

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

MAY 2017

Maryann Burgess



**INTERNET MARKETING
RESEARCH TOOLS AND
TECHNIQUES**



**INTERVIEW
WITH
DIGITAL
MARKETING
& SEO EXPERT
Walter Ponce**

Jean Lyons



**Using Inbound Marketing
On The Internet**



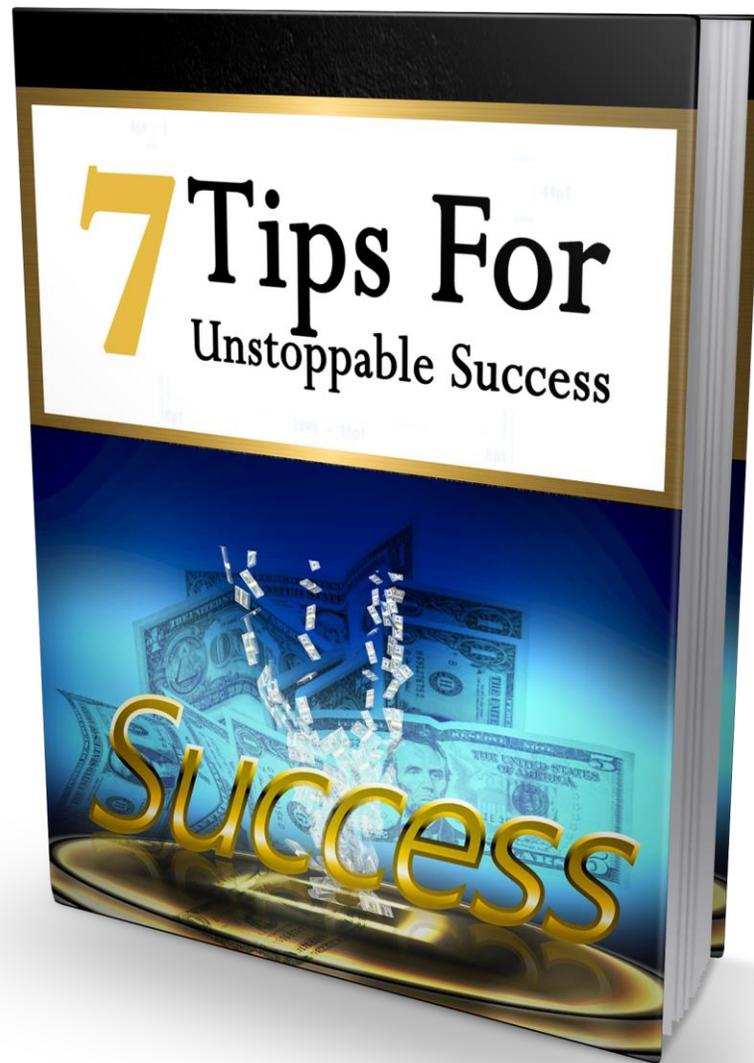
**FROM
INMATE
TO SMS
MARKETING
SUCCESS
STORY**

Todd Matherne

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Welcome to the **MAY 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.*

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

Over 60 Great Back Issues of MWM!

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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.

Email me at: **harry@harrycrowder.com**

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Making Web Money Online Marketing Magazine

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Contributors

Various experts in their fields

The instructions and advice in the magazine are for entertainment



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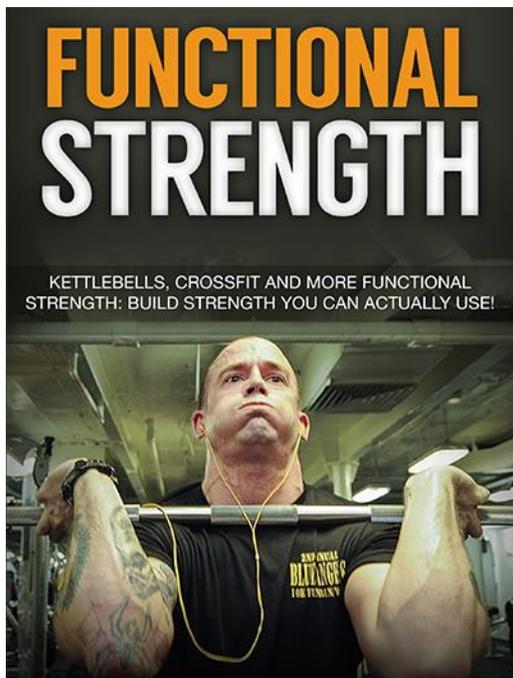
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?

Did you know:

Facebook is blue because Mark Zuckerberg is color-blind and best sees the shade of blue.

MWM what's on



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what's on



To get your messages across the digital and social universe and to test their effectiveness you must navigate the ins and outs of live streaming, SEO, storytelling, social selling, Snapchat, Instagram and so much more. At The Social Shake-Up on May 22-24, 2017 at the W hotel in Atlanta, speakers from Twitter, Google, the Atlanta Hawks, Oracle, American Cancer Society, Arby's and The Coca-Cola Company will show you and your team how to take your social media strategy to the next level. This three-day social media conference is designed for digital, social, marketing, PR and communications professionals looking for new innovative ways to keep integrating social media into their overall business strategy.



About CMS Asia

Content Marketing Summit, as the name suggests, is a premier event where some of the greatest minds, savvy brands, renowned publishers, innovative technology enablers and leading practitioners from across the world come together to explore the exciting world of content marketing.

While the discipline itself isn't anything new, the rapid expansion of digital media and the growing clout of social media have altered Content Marketing in unexpected ways. This metamorphosis presents exciting new opportunities for brands, publishers, agency partners and independent creators alike.

What's in it for me?

Marketing Professionals

Anyone with a stake in marketing, brand management, digital / social media planning or execution. If you are a CMO, this is your best chance to arm yourself with the necessary tools to transform your marketing team into potent brand publishers. There's no better training ground than this to upgrade your team's marketing capabilities, so that you are not limited by the ability of your advertising / digital / social agency partners.

Publishers

Editorial heads, managing editors, Sales heads of publishing houses will find CMS Asia extremely enriching and resourceful. Print publishers would find new age alternatives to traditional models of content monetization, plus how web-based platforms can be leveraged to collaborate with specialist writers and content creators across the world in a transparent, low-cost, no-frills manner.

Content Creators

Writers, bloggers, journalists, freelancers, graphic artists, photographers, video content makers, etc. will be able to discover exciting new ways of acquiring paid assignments in the global marketplace. CMS Asia could also enable you to network, form alliances and monetize your skills in ways you never imagined before. Enroll for the half-day workshop dedicated to B2B Content Marketing and learn how to benefit from the explosive growth of content marketing in B2B sector.



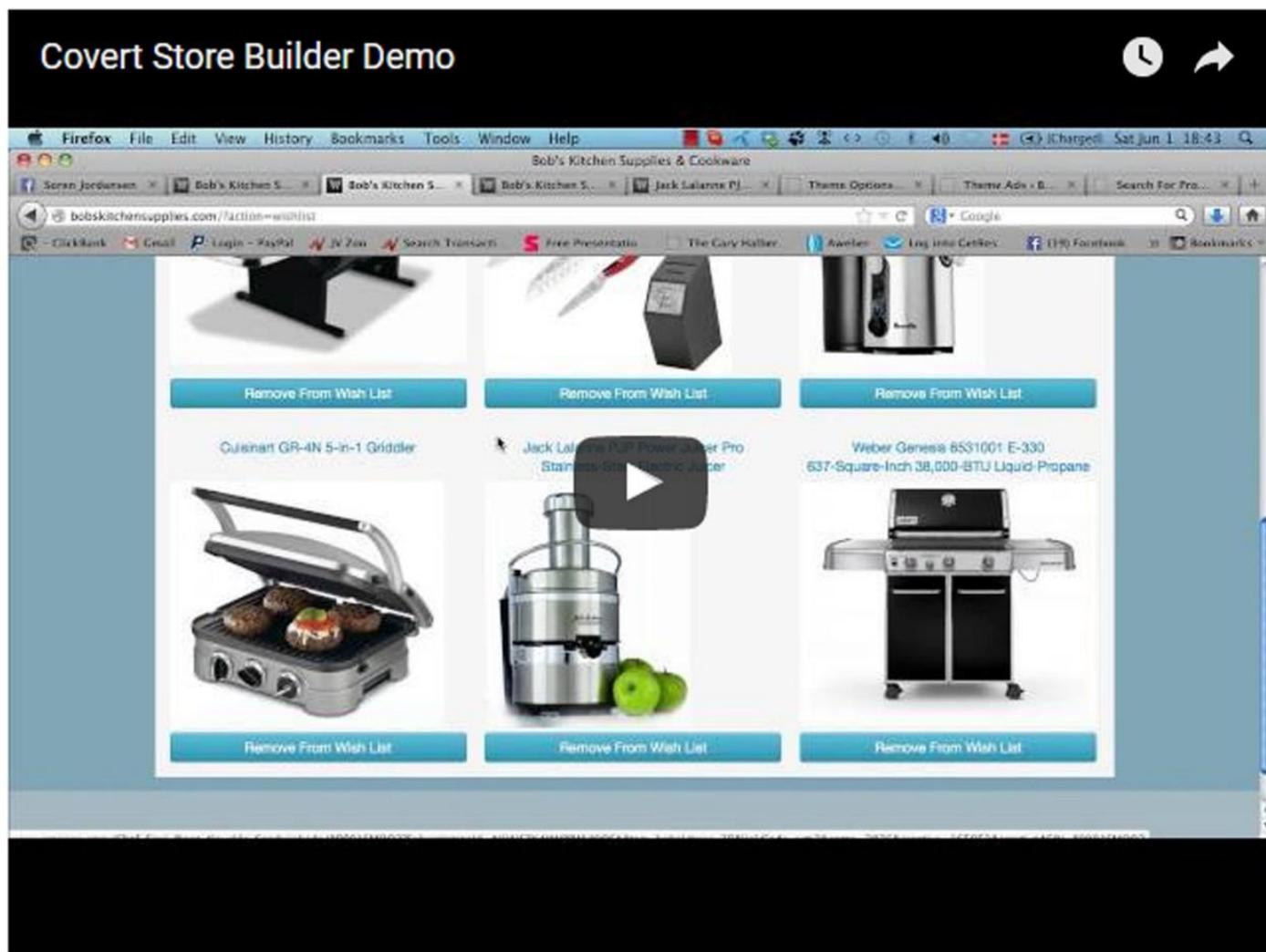
Quotable:

“Oh, Wikipedia, with your tension between those who would share knowledge and those who would destroy it.”

— John Green

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FACEBOOK NOW LETS BUSINESSES MATCH USER IDS ACROSS MESSENGER AND THEIR OWN APPS, SITES

Boring story made interesting: If you contact a brand through Facebook Messenger and also log in to the brand's mobile app using your Facebook account, the brand has no idea that you're the same person.

Or it had no idea — until now.

On Tuesday, Facebook made it possible for businesses to match the ID it creates when people interact with a business's Messenger account with the separate ID it creates when people log in to the business's app or website using their Facebook account. The full details about how businesses can do this matching can be found here on Facebook's site for developers.

As a result of this matching, a brand can use the information it gathers about a person through its mobile app, such as past purchases, when it communicates with that person on Messenger, such as when deciding to notify someone about a new product.

And if a business operates multiple apps and sites or owns multiple Facebook Pages, it can match a person across all those places, assuming the person logged in via Facebook to those other apps and sites or contacted those other Pages on Messenger.

By unifying these IDs, marketers are also able to take into account people's interactions across Messenger and their own apps and/or sites when targeting ads.

Consider the earlier example about someone who contacted a business on Messenger and logged in to its app. Now that the brand knows not only that the person purchased a product on its app but had also voiced an issue with it on Messenger, the brand could look for other customers who fit the bill and group the Facebook-related IDs it has for those users into a list to target them with discount-waving, win-you-back ads using Facebook's Custom Audiences ad targeting option.

IN FINAL EARNINGS REPORT, YAHOO BEATS WALL STREET WITH \$1.3B IN REVENUE

More than 20 years of being a public company will come to an end this quarter.

Yahoo mostly beat Wall Street expectations with what is probably its final quarterly earnings report as a public company. The company went public in April 1996, 21 years ago.

Revenues and earnings per share both beat expectations. The company reported revenues of \$1.3 billion and adjusted earnings of \$0.18, though revenue ex-TAC was down year over year.

The group of properties and channels Yahoo calls MaVeNS (mobile, video, native, social) revenues grew to \$529 million. Mobile itself saw significant

	Q1'16	Q1'17	YOY
GAAP revenue	\$1,087	\$1,327 ⁽¹⁾	N/M
Revenue ex-TAC	\$859	\$834	(3%)
Adjusted EBITDA	\$147	\$188	28%
Loss from operations	(\$167)	(\$59)	65%
Loss from operations margin ex-TAC	(19%)	(7%)	1200 bps
Non-GAAP operating income	\$7	\$73	N/M
Non-GAAP operating income margin ex-TAC	1%	9%	800 bps
Earnings in equity interests	\$82	\$114	39%
Net earnings	(\$99)	\$99	N/M
Net margin ex-TAC	(12%)	12%	2400 bps
EPS attributable to Yahoo! Inc. – diluted	(\$0.10)	\$0.10	N/M
Shares used in GAAP per share calculation-diluted	946	963	2%
Non-GAAP EPS – diluted	\$0.08	\$0.18	109%
Shares used in non-GAAP per share calculation-diluted	951	963	1%
Acquisition of property and equipment, net	\$76	\$60	(21%)
Free cash flow	\$297 ⁽²⁾	\$154	(48%)
Cash and marketable securities	\$7,130	\$8,021	12%
Headcount ⁽³⁾	9,400	8,600	(9%)

The Verizon acquisition is finally supposed to close this quarter. The all-cash deal is now valued at roughly \$4.5 billion, with Yahoo retaining responsibility for any legal fallout from several massive data breaches.

Once it does close, Yahoo will live beside AOL in a new Verizon business unit poorly named "Oath" (vaguely reminiscent of Homer Simpson's "d'oh!"). Both AOL and Yahoo brands will survive, but operations will likely be consolidated.

Yahoo currently has 8,600 employees. Yahoo CEO Marissa Mayer will exit upon the closing of the deal with a package worth roughly \$23 million.

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3 EFFECTIVE TOOLS TO USE IN YOUR INTERNET MARKETING RESEARCH

By: Grady Barnett

Many companies and business entities today have discovered how lucrative internet marketing can be. For this reason, many of them often conduct online market research so that they can equip themselves with the knowledge about the trends on the internet and how to go about doing internet marketing.

If you are a person who is conducting internet marketing research, you will discover that some of the most popular tools are customer feedback forms, online questionnaires and web searches. These tools can help you gather much information about your future business prospects, your customers and your market.

The internet has made it possible for small business to carry out internet marketing research in a way that favors them cost-wise. If you are an investor or businessman who wants to conduct a low cost or free internet marketing research, you will find the following tools very important in your research:

1. Keyword searches

Sometimes you can just do a simple search on the web using search engines like Google and Yahoo. You should find out what keywords are normally used by people who search for your products or services on the internet. Assess the level of interest attached on every keyword and the number of competitors you have on the internet. Internet marketing research through keyword searches will enable you to know how many competing sites are using the same phrase and the products they offer. In addition, you will also be reminded of the product niches that you may not have thought of.



2. Online Surveys.

Online surveys can always help you gauge public opinion regarding your product or service. In addition, it is also one of the most cost effective ways of conducting internet marketing research. It will help you to ascertain whether your business idea or product is appealing to consumers. However, it may not be as scientific as phone or person surveys that use random sampling. Popular online survey companies you can use include Websurveyor, KeySurvey and EZquestionnaire.

3. Reading Blog

A lot of information can be obtained from blogs. Unlike website, blogs are regularly updated and contain fresh information. You can also use them for gauging public opinion as you carry research about internet marketing. You can search blogs using popular search engines like *Blog Pulse* or *Technorati*.

INTERNET MARKETING RESEARCH THROUGH KEYWORD SEARCHES WILL ENABLE YOU TO KNOW HOW MANY COMPETING SITES ARE USING THE SAME PHRASE AND THE PRODUCTS THEY OFFER. IN ADDITION, YOU WILL ALSO BE REMINDED OF THE PRODUCT NICHES THAT YOU MAY NOT HAVE THOUGHT OF.



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FROM INMATE TO SMS MARKETING SUCCESS STORY

By: Brian Hughes



In 2007, Todd Matherne hit rock bottom. Arrested for selling steroids, Matherne was given a seven-year sentence, even though he was a first-time offender. But what changes a decade has wrought since then.

Today, Matherne is a successful entrepreneur and the founder of Extreme SMS, a text-message marketing platform that connects companies directly with customers and generates six-figures in monthly revenue.

Quotable:



“If my room is clean, it means that my internet is not working.”

~Anonymous



“I succeed only when I help others to succeed first.”

Matherne's digital-marketing mission has always been straightforward: Help companies generate leads. His path as to entrepreneurial success, however, has certainly been unconventional. His journey, in fact, is a powerful reminder that we can create our own success even in the most challenging of circumstances. As Matherne himself likes to say, “Our success stems from the success of those we help along the way.”

From inmate to entrepreneur

Before Matherne went to jail, he focused on what he didn't have in life: money. Struggling financially, Matherne looked for a shortcut to make a little extra on the side. The resulting jail sentence served as a wake-up call and transformed his outlook on life. Rather than focus on what he didn't have, Matherne focused on what he did and how he could share what he had with others. In prison, he served as a GED tutor for dozens of inmates.

“When I went to jail, it felt like a death sentence,” Matherne told me. “To survive, I had to change my attitude. I started focusing on what I could give people and how I could help them. I've carried this attitude forward in everything I do. It's what led me to found my own company and empowered me to be successful: I succeed only when I help others to succeed first.”

Matherne's commitment to bettering the lives of his fellow inmates earned him a reduced sentence, but he still faced an uphill battle upon release. Few companies were willing to take a chance on a former inmate. With limited options, Matherne worked offshore on a Louisiana oil rig while teaching himself digital marketing.

“I knew that if I made earning money my sole focus, I would be back in a dead-end situation,” Matherne said. “Instead, I focused on how my skills could benefit others. The more I learned about digital marketing, the more I realized just how ineffective most digital communication channels truly are. I challenged myself to find a marketing channel that would work. That's what led me to text messaging.”

Open rates and spam filters

Text messages have an average open rate of 98 percent compared with email marketing campaigns, which average closer to a 20 percent open rate, according to MailChimp. Text messages also generate a response in an average 90 seconds. Compare that to the 90 minutes it takes to get an email response, and Matherne knew text messaging was a clear winner.

"The smartphone is where your prospects make all of their biggest life decisions," he said. "So, why aren't companies marketing to customers there?"

Matherne put his money where his mouth is by starting to manage SMS marketing campaigns on behalf of companies, using a well-known SMS (short message service) marketing platform. He also ran a small mentoring program, helping other entrepreneurs get started with online marketing. As his business grew, he kept his focus on empowering other small business owners and organizations rather than chasing money himself.

"I absolutely hate the 'make-money-online' marketplace," Matherne said. "It's usually full of people buying one shiny marketing object after another. My approach is different: I put out real offers that help people. You have to 'show up' with undeniable value and a message that connects with people before they'll ever even remotely care about anything you say. You have to add value before you try to sell anything."

The more Matherne focused on text-message marketing, the more success he brought to his clients, slowly growing his customer base from small businesses to major corporations, including a well-known auto insurance agency.

Eventually, though, his success hit a glass ceiling. His problem: getting text messages past carrier spam filters. Each mobile carrier has a set of spam filters designed to prevent spam messages being sent to its users. Even if your business is not sending spam, the mobile carriers still prevent your text messages from reaching people.

"The smartphone is where your prospects make all of their biggest life decisions."

Matherne said he realized that these complex filters were making it nearly impossible to send marketing text messages to a large number of people, limiting the number of leads he could generate. None of the text message apps on the market could get past these unique filters set by mobile carriers, so in true entrepreneurial fashion, Matherne developed his own app: ExtremeSMS.

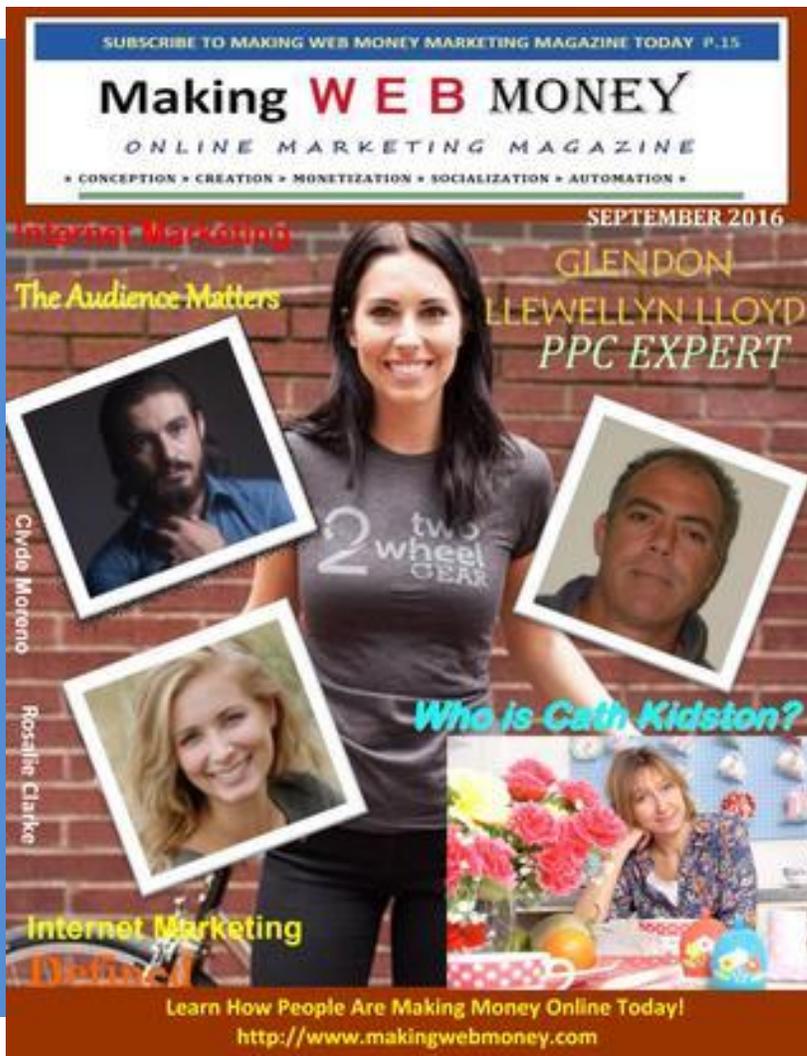
"ExtremeSMS virtually guarantees text messages will be read by circumventing obstructionist filters," he said. "It's completely TCPA-compliant and currently the lowest cost in the industry."

For businesses that are struggling to cut through digital in-box clutter or stand out in a sea of social media spam, SMS marketing is a revolutionary communication channel. While Matherne's success stories include companies of all sizes, he says some of the biggest impact he's had has been for small business owners.

That's good news for small business owners looking to invest in new technologies to expand their leads. According to Wasp Barcode Technologies' State of Small Business report, 32 percent of small businesses are looking to invest in new customer acquisition activities and 21 percent plan to invest in tools to improve employee productivity. ExtremeSMS does both.

Bottom line:

Matherne's journey to entrepreneurial success may be unconventional, but the result -- a company that generates six-figure income each month -- is truly life-changing. While Matherne is proud of what he's accomplished, he's quick to remind his business clients that SMS, like any communication channel, can only do so much.



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MWM ask the expert

INTERVIEW OF KATIE KEITH FROM BARN2MEDIA TALKING ABOUT SEO STRATEGIES 2017

By: Vashishtha Kapoor

Hey You bloggers I am Vashishtha Kapoor here with amazing interview. As part of BloggersIdeas interview series, today we have Katie Keith From Barn2Media who have over 5+ years experience in affiliate, SEO, search, social and content marketing for small businesses. She will be answering various questions related to Digital Media & other Internet Marketing stuffs . So lets get started with the interview.



“We regularly analyse what works and what doesn’t, and use this to inform how we promote our blogs.”

1) PLEASE INTRODUCE YOU TO MY BLOG READERS? EXPLAIN WHO ARE YOU APART FROM ONLINE BUSINESS LIFE?

I’m Katie Keith co-founder and Operations Director at UK WordPress agency Barn2 Media. I live in the beautiful Devon countryside in South West England with my husband (and business partner) Andy, daughter Sophia and cat Popple.

Did you know:



There's a bot called the 'Random Darknet Shopper' that is given \$100 in bitcoins every week to purchase random items on the darkweb. It ended up buying 10 ecstasy pills and the creator was subsequently arrested.

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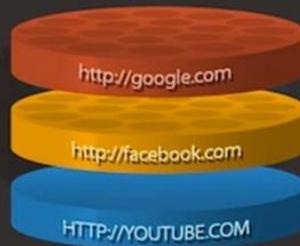
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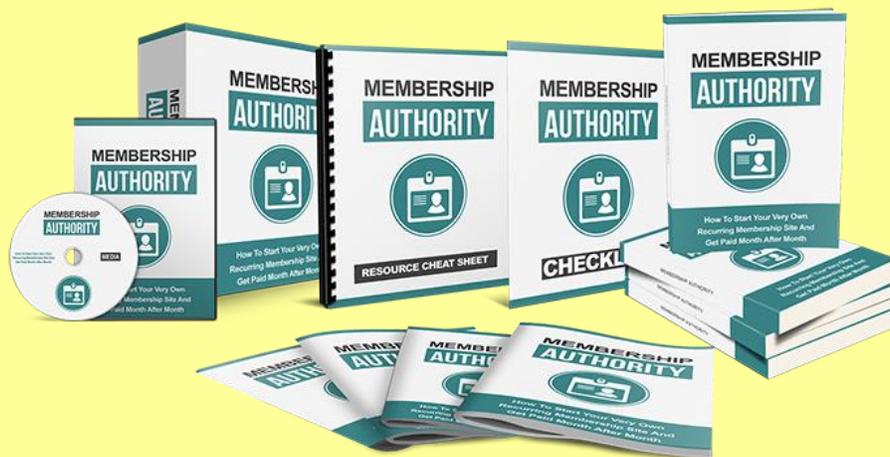
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Why Should You Create a Membership Site?

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:

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- **FAST-ACTION BONUS #2:** Resource Cheat Sheet
- **FAST-ACTION BONUS #3:** Mindmap

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2) WHAT'S YOUR THOUGHTS ON BARN2.CO.UK? HOW DID YOU SETTLE FOR THIS DOMAIN NAME?

As with any blog these days, the only way to choose a name is to type all your ideas into a domain name checker (I use 123-Reg) and see which ones are available. I did this for lots of ideas and barn2.co.uk was only of the only domains this short and neat that were available.

I blog from our home office at 'Barn 2' (a converted barn). The domain name reflects who we are and let us create a strong brand that people will remember. We called the company 'Barn2 Media' which makes it more obvious that we're a web and media company than Barn2 alone.

The drawback of using your address for a domain name is what happens if you move house! We're in the process of moving to a new address that isn't in a barn, so the name will no longer be accurate. However the domain is now so well established with good Domain Authority that we wouldn't dream of switching. I think that's ok because the domain name reflects our roots, even if we won't be based in Barn 2 any more.

3) HOW MANY DAYS YOU HAVE BEEN BLOGGING. WHAT DO YOU FEEL ABOUT BLOGGING?

I'm not sure my maths is good enough to calculate the number of days! I've been blogging to promote our business and build our brand since the business was founded in late 2009.

When we started, I was very skeptical about the power of blogging. I felt that it was a distraction from core business activities.

Since then, I've learned that blogging is an invaluable marketing technique for any business. It's a huge opportunity to improve your search engine position for a wide range of keywords, which wouldn't be possible from your static pages along. Blog posts are supposed to be long, so you can take advantage of this opportunity to add lots of keyword-rich content and provide quality content to your readers. It also gives your brand a face and helps potential customers to learn more about you. And above all, it's free!



4) HOW MANY BLOGS DO YOU HAVE. WHICH BLOGS DO YOU FOLLOW REGULARLY?

I have 2 blogs:

- The Barn2 Media Blog – Our main company blog where I write about a wide range of issues relating to WordPress web design. This includes tutorials and news about our WordPress plugins and other services, and general industry-related issues and tips.
- Best Toys for 2 Year Old – An affiliate blog that I set up in 2013, largely as an experiment. I use this to blog about the best toys for 2 year olds. Each post links to toys on Amazon where I am registered as an affiliate.

5) WHAT ARE YOUR TIPS ON TRAFFIC GENERATION. PLEASE REVEAL SOME MUST USE TECHNIQUES TO GET MORE TRAFFIC TO NEW BLOGS?

There are 2 sides to generating traffic to your blog:

1. On page SEO relating to your website and your blog post itself. If you have a well established domain name that you can use, this will give you a big head start – it's far harder to start a blog with a new domain name from scratch. Choose a good keyword with a reasonable amount of traffic and optimize the post for that keyword. It doesn't have to be the highest volume keyword in the world, the most important thing is that it's not too competitive. Look at the other posts ranking for that keyword and make sure yours is better.
2. Off page SEO such as links to your blog. This is affected by how you promote your post after you publish it, for example by commenting on other related blogs, linking to it from your own posts (internal linking), tweeting key influencers in your industry asking them to link to you, social media sharing, etc.

6) HOW TO GET PREPARED FOR NEXT GOOGLE UPDATES AND STAY SAFE?

People worry about Google algorithm changes far too much. If you're worried about this, you're not blogging right!

Google's algorithms are designed around common sense and reflect the way people actually use the web. If you follow some general SEO best practices and blog with your readers in mind then you shouldn't need to worry.

My article 'How to blog to boost your WordPress SEO' contains lots of timeless tips that aren't affected by Google algorithm changes.

7) WHAT IS SECRET OF YOUR SUCCESS. FOLLOWED BY YOUR INSPIRATIONAL PERSON?

We were lucky to discover WordPress at a time when the platform was growing and very few companies specialised in WordPress web design. We have always had several income streams from offering different services and having multiple blogs, so we have been able to analyze what is successful and focus our energies in the right places.

8) COULD YOU TELL US BEST WAY TO EARN MONEY ONLINE EVEN FOR NEW BLOGS AND ONLINE BUSINESSES?

I would recommend building multiple income streams. This acts as a safety net in case you ever lose one, and you can learn from your experiences and put more resources into the income streams that are most successful. For example, our income streams include:

- Web design projects for clients.
- Ongoing website services for clients (e.g. hosting, maintenance, SEO and support retainers).
- A new affordable hosted web design service called MySimpleSite.
- Premium WordPress plugin sales via our e-commerce website.
- Best Toys for 2 Year Old, our affiliate marketing blog.
- A cardiology job site that we inherited from a web design client – Cardiac Output.
- Commission payments for affiliate links on our main blog.
- Commission payments from WordPress web design agencies who we refer enquiries to that we don't wish to take on ourselves.

9) BEST RECOMMENDED OFF PAGE SEO TECHNIQUES IN 2017?

Link building is undoubtedly the most effective off page SEO technique. I've read that you should spend more time promoting your blogs than you do writing each blog post. This is definitely the case.

Think creatively about how to attract links to each blog post. NOT your whole site (although this helps too), but you should be individually building links to every post. For example, Google your main keyword for the post and contact the people who wrote the top ranking articles in the search results. Find a convincing reason why they should link to your post. If possible, send them a whole paragraph that they can slot right into their article.

Another good technique is to quote key influencers in your industry in your blog post. When you publish the post, email or tweet to tell them that you quoted them. They'll be flattered and will hopefully link to your post or share it on social media!

10) HOW TO ATTRACT NEW BLOGGERS TO NEW BLOG AS YOU DID IN COMMENTING AND TRAFFIC?

You can attract readers to a new blog using the off page techniques I mentioned above. These are only suggestions and you should think of how you can build links to each blog post that will drive traffic and improve your SEO.

11) WHAT ARE THE SECRETS OF AFFILIATE MARKETING AND ARE YOU ASSOCIATED WITH ANY KIND OF AFFILIATES?

Yes, I use affiliate marketing on our blogs. To keep it open and transparent, I only use affiliate links for services that I would genuinely recommend, even if we weren't getting paid for it. (e.g. we're affiliates for Envato/ThemeForest, WP Engine and Codeable). WP Engine in particular have a particularly generous affiliate scheme.

I try to find an affiliate scheme for everything that I would recommend anyway. For example, if you're blogging about the best WordPress themes then you can sign up as a ThemeForest affiliate. Amazon Associates is great because you can buy almost anything on Amazon, so if you sign up with them then you can create affiliate links for all sorts of products.

12) DO YOU USE BLACKHAT SEO TACTICS IN A WHITE HAT WAY. LIKE SCRAPEBOX?

Absolutely not. Black hat SEO techniques are a short term way to grow rankings and very risky. It's best to write and promote good quality blog content following widely accepted white hat SEO best practices.

13) DO YOU THINK 3RD PARTY BLOG POST LINKS AND EBOOK SUBMISSIONS ARE PLAYING VITAL ROLE THESE DAYS?

I think guest posting has a vital role in building a blog. While the old days of spammy guest posting are over, high quality guest posts on authoritative blogs in your industry are a big opportunity. We generate a lot of sales for our premium WordPress plugins via guest posting.

eBooks are useful because they're an opportunity to get more than 1 spot in the Google search results for your chosen keyword. The first page of Google has 10 results (not including AdWords etc.) and you want as many as possible! Your actual blog post will only take up 1 of these posts, and you can further enhance this with rich snippets, sitelinks etc.

You can get extra posts by selling (or giving away) an eBook on a 3rd party website, publishing a YouTube video, creating a SlideShare presentation, a Pinterest board with images relating to the topic of your post, etc. That way, you can dominate the first page of Google AND use all these slots to link to your main post, thus driving it even higher in the results!

14) DO YOU SHARE YOUR STRATEGIES TRANSPARENTLY WITH THE SEO COMMUNITY?

Yes, we do things properly have nothing to hide. As well as sharing our techniques with the SEO community, we offer ongoing SEO services in which we use the same techniques to promote other bloggers' sites.

All our SEO strategies are evidence-based. For example we use Google Analytics conversion tracking to monitor our WordPress plugin sales and affordable website orders. We regularly analyse what works and what doesn't, and use this to inform how we promote our blogs.

INTERNET MARKETING RESEARCH TOOLS AND TECHNIQUES

By: Maryann Burgess

There is no specific definition of internet marketing. In simpler terms, internet marketing is simply the sale of products and services on the internet. If you are new in the world of internet marketing, it is important that you do some research. In this article, we bring you some of the tools and techniques that you can use in conducting your internet marketing research.

Categories of research tools

Internet marketing research tools are of two categories: online research tools and offline research tools. All these tools are used by both small and mid-sized businesses.

The use of questionnaires

Internet marketing researchers often use questionnaires when the research activity involves people. They can be administered online, person to person or administered in written form.

Questionnaires may be open-ended or closed. Closed questionnaires often provide the target category with alternative choices to a question, i.e., "excellent", "good" or "fair". On the other hand, open-ended questionnaires solicit unstructured reactions from the focus groups and capture them accordingly. They are in most cases verbal: people interact with images, messages or products and discuss them. Responses are then evaluated by the observers.



The purpose of audience research is to help in discovering who is watching TV, listening to the radio, surfing the internet and reading print media. If used in the context of internet marketing, the study will help you to profile internet users and determine the popularity of internet usage in general.

Audience Research

The purpose of audience research is to help in discovering who is watching TV, listening to the radio, surfing the internet and reading print media. If used in the context of internet marketing, the study will help you to profile internet users and determine the popularity of internet usage in general. For instance, you will be in position to assess the advantage of using social media over websites when you use audience research.

Database Research

Sometimes referred to as database mining, this form of internet marketing research exploits all forms of data regarding customers. It involves going through purchase records, average income of buyers and the buying habits of most customers. You can obtain data about average income of customers from the Census Bureau. This will then help you to structure your internet marketing strategies based on the available data.

Choose what befits your internet marketing needs.

RULES TO FOLLOW WHEN DOING ONLINE SURVEYS

By: Maryann Burgess



Surveys and researches are very important in internet marketing. You cannot launch your internet marketing strategy unless you have taken some research about your consumers, product popularity, consumer incomes and spending/buying habits of your target groups.

One of the most popular ways of assessing the market of your good or service is by the use of questionnaires in your online survey. In this article, we will closely look at some of the rules that should be followed when writing online questionnaires for surveys.

The rules

Below are some of the rules that small businesses should stick to when it comes to the use of web surveys.

- 1. Try to be brief:** survey takers can sometimes be alienated with long questionnaires. Questions must always be limited to 25, lasting for about 5-7 minutes. Longer surveys or questionnaires are often abandoned by people. This means that you won't be in position to use them. Customers will prefer not to open them when you send it to them again the next time. The first page must be simple, answers options on it must be presented in multiple columns with a status bar put on top of each page. This will enable respondents to how far they have gone and how they close to finishing.
- 2. Shun open-ended questions:** it is not good to use many open-ended questions that require typing out answers. This is because most respondents always want to zip through a survey. Use close-ended questions that have buttons that they can click on to answer. Options can be "Yes", "May be", "No", "often" or "Never". You can also ask your respondents to rate something according to some scale. It can be 1-5 or 1-10.
- 3. Keep inviting respondents:** being persistent will enable you to achieve results in your internet marketing research. Keep sending invitations to people who have shown willingness to participate in the survey.
- 4. Patience pays!** Even though results are not yielding positively, take more time to interpret them. Get someone to shepherd the process and indeed, your internet marketing research will yield fruits.

Have you launched your internet marketing activity yet? First do an internet marketing survey following the above rules.

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MWM gadgets & toys

THE RENOGY PHOENIX PORTABLE GENERATOR KEEPS YOU OFF THE GRID

There are all sorts of solar-powered charging options to choose from, but the Renogy Phoenix Portable Generator would be all you need to keep running for a while. This is the size of a small briefcase, and has two 10W monocrystalline solar panels that can expand up to 120 watts with additional Pvs. This can be charged through a conventional outlet or car-powered with the replaceable Li-ion battery.



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

This will hopefully keep your lamps, coffee makers, heaters, flashlights, and more working for as long as you need. Regardless, it would definitely be handy in an emergency situation. It weighs around 13 pounds, so it's not something you'll want to put in your bag while backpacking. You'll need about 15 hours of direct sunlight to charge this completely. It's not a cheap buy at \$574.99, but it all depends on how much you like having your gadgets charged up and ready for use.

THE BAKERSTONE PIZZA OVEN BOX – PIZZA IN THE



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

If pizza is one of your favorite foods, and there's no reason it shouldn't be with how versatile it is, then you likely want a way to make your pizza without having to rely on any regular ole oven. This BakerStone Pizza Oven is an oven box meant specifically for baking the perfect pizza. It can, of course, cook meats, vegetables, fish, and more, but if we're being honest pizza is the only part of the menu we care about.

This converts most 3 burner and larger gas grills as well as large charcoal grills into a gourmet pizza cookery. This is a stone baking chamber combined with an enameled steel housing which creates an air flow system that will give you improved convective, conductive, and radiant heat in and around the chamber. This is not cheap at around \$113, but hey, pizza from a stone oven whenever you want makes life worth living.

You want it

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

Next-gen Google Home could control your lights and fix your

The next-gen Google Home could be half speaker/Google Assistant (what it currently is) and half Google Wifi. Instead of buying and setting up two devices, you'd only need one.

Instead of just being another smart device on your home network, the next version of Home could be the network. And if you have, say, a Google OnHub router or a Google Wifi router, the next-gen Home could extend the Wi-Fi network and blanket deadzones, essentially fixing areas within your home that have poor connections.



<http://mashable.com>

THIS FITNESS TRACKER WANTS TO TELL YOU HOW STRESSED YOU ARE ABOUT NOT BEING FIT



Staying active is a big part of staying healthy, and that's often the reason given for why you should wear a fitness tracker; they're a constant reminder to get up off the couch. But stress can be just as detrimental to your health as sloth, so Garmin hopes its new vivosmart 3 will finally quantify what you already know: you need a vacation. Besides all the features we've come to expect from a fitness tracker, the vivosmart 3 has a stress tracker built in too.

The Garmin vivosmart 3 is an update to the late 2015 eyesore, the vivosmart HR. Like the vivosmart HR, the new vivosmart 3 doesn't include any GPS hardware for tracking a running or cycling route. That's odd coming from Garmin—a company notable for its GPS tech. Yet it's also a minor trade-off which results in a fitness tracker that doesn't look as bulky as a smartwatch, despite also being able to receive vibrating alerts for emails, messages, phone calls, and appointments when connected to the Garmin app on a smartphone.

The vivosmart 3 also includes a mostly-improved display compared to the always-on but unlit LCD display on the vivosmart HR, which was occasionally hard to see indoors. However, the glowing display on the new vivosmart 3, which automatically turns on when you raise your wrist, is hidden behind a thin layer of smoky rubber. As a result the display always looks a little fuzzy (I swear it's not a problem with my camera) but is also very difficult to read outdoors in the sun, despite it being so bright indoors. If you're primarily a runner, that could very well be a deal breaker.

Available now for \$140, the vivosmart 3 comes in at \$10 cheaper than the new Fitbit Alta HR, while doing essentially the same types of fitness and activity tracking. But as we pointed out in our review of the Alta HR, the popularity of fitness trackers has been in decline since the resurgence of smartwatches, and Fitbit recently laid off six percent of its staff. So if you're still in the market for a fitness tracker, and want to guarantee your investment will be supported for at least a few years, Garmin always has its GPS business to keep it afloat. One less thing to keep your stress levels in check.

<http://gizmodo.com>

Did you know



It would take 76 work days (8 hours a day) for the average person to read the Terms and Conditions they agree to in a year.

USING **INBOUND** MARKETING ON THE INTERNET

By: Jean Lyons



Conventional shoppers have a lot of powers over the buying process. Today's average shopper uses the web to compare products and services, find local businesses and read reviews. For this reason, your company should be present where and when prospects are searching actively for your products and services. The most effective way of getting there is by implementing an internet marketing strategy called inbound marketing.

Inbound marketing is the process by which people that are searching for your products and services online find you. It is also a process by which you guide such people along the path to buying and subsequently converting them into leads or customers.

Inbound marketing is a more cost effective and targeted when one wants to reach to consumers. It is cheaper and even more direct as compared to cold calling, direct mail, radio ads and television. Incorporating it in your internet marketing strategy will definitely yield good results and increase your sales/profit margins.

Techniques used in inbound marketing

In your quest to reach your shoppers, there are some inbound internet marketing techniques that you ought to use. These techniques will turn visitors on your site into leads and help your business to be easily found by shoppers. Below are the most prominent ones:

- Designing and developing websites
- Optimizing the search engine (SEO)
- Using the Pay-Per-Click mode of advertising.
- Writing and posting on blogs
- Marketing over the social media
- The use of email Marketing

How to apply inbound marketing

Your inbound internet marketing strategy must target a specific audience. Every business has a unique buying cycle and therefore requires a particular blend of inbound internet marketing techniques. This will help you to engage your target customers and help you in achieving your specific internet marketing objectives. If you are thinking of using an internet marketing strategy for your business, it is recommended that you consider inbound marketing.

YOUR INBOUND INTERNET MARKETING STRATEGY MUST TARGET A SPECIFIC AUDIENCE. EVERY BUSINESS HAS A UNIQUE BUYING CYCLE AND THEREFORE REQUIRES A PARTICULAR BLEND OF INBOUND INTERNET

"Discover How To Start, Build and Launch Your Own Digital Product Business Without Breaking The Bank..."

Find Out How To Create Your First Digital Product For Sale And Start Getting Sales On Autopilot!



What you'll discover in this eBook:

- You'll have an idea for the type of digital product you want to create and what the strengths and weaknesses of each option are
- Understand what makes digital products sell and how you need to design your creation in such a way that **people will be eager to buy it**
- Know how to **quickly and cost effectively** create the type of digital product you want

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
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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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e-Commerce is growing like never before!

You would be amazed to know a proven and tested system to easily and quickly create a profitable online store, and boost your profits in a hassle free manner

Dear Online or Offline Business Owner,

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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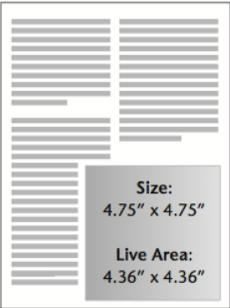


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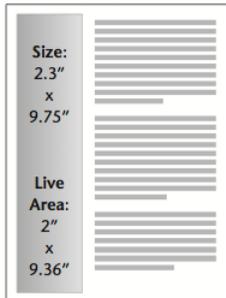
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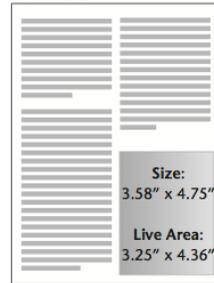
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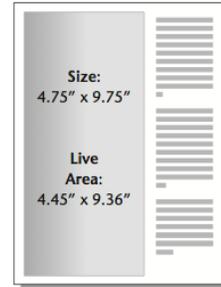
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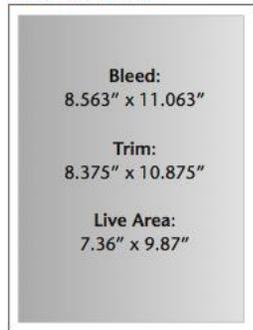
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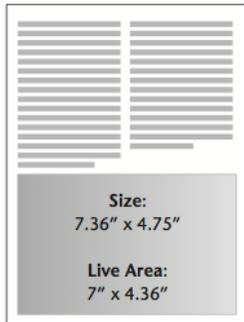
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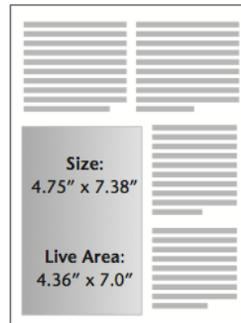
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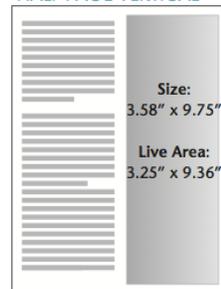
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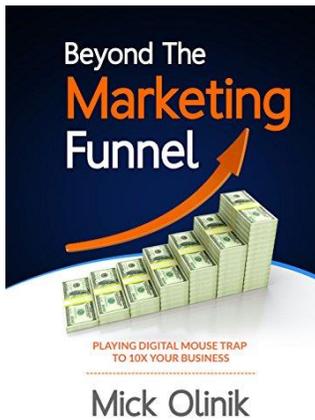


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> Books, Courses, Software, Tools and other Resources to help you succeed online.

Beyond The Marketing Funnel: Playing Digital Mouse Trap to 10X Your Business

by Mick Olinik

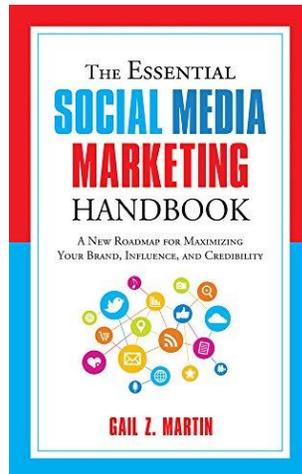


Over the past few years, the best online marketing results have come from adapting the tried-and-true strategies of direct response sales to the online space. While there has been plenty written about online marketing and funnel building from this perspective, Beyond The Marketing Funnel takes it to the next level by helping you discover how you can implement a comprehensive marketing automation system for your entire business.

The difference between earning money with individual promotions that typically govern the direct response sales approach and a running a full-fledged business is entirely in the structure and the details. Beyond The Marketing Funnel bridges that gap. You'll learn the fundamental components of a proper individual product marketing funnel in this book, but more importantly, you'll discover the best way to string those funnels together to form a cohesive business.

The Essential Social Media Marketing Handbook

by Gail Z. Martin



It's time to take the fear and frustration out of social media.

In today's crowded marketplace, it's harder than ever to rise above the noise and clutter. For millions of businesses, a savvy approach to social media is the secret to creating sustainable engagement with a profitable niche audience. Social media done right can build and strengthen your relationship with your customers, encourage brand loyalty, extend your influence, and expand your credibility.



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- ✓ 30 Reward Rules, so you have more fun ways to reward your customers
- ✓ Balance Reminders, so your customers keep coming back and buying more

TRACK CUSTOMER SATISFACTION



Customer.guru - Track Customer Satisfaction

Developed by Customer.guru

- ✓ Track segmented customer satisfaction for multiple customer segments. How are your customers satisfied depending on what products they purchased, when they placed their order, what number of orders they made and other characteristics?
- ✓ Installation takes 3 minutes and everything is fully automated afterwards. Get a response rate of 30-60% compared to the industry standard of 3-5% for customer satisfaction surveys.

- ✓ Embed positive customer testimonials into your shop. Integrate with Facebook Ads and Google Adwords and display different ads to customers depending on their satisfaction.

? Did you know:
Facebook pays at least \$500 if you can find a way to hack the site.

Finally, A Bunch of Great FREE Help!

No more Paying For Products That Don't Deliver Results!

Get Everything You Need To Know To Start A *Wildly* Successful Home-Based Internet Business!

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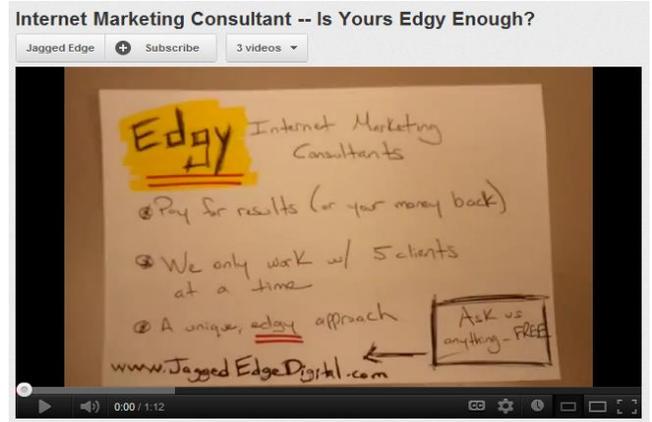
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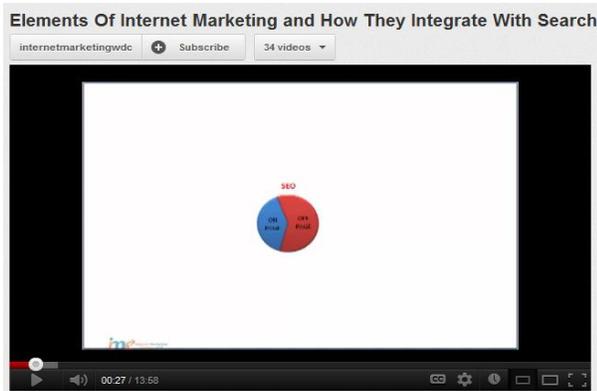
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4 REASONS WHY INTERNET MARKETING IS SUPERIOR

By: Clinton Howard

When you market on the internet, there won't be distance barrier in your business. Internet marketing allows one to sell goods anywhere in a country without opening up new shops or outlets.

Internet marketing is very vital because it gives your business that global presence and aligns it with the purchasing decisions of your consumers. Research has revealed that many consumers today are available on social media. Such consumers also carry out product and price research on the internet before making their final purchasing decisions.

By using internet marketing, you will be in position to reach these millions of customers across the world, build relations with them and even convert them into leads or actual buyers. Internet marketing is also cost effective, meaning any business can use it. That said, below are some of the major reasons why you should choose internet marketing over other forms of marketing:

The social aspect

The social media is increasingly becoming important in the lives of modern men. Social networking has a direct link to online revenue growth. Social networks increase sales and influence buying. It is therefore vital to incorporate it in your internet marketing.

Internet marketing increases your reach

When you market on the internet, there won't be distance barrier in your business. Internet marketing allows one to sell goods anywhere in a country without opening up new shops or outlets. You do not even need distributors, especially if you have set up an export business.

There are no limits with internet marketing

When you market over the internet, you will not be limited by time. No more hassles about paying your staff overtime! Customers will find it more convenient to order or buy goods anytime over the internet. They can browse online, buy and place orders anytime of the day.

Internet marketing is cheap

Selling products on the internet costs less when compared managing physical retail outlets. You don't need to rent or even buy stock for display on the store. Your orders will depend on the demand, thereby keeping your inventory costs low.

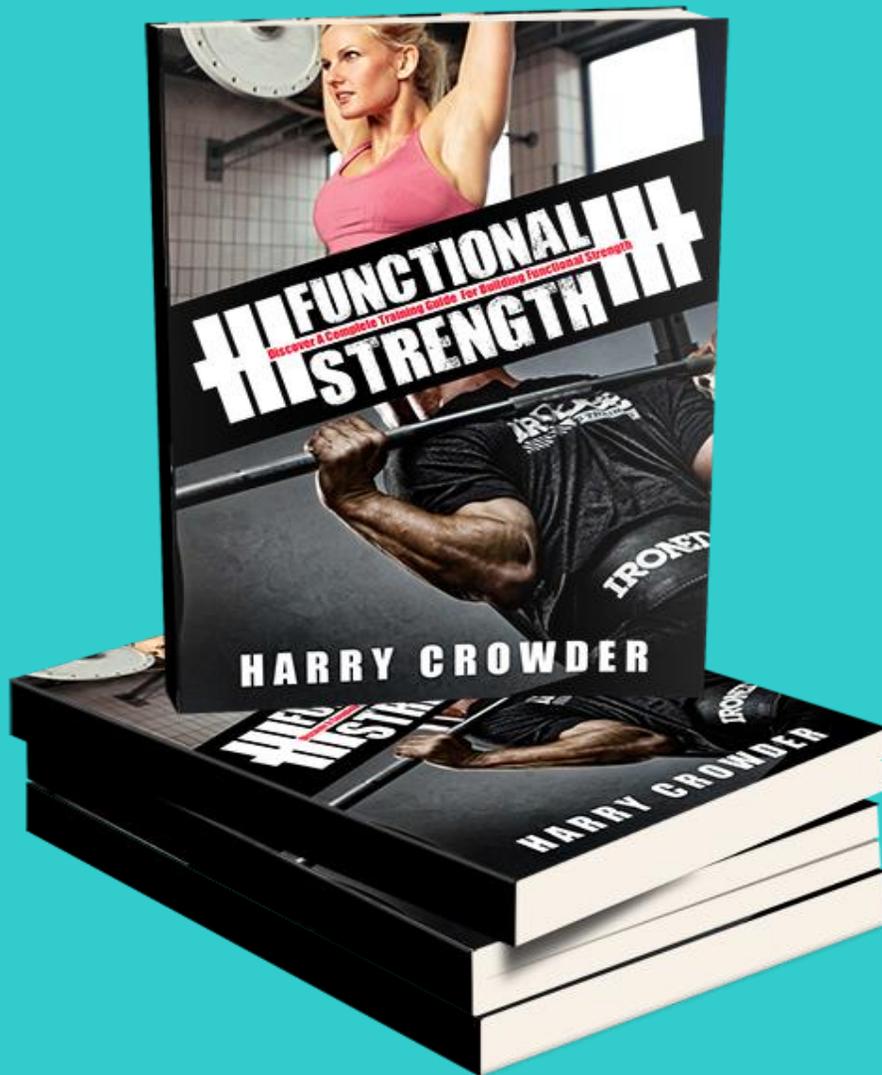


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SOCI MATTIC

IMAGINE... SIGNIFICANT TRAFFIC LIKE THIS
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The collage features several social media posts and motivational images. Red arrows highlight engagement metrics such as likes, shares, and comments. The posts include:

- A post with a woman in a white lace top and the text: "AS A WOMAN, ON THIS EARTH, IN THIS GENERATION TO NOT LOSE THAT AND NOBODY IS GOING TO TAKE IT AWAY FROM ME." (22K likes)
- A post with a woman's face and the text: "Maybe it won't work out. But maybe seeing if it does will be the best adventure ever." (31.6k likes)
- A post with a woman's face and the text: "at makes you different or weird—that's your strength." Meryl Streep (119,150 likes, 76,149 shares)
- A post with a child and a cat, and the text: "When people hurt you, think of them like a sand paper. They may scratch and hurt you but in the end, you end up polished & they end up useless." (1.6k likes)
- A post with a man in a suit and the text: "WORK WHILE THEY SLEEP. LEARN WHILE THEY PARTY. SAVE WHILE THEY SPEND. LIVE LIKE THEY DREAM." (2.3K likes)
- A post with a road and the text: "Everyone has a chapter they don't read out loud." (1,164 likes, 324 shares)
- A post with a woman's face and the text: "Life is like a box of chocolates. It doesn't last long for fat people." (1,164 likes, 324 shares)
- A post with a woman's face and the text: "Courage is going from failure to failure without losing enthusiasm. -Winston Churchill" (3K likes)
- A post with a woman's face and the text: "one says something me, I get the biggest smile" (263 shares)



INTERVIEW WITH DIGITAL MARKETING & SEO EXPERT WALTER PONCE

Tell me about yourself.

My name is Walter Ponce, born and raised in Spain. I graduated from Barcelona School of Management with a Master's degree in Digital Marketing.

I have more than 9 years of international experience in digital marketing, working for big and small companies in Spain, Switzerland and Singapore.

What is the most significant difference in the case of SEO and Digital Marketing between Europe and South East Asia?

Well, look, it surprised me because before I went there I related South East Asia with the world's Most Tech-Ready place.

South East Asia has one of the highest percentages of smartphone penetration in the world. But on arrival I was surprised because Singapore is not like Spain positioning and doing Marketing.

There are many things to do and the market is still not competitive. The youth tend to adopt new technologies more readily than older age-groups and Southeast Asia is the home to one of the world's largest youth populations. If you are able to position yourself on the different search engine or just reach this audience via smartphone, you can make a lot of money.

I dare say that in a few years all the region will be one of the toughest places to do Digital marketing and SEO.



WalterPonce

INTERNET MARKETING BLOG

Do they have in this other part of the world something that we can import and use in the case of Spain?

I believe that everything can be learned at the end. Actually the whole SEO part is something where we play with 'intangibles'. Every day there are more and more factors that change all this game and most of them are related to the user experience.

Although I believe in SEO, the key is to generate quality content, valued by the user and generate feedback (comments, shares on Facebook, Twitter, etc.).

You have experience in digital transformation, what is the most important challenge that brands must face when they digitize their marketing strategy?

Integrate processes, in most cases we find fragmented companies in processes not only marketing but other relevant departments for the good development of the company, which in many cases leads you to rework on transversal procedures on the company.

What made you decide to make a blog? Since when do you have it?

Well if I'm not mistaken I've started around 2013 or something like that. The truth is that it seemed a great idea to write with a personal point of view and to be able to share knowledge of something that you are passionate about to the rest of the world.

I hope I will be able to keep working on my blog and keep sharing my experiences and knowledge with other people around the world.

What recommendations would you give to those just starting out as bloggers?

Basically, focusing on something that really appeals to them and spending time is investigating and bringing in the new, always keeping a critical and hooking point of view. As in everything related to marketing ... Differentiate yourself and create value!

I believe that everything can be learned at the end. Actually the whole SEO part is something where we play with 'intangibles'. Every day there are more and more factors that change all this game and most of them are related to the user experience.

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THE 3 MAJOR CORNERSTONES OF INTERNET MARKETING SUCCESS

By: Grady Barnett



In order for you to build and market a business on the internet successfully, there should be cornerstones upon which such a business rests on. Internet marketing is not an exception here. In order for you to successfully execute an internet marketing strategy, there are some pillars that should prop it up. Find them below:

1. Sell what is worth the price

The internet has very many things on sale. There are products, services, ideas, worthy causes and downloads. Make sure that what you are selling is worth the price. Whether you are selling in Euros, Dollars, Yen or Pounds; your commodity should be far much above the asking price.

2. Create a strong relationship with the clients

When you have cemented your relationship with the audience, they will be pulled back every time they try to evade you. You should not just advertise for the sake, but should instead create an environment that allows your customers to spread the word for you. Focus on the needs of your clients obsessively, respect them and constantly create a quality experience for your clients. This will make your internet marketing strategy to greatly yield results.

3. Be honest

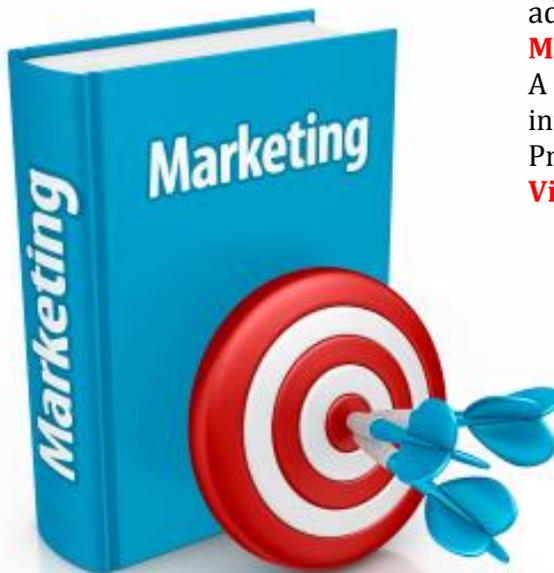
Deliver what your clients order for in the same quality and quantities. Never try to rip them off, because they will blow it out of proportions on review pages over the internet. You wouldn't like your business to be ruined by negative reviews, would you? Be smart, sell quality and deliver the right quantity.

In summary

Each of the above cornerstones enhances the others. When put up together, they form a solid base for the success of your internet marketing. If you are ready to put your internet marketing activity to another level, put the above discussed into action and you will benefit greatly. Wishing you the best in your internet marketing endeavors.

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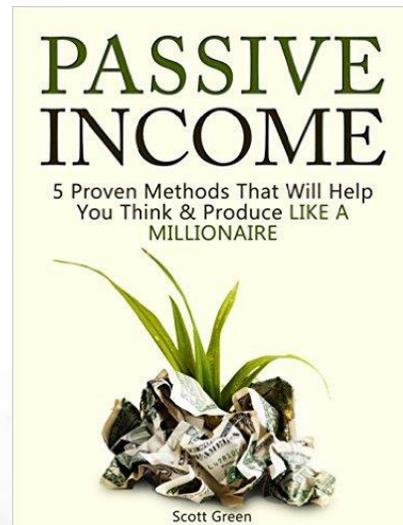
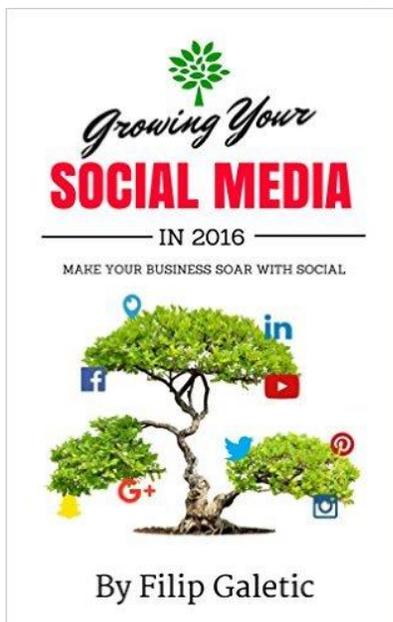
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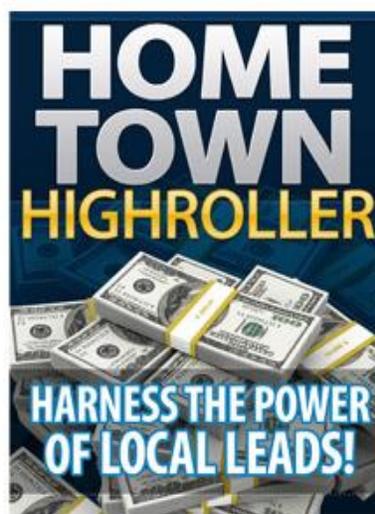
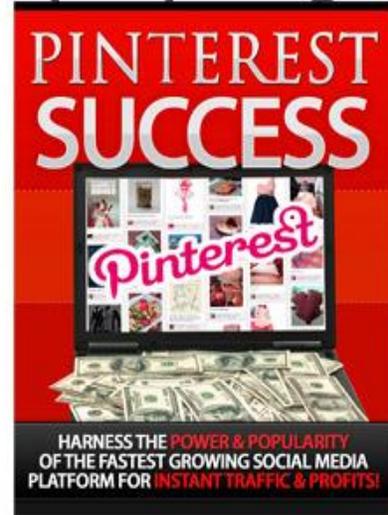
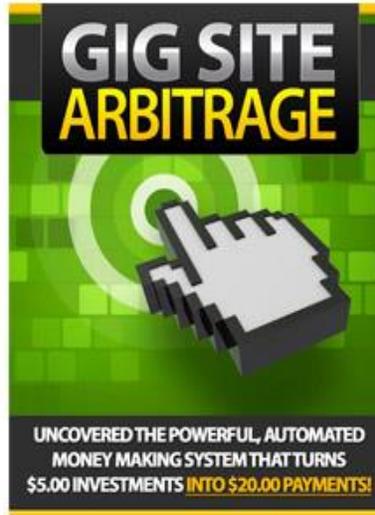


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–Tom Jennings

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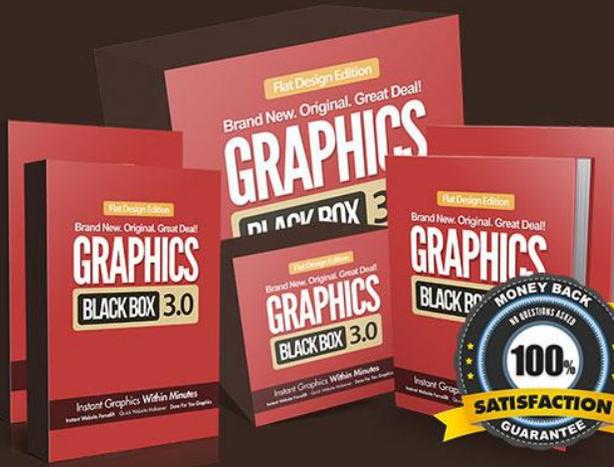
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Grady Barnett

Grady Barnett is a full-time writer. He writes about Internet Marketing, social media and other topics.

He also provides tips on how you can conquer the Internet world. During his free time, he enjoys playing sports.



Maryann Burgess

Maryann Burgess is a nurse by profession. However, when she gave birth to her first child, she decided to work from home. She started as a freelance writer, but her skills broadened and she now specializes in social media, PPC and SEO.



Clinton Howard

Clinton Howard is an entrepreneur. He is involved in the food business and he uses his knowledge about Internet marketing to help his business reach more clients. He also enjoys doing trainings and during his free time, he likes to play golf.



MWM contributors

Brian Hughes

Brian Hughes is the founder and CEO of Integrity Marketing & Consulting, where he helps his clients build powerful brands through content marketing, social-media marketing, search-engine optimization, email marketing, pay-per-click advertising and web design. A seasoned digital marketing expert, Hughes is a frequent contributor to Business.com, Moz, Small Business Trends, Social Media Today, ChamberofCommerce.com and Social Media Week. When not helping clients cut through digital clutter to conquer their online niche, he enjoys spending time with his three children, doing ministry or playing golf.



Vashishtha Kapoor

Vashishta Kapoor is a professional blogger. He indulges his hands and mind in contributing the web with useful feeds around web marketing and technology.



Jean Lyons

Jean Lyons works as a freelance writer and her favorite topics include Internet Marketing, social media and marketing tips.



Bobby Woods

Bobby Woods is a businessman. Marketing has always been his passion and he wants to use that passion in today's trends, thus, he is now one of the most reliable Internet marketers.



INTERNET MARKETING STRATEGIES FOR STARTERS

By: Bobby Woods

There are very many places and ways through which businesses can market themselves over the internet. However, one of the hardest things to decide upon is the internet marketing method. This is even made harder when your business is small or mid-sized, and has a small budget. Traditional print advertising can be expensive! So what do you do? Try internet marketing. In this article, we will discuss some of the internet marketing strategies that owners of small businesses can utilize. Take a look!

Strategy #1: use the social media

Have you started using the social media yet? Well, if you haven't, now is the time! Many leads often come from social media connections – in fact, twice the number of leads obtained in a particular period are generated by the social media. However, social media can sometimes seem overwhelming. For this reason, it is important that you narrow down your choice to just one social media platform. This should be one that your industry leaders, prospects and customers engage with the most. It can be Google+, Twitter, LinkedIn or FACEBOOK!

Strategy #2: try blogging frequently

Blogging is perhaps the best internet marketing strategy for small and medium scale businesses. When you provide your prospects or clients with non-salesy, informative content on your blog, you will become an expert in internet marketing. This content can be housed in your blog, promoted socially and offered to other networks. Publish blogs at least twice in a week and this will significantly enhance the presence of your website on the internet.

Strategy #3: Post to Instagram or Pinterest

This is mostly recommended for those who are in the food or bridal businesses. You should regularly post images on these platforms. Remember that posting on these platforms is free and they equally have a large following, especially among women. If you would like to have more traffic driven into your website, you definitely must use Pinterest or Instagram.

Are you looking forward to increasing your sales and improving your profit margins? Use the above internet marketing strategies.

Blogging is perhaps the best Internet marketing strategy for small and medium scale businesses. When you provide your prospects or clients with non-salesy, informative content on your blog, you will become an expert in Internet marketing.



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EFFECTIVE INTERNET MARKETING USING A WEBSITE

By: Jean Lyons



Effective internet marketing incorporates effective use of digital media to inform the market about the presence of your business. It should also be in a position to entice people to buy your products and services.

Having an Internet presence is beneficial to every business. However, before you publish any content onto the web, it is important that you first design an Internet marketing strategy that is effective. It should be one that dovetails your objectives and expands your business plans.

Effective Internet marketing incorporates effective use of digital media to inform the market about the presence of your business. It should also be in a position to entice people to buy your products and services. The Internet, in this regard, is a vehicle that helps you to reach greatly to your audience. If you want success, include effective Internet marketing in your marketing plan.

Your website can be a centerpiece of effective Internet marketing

No doubt, your website is generally a centerpiece of effective Internet marketing. Much as most marketers prefer the social media, every business must be equipped with an effective website. Many people are on the look out for information online. Many of them also buy products online. In addition, the number of people who use Internet over their Smartphones has greatly increased. This implies that you should put into consideration:

- The appearance of your website on a smartphone
- How best your website is linked to major social media platforms like Facebook, Twitter and many others. This means that when someone is engaged on a social a network platform, there must be a link that can direct him or her to your website.

In conclusion, if a business is looking for massive results, its advertising strategies must be blended with effective Internet marketing strategies. Having a good Internet site can greatly improve the effectiveness of other forms of advertising. Very many clients who watch your advertising on TV and listen to radio will always want to evaluate your products or services online. If you bring together different platforms, you will create a cornucopia that enables your company to provide a dependable brand experience.

ADVANTAGES OF INTERNET MARKETING

By: Clinton Howard

Have you sat down and imagined the number of people who go online every day? Do you know the different reasons why they go online? Well, many people go online to socialize, others go online to work and many just go there to shop! This brings into your business palms millions of people who go into the Internet for specific reasons. They ask the search engine for what they want and they in turn get answers to their needs. That is exactly what Internet marketing entails.

Internet marketing has very many advantages over traditional marketing. However, we will take a look at some of the most prominent advantages.

It is cost efficient

Marketing on the Internet is much cheaper when compared to TV or radio commercials. Just imagine what your expenditure would be per TV commercial! In addition, there is also cost per placement with regard to the time your TV commercial is shown. The production processes of the two are also costly! On the other hand, Internet marketing targets specific online users. You can use social networks free or at a minimal cost.

Snappy feedbacks

Your message when channeled through the Internet will elicit instant feedback. Users can ask questions or comment immediately after you have posted something. This guarantees faster communication and reception of the message. Customers also get convinced to buy the product or service faster. On the other hand, the effect of a TV commercial may not be realized immediately. You may have to conduct a survey if you are to ascertain that it worked. This survey procedure can be skipped when you use Internet marketing.



Internet marketing multiplies the power of the word of mouth

The word of mouth has been powerful ever since marketing evolved. People prefer hearing a recommendation from a friend or another buyer, other than what they see on commercials. Today, Internet marketing enhances this power. By posting once on Facebook, many people will like and share that post. A single email to a target can trigger a chain of reactions. This is just what Internet marketing is all about. Try it today, if you haven't yet.

The word of mouth has been powerful ever since marketing evolved. People prefer hearing a recommendation from a friend or another buyer, other than what they see on commercials.

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MEET MAX RIVEST AND ARNAUD PETITVALLET, WIZE MONKEY



Canadians have a bit of a love affair with coffee. Whether it's the cooler weather or the sheer availability of it, Canada is officially ranked number one when calculating the number of litres of coffee per capita we gulp down.

But despite our love of coffee, the average consumer probably knows relatively little about how it is produced. The seasonal industry is a volatile market for those farming the beans. With a three-month harvest season, the market was not sustainable for the farmers, who had to migrate to find work during the off-season.

Identifying the Opportunity

It was the opportunity Max and Arnaud had been looking for. After reading a study about the proven health benefits of Coffee Leaf Tea, they decided to investigate the possibility of creating a sustainable business model for these farmers.

Consumed for hundreds of years in Ethiopia and Indonesia, coffee leaf tea was yet to be discovered by the Western world. The pair did their research to find a country with a consistent supply chain and that had top quality products. They chose Nicaragua.



“Now we’re jacks of all trades. It’s only by wearing so many hats that you can gain a wider perspective of how a business runs, and what it needs to make it run smoothly”.

Hard Work Pays Off

But choosing the location was the easy part. Their challenge was to convince at least one farm owner to believe in their idea. After three months of hard work they returned to Vancouver with their product. Coffee Leaf Tea.

With the help of the Innovation Hub, Max and Arnaud professionalized their business. They launched Wize Monkey online in November 2014 and then with the help of financial backing from Futurpreneur and BDC rolled out their product to stores in December 2015.

Growing Skills and Knowledge

The initial development phase was a big reality check for Max. “Everything takes twice as long and cost twice as much as you expect,” he comments. “We were living with my parents trying to learn as much as we could, both about the industry and how to run a business.” But the entrepreneurial get-up-and-go was ingrained in Max at an early age. With the majority of his family comprising of entrepreneurs. He and Arnaud believed that they were capable of much more than a job description could ask of them. “We love learning new things every week,” he says. “Now we’re jacks of all trades. It’s only by wearing so many hats that you can gain a wider perspective of how a business runs, and what it needs to make it run smoothly”.



“Our greatest strength is our tenacity and perseverance...That and our ability to live in constant stress and now worry about it too much!”

Creating a Social Impact

Since their launch, just three years ago, they now sell their product in over 35 countries and have created 110 year-round jobs on the coffee farm, that wouldn't have existed without their product. Their plan now is to boost the GDP of coffee-producing countries and stabilize the coffee industry. A lofty goal. “Our greatest strength is our tenacity and perseverance,” observes Max. “That and our ability to live in constant stress and now worry about it too much!”

Once you start building a good team of mentors and advisors, everything starts to get easier and you can a clarity that you otherwise wouldn't have.



Industry Winning Business

Beyond their socio economic impact, the pair have received multiple product awards from both industry and consumers, including the World Tea Expo, Specialty Food Expo and of course the Best International Trade Award at the Small Business Awards in February 2017.

The Importance of Mentorship

The pair credit a lot of their success to their mentor James Tansey, from the NatureBank. "He's an absolute legend" laughs Max. Mentors are a necessity, not just a nice to have, he explains. Once you start building a good team of mentors and advisors, everything starts to get easier and you can a clarity that you otherwise wouldn't have.



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