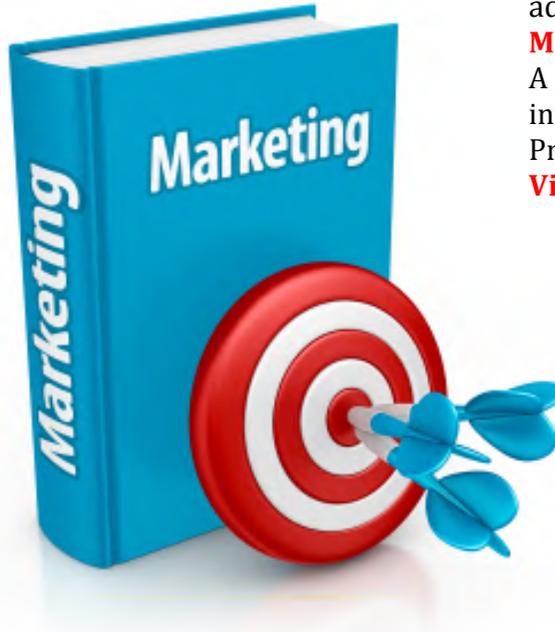
Here are four rules to keep in mind before you get started:

1. **Specialize:** Don't waste time trying to appeal to everyone. Marketing is not what people come to Facebook for, and unless what you have is a strong brand and a clear cut message, you're not going to interest anyone enough for them to stop scrolling.
2. **Quality:** Don't have a flashy start and then a shoddy body to your marketing idea. The thing about social connections is that people can make them for no effort and subsequently forget all about them. Establish an interested base, even if it small, and wait for them to tell their friends. Which brings me to...
3. **Patience:** Social media marketing takes time. At first you're just one of the several vaguely interesting side panels. But then somebody who needs what you sell buys it, endorses it, and, as luck would have it, he's got a ton of friends who all love him and are more likely to give you a shot.
4. **Availability:** There's a fine balance. Be available online enough to answer people's questions, join discussions and create a human connect to your brand. But too much online presence takes away your credibility. 'If you're always online,' people wonder, 'what are you doing to develop your product?' You have to be accessible, but not seem desperate.

Keep these in mind while framing your campaign and get going. Before you know it, you'll be the talk of the town.

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A great brand name for an internet marketing Product or service

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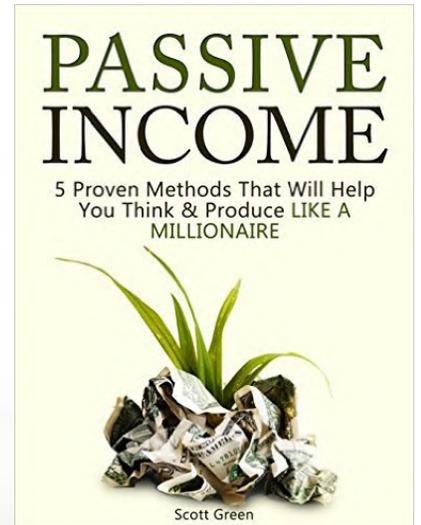
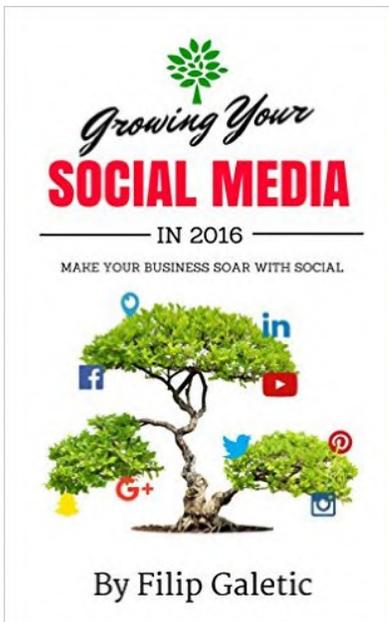
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Quotable:



“The best way to get accurate information on Usenet is to post something wrong and wait for corrections.” ~Matthew Austern



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I am about to disclose an important piece of information that will enable you to boost your business and leave your competitors far behind.

But first, let me ask you **two simple** questions:

- Are you still trying to sell your products and services physically?

- Have you spent a lot of money and time, but never achieved your objective?

Be honest!!! Are you actually achieving your desired goals? ... are you saying NO? (it's o.k.)

Look at astonishing stats:

- U.S. Online sales will be **\$523 Billion** by 2020

- E-Retail spending to go up by **62% this year**

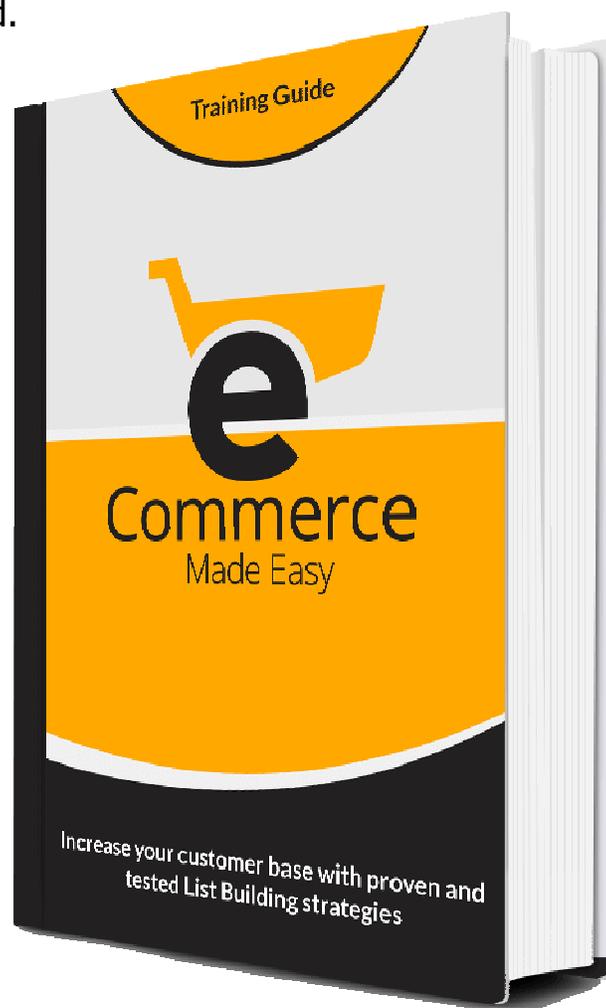
- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com

- eCommerce salaries in the UK have increased by over **14,000** euros in **2015**, and by the end of 2016, grew by more than **3,000** euros.

- The average amount spent by each consumer is expected to rise from **\$1,207** per annum to **\$1,738** per person.

With over 85% of searches for products and services happening online, the growing relevance of eCommerce can't be taken for granted

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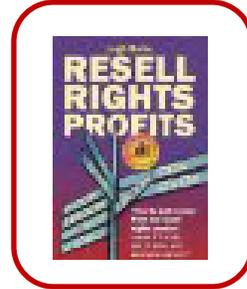
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MWM featured products

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

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Andrew Belton is the Owner of Symmetrical Media Marketing, a Social Media Marketing Strategist and Writer. He is passionate about helping small businesses to leverage social media in order to build brand credibility, nurture professional relationships, provide value, drive web traffic and increase sales.



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Ed Burns has been an Internet marketer since the year 2005. He now conducts workshops and provides talks in different conferences.



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Marianne Christensen is a social media marketing expert. When it comes to Facebook, Twitter, Google +, Pinterest and other platforms, she is the name to call.



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Lillian Clarke is an “accidental” Internet marketer. She used to work at a restaurant but when she came across a book about Internet marketing, it inspired her to help other people succeed.



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Peter Daisyme is the co-founder of Palo Alto, California-based Hostt, specializing in helping businesses with hosting their website for free, for life. Previously he was the co-founder of Pixloo, a company that helped people sell their homes online, that was acquired in 2012.



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Hector Jensen runs his own digital marketing company based in Houston. His company specializes in SEO, content and social media marketing.



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Marsha Logan is an Internet marketer. She is also a trainer and she goes around Asia and America to train other aspiring digital marketers.



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Jitendra Vaswani is a passionate blogger, entrepreneur & digital marketer from India. He is founder of BloggersIdeas, WordPress Plugin SchemaNinja, & Digital Marketing Agency Digiexe.



THREE BASIC TIPS TO SUCCESS IN EMAIL MARKETING

By: Lillian Clarke

A good marketer is dynamic and changes with the times. A great marketer knows how to keep the old and weave it into his dynamically changing marketing campaign.

We talked about how to transfer your marketing model off the ground, out of the neighborhood and into the World Wide Web. Now sweep the dust off your email marketing skills and read these three basic tips to fit a successful email campaign into your work ethic as a top notch marketer.

1. **AVOID THE SPAM FOLDER** by having a catchy subject line. One that isn't too enthusiastic, but isn't too obvious either. The trick to email marketing is to mix in normal human curiosity and dull down the professionalism a little by being frank and earnest. Pick an interesting subject like 'How to Spruce Up your Weekend with some Quiet Shopping' instead of the glaring and annoying 'Clothes! Clothes! Clothes! At Bargain Prices!' Nobody opens their inbox desperate to buy clothes. Nor do they want to be treated like they do. Pique interest. Don't assume it.



It's good to appeal to your audience by gaining their trust and respect, but that's not enough to get the numbers rolling. End your email with an air of urgency. Incentivize them to click the link.

2. **ENCOURAGE ACTION NOT JUST INTEREST.** You could have a beautifully crafted, super interesting email that gets your reader hooked. Then he could close the email with a smile on his face and forget all about it. It's good to appeal to your audience by gaining their trust and respect, but that's not enough to get the numbers rolling. End your email with an air of urgency. Incentivize them to click the link. I don't mean 'Hurry, hurry!' Subtle things like ellipses (...) or even constructing a community that they would like to join ("Enter a world where glamour and style are as easy as the simple click of a button.")
3. **IT IS ABOUT THEM.** Always remember that on your website, it's got to be all about selling the product. But to get people there, you have to sell to them a better version of themselves. And you have to make them feel like you're empowering them to make the choice to be it. Self-improvement sells.

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TOP FIVE STRATEGIES TO MAKE YOU A BETTER INTERNET MARKETING STRATEGIST

By: Marianne Christensen

Internet Marketing is the hottest new thing on the block. Everybody is trying to get rich doing it, and literally nobody slows down to think about going through the process step by step. Marketing has always been about keeping up a good pace and being able to think on your feet. However, the bit that pop culture rarely talks about involves marketing that needs time. The sort of slow building, long term, far sighted things that good marketers look at. The planning, the strategies and knowing when to prioritize what. If you look through this top five list and give it some careful thought before you launch your brand new website onto the internet, you'll find you have an edge over ninety percent of internet marketers out there.

1. **Build a Plan:** This might sound silly, but have a concrete marketing plan. Create a business model where you have time frames for investment, and when, and how fast you would like returns. What audience are you targeting? Do you want to be interactive or not?

2. **Learn Search Engine Optimization:** I'm not saying take a college course, but learning the basics of SEO can go a long way in getting Google's attention. And everybody trusts Google.
3. **Learn to use Pay per Click:** When the cash is running low, it's a good idea to have this up your sleeve, ready to be unleashed for some quick bucks and rapid upswing in visibility that can be capitalized on to get you back in shape.
4. **Learn Email Marketing:** You could be spam, or, with a dash of the human touch and some serious smarts, you could find your new loyal customers by simply mass emailing cleverly designed marketing ideas that are impossible to throw in the Bin.
5. **Talk to an Internet Marketing Guru:** Yes, they actually exist. And yes, they will give you their time for a fee. It is worth the money to show veterans of the Web Warzone your internet marketing campaign and have them assess your strategy.



TWENTY THINGS TO REMEMBER WHILE USING SEO BASED INTERNET MARKETING

By: Hector Jensen

Search Engine Optimization takes the boundaries of competitiveness far beyond anything you'll ever have experience before. It involves, quite literally, the crafting of your content in such a way that it gets read preferentially by an algorithm and ranked high on a Search Engine's list. You want to be the first marketing idea to be read. You are actually facing off with a machine.

So now that there's a technique to learn, there are obviously levels of mastery to be attained. SEO is not always the most profitable thing to spend time on, and it certainly isn't enough to make you an internet marketing God, but it certainly is a great way to get viewed. And from there onwards you can use logic and commonsense persuasion to gain customers.

What are the tricks of the trade? Here we have twenty simple phrases to keep in mind while learning SEO.

1. Domain with your Keyword in It
2. Incorporate your Keyword in the URL you Use
3. Use Easily Understood HTML in Website Design
4. Make Sure Keyword Density Strikes the Right Balance
5. Use Sub-Popular Keywords Instead of Only Highly Competitive Ones



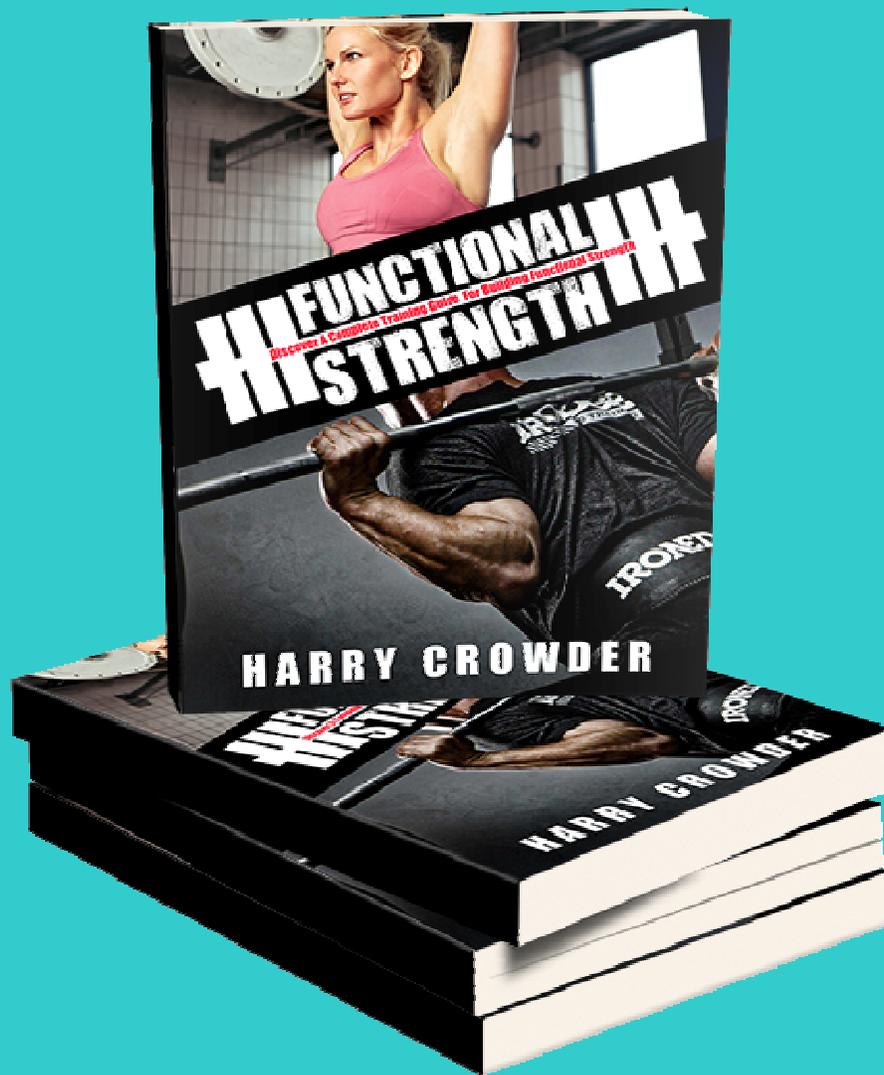
6. Keyword HAS to be in Your Title
7. Use Headlines with Keywords in Them
8. Get Inbound Links, Preferably with your Keyword in Them
9. Have Many Pages with the Same Theme
10. Use Different Font Formats for Keywords
11. Optimize a Few, WELL CHOSEN Secondary Keywords
12. Use Synonyms of Keywords
13. DO NOT Include Invisible Text/Images
14. Don't Trust AdWords or AdSense to do Your Work for You
15. Avoid Link Farms
16. Use Redirects for Links with Ugly URLs
17. Don't Forget Alternative Text for Images
18. Don't Rely on Images for SEO
19. Write Multiple Focused Pages, Not One Page Crammed with Too Much Fact
20. Choose Website Host Wisely (Avoid Lax Ones Accepting Spam)

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MEET TRESSA WOOD, MEN IN KILTS

Tressa's priorities have always been her family. "From very early on, I knew I would end up running my own business," she explains. "I wanted the flexibility to spend time with my family and the ability to take charge of my future."

As part of the early day leadership team at 1-800-GOT-JUNK?, Tressa helped the company grow from \$10m in system wide revenue to over \$100 mil in 5 years. After leaving in 2008 to start a family, she started to look for an opportunity that would allow her to continue building her career, but enable her to be home with her children.

"It's a great feeling to create jobs and watch our team develop in their careers."

Seeing Potential

One day, while sitting in traffic, Tressa spotted a Men In Kilts truck and smiled thinking what a clever brand that it was. From her days at 1-800-GOT-JUNK, Tressa recognized the reaction of customers to services with fun branding, so she contacted them to find out more. Speaking to the founder, Nicholas Brand, she listened to his aspirations to franchise the business, so she jumped in with both feet.

While building out the brand, Tressa had two distinct things at the top of her mind: customer service and making people smile. So, she built the window and exterior cleaning franchise on their 'Clean Guarantee', timeliness and of course their team's legs!



Thinking Ahead

When Tressa arrived at Men In Kilts in 2009 to help them franchise, she spent the entire first year "getting their ducks in a row," as she puts it. Tressa made sure that the business would survive outside of Canada, and all the way to the East Coast. Their first step was to split their original Vancouver location into two for a trial period and make sure it all went as planned. And, It worked.

Over the last four years, Tressa has grown the company from its sole Vancouver operation to 11 locations across Canada and the US, including Seattle, Boston, Raleigh, New Jersey and Toronto. They are on track for system-wide sales of close to \$7 million this year, something she is proud to achieve. "It's a great feeling to create jobs and watch our team develop in their careers," she explains. "Building the company to a point that we're now profitable and sustainable, as well as finally achieving the flexibility and freedom I was aiming for when we started five years ago."



**“It takes time
and hard work
to build a
business. It
doesn’t happen
overnight.”**

Bootstrapping

When asked about her biggest lesson in business, Tressa says, “To be patient and persistent. It takes time and hard work to build a business. It doesn’t happen overnight.” Tressa’s inspiration for that persistence is, like all the other entrepreneurs before her, who have done it on their own, without funding. “I think it’s really difficult to start a business on a tiny budget and bootstrap it. When I hear stories of people who have done this and made it through the rough first years, it really resonated with me and motivates me in the low periods.”

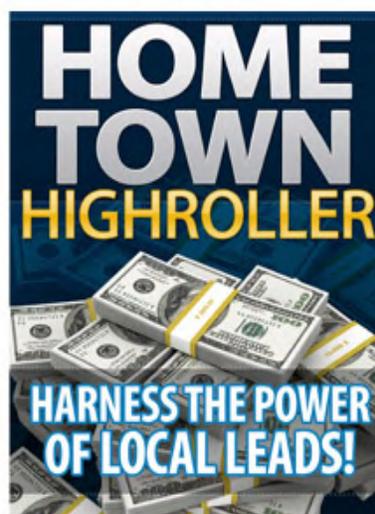
Five years after starting the franchise, they are still working on that bootstrap budget, but this year will be the first that they are profitable. Their achievement has been organic and much of it has been down to the smart business strategy and smart hires of freelancers and contractors. It has also been down to the great marketing and brand strategy, which has meant that word of mouth and social media has replaced their paid advertising.

Looking to Grow

So, what are her goals for the future? To spend more time with her two daughters, and to grow the business into a recognizable brand across US and Canada, setting the standard for delivering customer service that, like the fun brand strategy, amazes people.

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