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# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

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SEPTEMBER 2016

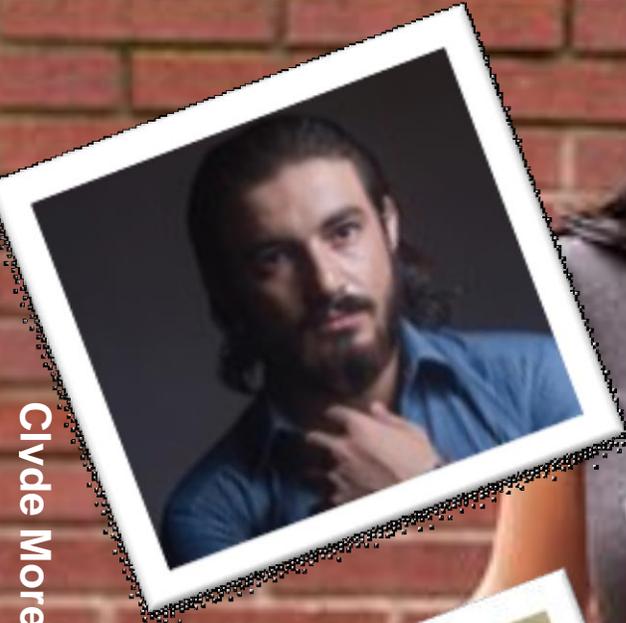
**Internet Marketing:**

*The Audience Matters*

GLENDON

LLEWELLYN LLOYD

PPC EXPERT



Clvde Moreno



Rosalie Clarke

*Who is Cath Kidston?*



**Internet Marketing  
Defined**

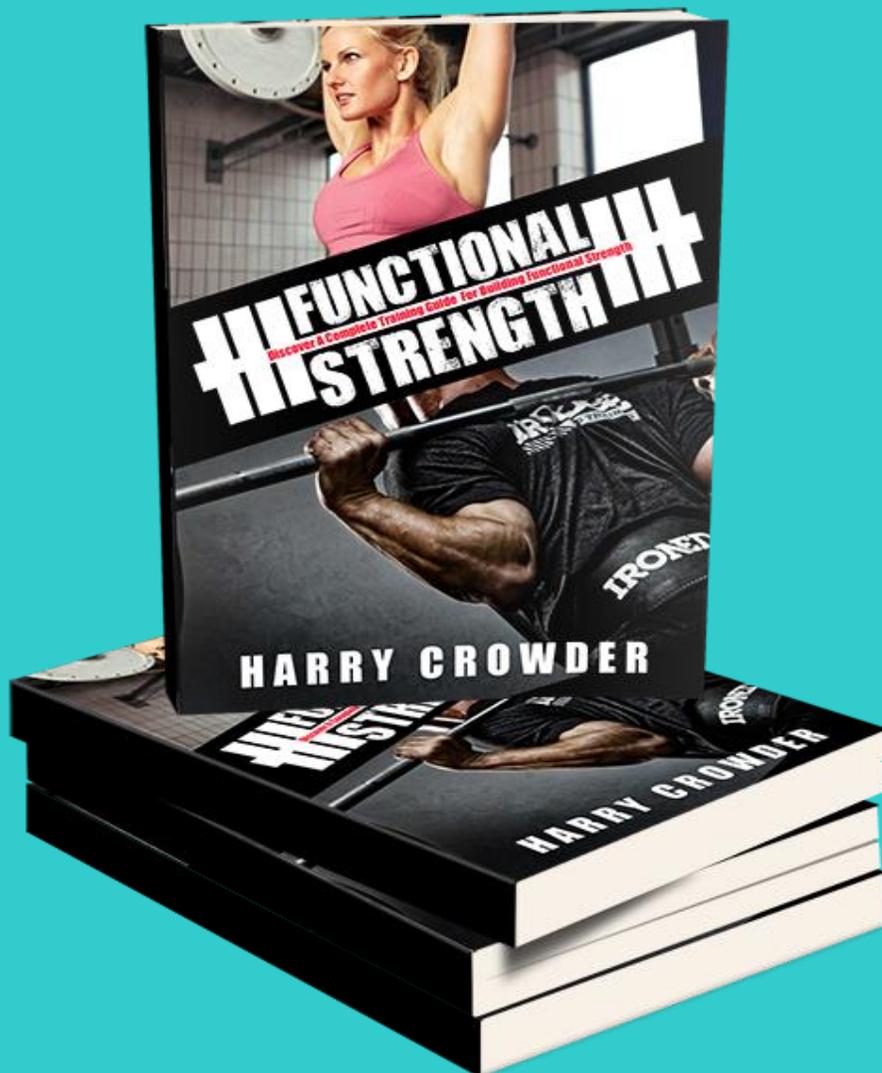
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Welcome to the **SEPTEMBER 2016 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. *This month we have MORE great articles and personal success insights, interviews, plus some ONLINE opportunities for you.*

**Internet Marketing: The Audience Matters** By: Clyde Moreno **Internet Marketing: Blog your Way to Success** By: Rosalie Clarke **Internet Marketing: Creating Strong Consumer Relations** By: Nicolas Walters **Internet Marketing through Social Media** By: Clyde Moreno **Internet Marketing through Various Means** By: Ross Burton **Internet Marketing Defined** By: Rosalie Clarke **Make the Most with Internet Marketing** By: Ross Burton **Internet Marketing: The Power of Social Media** By: Leo Wade **Tips for Your Internet Marketing Strategy** By: Leo Wade

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

Can you believe it ?

We now have over 54 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

Editor Harry Crowder

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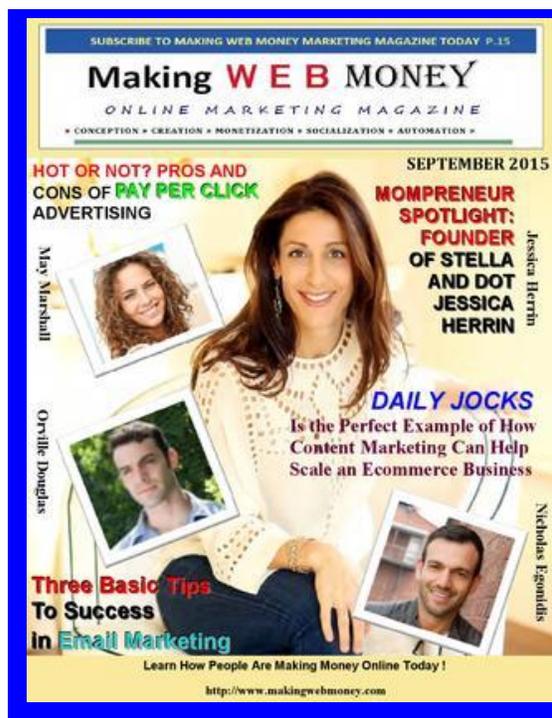
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# MWM inbox



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

What worked for you or what you think sucks, then we can make Making Web Money an even better magazine. So, send me an email with your feedback and let me know.  
harry@harrycrowder.com

## Press Release Software



### What is Offline Marketing?

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

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

### What is the easiest way to create an iPhone app?

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

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

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

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

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

## brightonSEO.>



BrightonSEO is a one-day search marketing conference and series of training workshops held, not surprisingly, in Brighton. It takes place twice a year and brings together some of the best speakers in the world of search, and definitely the best crowd.



**WHEN: September 6-9, 2016, 8:00AM**  
**WHERE: Cleveland, Ohio USA**  
**Huntington Convention Center of Cleveland**

### CMWorld 2016

Content Marketing World is the one event where you can learn and network with the best and the brightest in the content marketing industry.

You will leave with all the materials you need to take a content marketing strategy back to your team – and – to implement a content marketing plan that will grow your business and inspire your audience.

### What we want for you:

We want to inspire you to do your own epic content marketing and network with some of the brightest in the business!

### Who you will see:

Over 80 sessions and workshops presented by the leading brand marketers from around the world covering strategy, integration, measurement, and more new ideas than you can shake an orange stick at.

### What to expect:

In 2015, 3,500 marketers from 55 countries joined us – we expect even more in 2016! More brands, more breakouts, more hands-on labs, more networking (yes, it's possible!) and more CONTENT!



Three days of forward-thinking, actionable sessions in SEO, social media, community building, content marketing, brand development, CRO, the mobile landscape, analytics, and more.

MozCon speakers share next-level advice on everything from building a loyal community to making data-driven decisions in your marketing.

You won't find any stuffy networking events here—you can connect with our amazing community of industry leaders, chat with the speakers and Moz staff, pick up some cool swag, and even get a hug from our friendly robot, Roger.

## what's on



**SOCIAL MEDIA STRATEGIES SUMMIT >**



- Break down organizational silos to allow a collaborative approach to social
- Leverage trends and best practices in social media to become a better marketer
- Set up success metrics in social and content marketing to tie strategy to revenue

“Quotable: **“The problem with troubleshooting is that trouble shoots back.” ~Author Unknown**



## Twitter channels Snapchat filters with Promoted Stickers

In its effort to prove that it's not dying, Twitter is casting a wide net. For example, it's investing heavily in live sports streaming. But while some of Twitter's efforts appear to hedge against irrelevance as a core social platform, Twitter isn't giving up on core social yet either.

For example, Twitter recently unveiled Stickers, a feature resembling Snapchat filters that allows users to add graphics, such as emojis, to photos they share on the service. Stickers, which help Twitter turn photos posted by users into searchable content, were dubbed a "visual spin on the hashtag." Twitter says millions of photos have been shared on its service with Stickers.

Now, Twitter appears to be channeling Snapchat again by launching Promoted Stickers, which are similar to Snapchat's Sponsored Filters. As the name suggests, these are branded Stickers that Twitter users can add to their photos.

According to Twitter's Head of Product, Brand & Video Ads, Ilya Brown, "Promoted Stickers represents a huge opportunity for brands to drive brand affinity and raise awareness of their message at scale."

The first brand putting that claim to the test is Pepsi, which has created 50 Promoted Stickers for its PepsiMoji campaign that will be available to Twitter users in 10 markets, including the US. Brown says "this campaign marks the largest partnership between Twitter and Pepsi to date."

What is Twitter?

While Twitter lured Pepsi to be the exclusive launch partner for Promoted Stickers, the social media company, which has been struggling with stagnant user growth, is facing increased competition for ad dollars.

Much of the competition is thought to come from younger players like Snapchat, which is aggressively pursuing monetization opportunities with the goal of building a billion dollar ad business. Offerings that are similar to ad formats from Snapchat and other upstarts could help Twitter stay relevant with brand marketers to some extent. After all, if Twitter's offerings are familiar because they're similar, it might find it easier to convince marketers to give them a try.

But Promoted Stickers and offerings inspired by competitors probably won't help Twitter solve its ongoing identity crisis.

Until it does, marketers experimenting with new Twitter ad offerings will want to keep a close eye on engagement and ROI. Ultimately, results, and not formats, are all that matter.

## REACTFUL OFFERS WEB OPTIMIZATION PLATFORM TO STIMULATE VISITORS' BEHAVIOR

*New solution allows marketers to quickly select a goal and a reaction in order to encourage, for instance, a visitor to fill out a form.*

Marketers looking for ways to entice reluctant site visitors have another option today.

San Francisco-based Reactful is launching its optimization platform, which has been in beta for the last year with such brands as Kimberly Clark, Chegg, OralB, Accenture and Coca Cola. The platform, CEO/co-founder Jonathan Friedman told me, offers an easy-to-use combo of actions to stimulate user action.

A marketer chooses one of several goals from a menu, such as wanting to increase the number of visitors who fill out forms or who watch a video to the end. Reactful tracks visitor behavior to detect such signs as hesitation, interest or form abandonment, and with a few clicks, a marketer can set a specific reaction to stimulate visitor response.

A reaction could include, for instance, the visual shake of a button, a visual element like a button folding as a 3-D object, an overlay of text or the highlighting of a form. If a visitor is idle on a page, for instance, the platform might highlight the page's registration button. All reactions are displayed without page reloading.

Twenty different reactions are currently included, with another 10 coming soon. Machine learning is employed to track and improve on what works.

Reactful screen

The platform, Friedman said, is "the quickest way to actually take action on insights from website visitor behavior."

He noted that during the beta phase, business financial tool Centage employed a reaction of a small overlay window with encouraging text comments for people who started to fill out a form and then stopped. Friedman said his company's platform led to a 15-percent increase in forms being filled out.

There are a wide variety of competitors in web optimization, including Monetate, Optimizely and Adobe's Target. Friedman said his platform is cheaper and easier to use than the higher-end tools and offers more user responses and machine learning than the lower end.



Quotable:

**"Never let a computer know you're in a hurry."**

**~Author Unknown**

# ATTENTION OFFLINE MARKETERS

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# INTERNET MARKETING: THE AUDIENCE MATTERS

By: Clyde Moreno



For almost all businesses, Internet Marketing has proven to be a remarkable tool of the marketing process. It has all the attention-grabbing qualities required to attract all types of customers. And the best thing is that it allows businesses to communicate directly with their target audience.

## Build Relationships

Consumer behavior is never constant. It constantly changes which is why Internet Marketing cannot remain a static process. New strategies have to be thought of from time to time. Only communicating with the audience is never enough, you need to build inter-personal relations with them. Just as in the actual market, creating and managing strong consumer relationships should be given importance.

## Tools for Internet Marketing

The process of advertising or promoting one's products or services with the help of the Internet is known as Internet Marketing. There are some tools available that businesses can include in their online marketing strategy. Some of them are:

- Email Marketing
- Affiliate Marketing
- Content Marketing
- Social Media Marketing
- Online Video Marketing

**UNDERSTAND YOUR  
AUDIENCE ENTIRELY AND  
CREATE A BUSINESS  
FRAMEWORK TO SUIT  
THEM.**

## Focus on Your Audience

While creating the campaign for online advertising, most marketers usually focus only on the predetermined objectives. These may include those results that are desired from the campaign. But often the goals related to the target audience are overlooked which is a serious mistake.

Online marketing and advertising in any form must focus on creating strong relationships with the target audience. Researching the needs and wants of different consumers is the best way to determine what they want. The primary goal is to allow the audience to find value in what your company is offering.

As a business, it is important to let your audience know that your business respects their needs and will put them above your business's objectives.

Understand your audience entirely and create a business framework to suit them. Pay attention to their insights and advertise accordingly. This is the best way to get the most out of your internet marketing strategy.

# MWM success story

## MEET REID HEMSING, TWO WHEEL GEAR



Throw everything else aside and commit. It's an all-or-nothing approach that isn't for everyone, but it certainly paid off for Reid Hemsing, the Founder of Two Wheel Gear. His outdoor lifestyle brand of cycling bags was snapped up by Mountain Equipment Co-op stores across Canada after only one year of incorporation, and the business hasn't slowed down since.

Reid didn't always work this way. He balanced being employed at his day job with running his start-up on nights and weekends for years. But it took wholly dedicating himself to Two Wheel Gear to see real results.

### Quotable:

“

User, n. The word computer professionals use when they mean "idiot." ~Dave Barry

“If you want to give your business a real go, you have to focus your full-time effort and attention on it,” he says. “That’s how you’ll get it to fly off the ground.”

By leaving his corporate position for an entrepreneurial career, Reid brought Two Wheel Gear from a bag made in a basement to a line of luxury goods used on the streets by commuting professionals every day.

Here’s how he did it, and how others can use free resources and go through processes like production and importing to find small business success.

### Tap Free Resources to Start, Finance and Grow

“There’s a lot of help out there if you ask for it,” Reid says, and it’s clear he knows what he’s talking about. The entrepreneur has a long list of free resources that he used to help Two Wheel Gear develop as a Canadian small business.

To launch his start-up, he looked to Futurpreneur and BDC for capital, hired a strategic coach through government grants, worked with mentors and consulted with Small Business BC Business Advisors one-on-one to answer specific questions tailored to his business needs.

Reid also took advantage of valuable information that he learned in entrepreneurial classes and speaking engagements, found interns from UBC and BCIT programs and constantly gathered customer feedback.

He’s still smart about sourcing knowledge and financing, and continues to collaborate with other organizations to grow his business. Reid is currently working with Export Development Canada, The Canadian Trade Commissioner Service and The National Research Council, among other organizations.

### Must-Know Knowledge for Import Businesses

When asked what lessons he’d pass on to other business owners who import their products, Reid simply states, “Get educated!”

The Two Wheel Founder recommends booking a one-hour consultation with Small Business BC, too. He praises how it saved him time and money with, “I went for a consult... and it saved me around \$2,500 a few weeks later when dealing with our customs broker. That short meeting taught me that our products were actually subject to lower import duties than my broker was even aware of.”

### Find the Right Production Partners

Though Reid initially tried to manufacture his products in Canada, it was soon apparent that local production was unmanageably technical and expensive. The bike bags’ production had specific needs that could only be feasibly met abroad. But the Two Wheel Founder didn’t know how to find the manufacturer that was right for them.

He had to reach out to one of his large retail clients for a recommendation for a high quality, ethical and socially conscious manufacturer. But with their referral, many teleconference conversations and in-person meetings, he was able to find the ideal place to produce his products.

**Business owners, even if they’re first starting out, should be confident in their partners. Setting a high standard for who you work with over your product is crucial to creating a culture of customer loyalty, reputability and future profit.**



## Set a Smart Location for Your Small Business

Where you're located can make a significant difference on your business, depending on your product or service. For Reid, it made sense that Two Wheel Gear would be located in BC.

"[I chose this location because] I consider it the cycling capital of Canada," he says, praising BC. "The bike infrastructure is years ahead of other cities, the climate is suited to year round bike commuting and it's a prospering place for small startup companies if you can afford to live out here."

By setting his headquarters in an area central to his market of bike commuting professionals, Reid was able to optimize his ability to collect and apply customer feedback to his products. Entrepreneurs can follow his lead by taking BC's many advantages, from niche markets to the wealth of natural resources, and applying them to their businesses.

## Make Your Own Fate

Reid leaves with some final words on making your own fate.

"Believe that you can achieve what you set out to do," Reid advises other entrepreneurs. "I've been told everything from 'you're a genius' to 'you're a joke.' I try not to let any of it get to my head because at the end of the day, you only have to answer to yourself."



***"Believe that you can achieve what you set out to do."***

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# MWM ask the expert

## SOCIAL MEDIA INTERVIEW: MANDY MCEWEN AT MOD GIRL MARKETING

By: Veronika Baranovska

### Short description of you and your company

I'm Mandy McEwen, Founder and CEO of Mod Girl Marketing. Based in California, Mod Girl is a full service inbound marketing consultancy that helps modern companies grow through strategic inbound marketing efforts. We have helped businesses of all types, but we specialize in the technology and healthcare sectors. Our clients are generally successful B2B tech firms and healthcare service providers with great offline businesses that need strategic guidance to hit their online marketing stride. They seek better search presence, qualified leads stemming from their online efforts, more robust content, and improved sales conversions.



*The best social media managers are social butterflies by nature. They aren't the quiet wallflower types who hide behind a computer. They are people who love all aspects of socializing – quick thinkers who are up for new, innovative ways to tell stories and engage audiences.*

Did you know:  
?

There are seven people in the world who hold the 'keys to the Internet'. Should an extreme natural disaster or terrorist attack disrupt Internet communication, five of the seven key holders can come together to re-boot the system.



# MWM ask the expert



## How and why did you get started in social media?

I started my digital marketing journey over a decade ago when SEO marketing was all the rage. This work naturally evolved into SEO AND Social Media Marketing, as the social media sites became popular. You really can't perform effective SEO without focusing on content and content promotion. Blogging has always been my SEO weapon of choice. Blogging without social media is like trying to drive a car without the right type of fuel.

## What do you believe are the benefits of using social media for business?

At first, no one was sure what the quantifiable returns of social media would be. But, over time, we saw that customer engagement and loyalty could really be solidified through these channels. Furthermore, social media was an excellent thought leadership platform. It's a great place for businesses to demonstrate expertise, differentiate themselves from the competition, and stay ahead of trends in their respective industries.

## What are the common mistakes business owners make when building brand awareness through social media?

The most common mistake businesses make with social media is the tendency to "set it and forget it". They think that creating a social media page alone makes them look more desirable to prospective customers. In reality, having a social media presence is as bare minimum a requirement these days as having a main website or a customer service hotline. If companies are going to invest in social media at all, they need to do it right by creating fresh, daily content. They also need to develop long-term marketing strategies to sustain their profiles over time. You're better off having no profile than an old, static profile that hasn't been updated. If the budget is limited, we recommend focusing on managing one social account well, rather than spreading yourself too thin.

## What qualities do you think social media managers should have?

The best social media managers are social butterflies by nature. They aren't the quiet wallflower types who hide behind a computer. They are people who love all aspects of socializing – quick thinkers who are up for new, innovative ways to tell stories and engage audiences. They are hosts, networkers, entertainers and communicators, first, but their secondary hat is that of a student. They are committed to understanding the latest technology and how to use social media tools to further their goals. They are proactive, but also quick on their feet, in responding to negative reviews, comments or posts that threaten everything they've worked to achieve. The best social media managers are upbeat and positive, quick to move on from any speed bumps that will inevitably arise.

## How do business owners know if their social media campaign is working?

Business owners know if their social media campaign is working if they see:

Increases in website traffic from social media outlets.

Increases in engagement on their social media (as demonstrated by likes, shares, comments, or direct messages.)

Their social audiences continue to grow.

How do you see social media evolving over the next 5 years...what do you hope to see?

Live video is hot right now and we expect that to only grow larger. Video, in general, has continued to play a big part in our clients' social media efforts – often surpassing our expectations for likes, shares and leads. The 'live' feature just adds another fun element to the mix. Virtual reality is said to be on the horizon, so we've got our ear to the ground for ways our clients can get involved with the sort of experiences prospects are looking to have. So much can happen in five years, that it's almost impossible to fully imagine the possibilities. This Pokemon Go craze, the Internet of Things, and the potential for augmented reality is going to fuel the next generation of social media. It all begins with a handheld device and transcends into just 'life' in general, I think, for sure.

### **What do you think are some of the consequences of not getting on-board with social media?**

If you don't have an active social media presence, you are missing out on tons of potential revenue. You are also giving your competitors an advantage and not showing the world how amazing your company is. Thus, it will be hard for your company to ever reach its full potential.

### **What are your thoughts on social media versus more traditional marketing activities?**

Social media should be inextricably intertwined with all offline marketing materials. Mailers and brochures should include company's social media links and QR codes if possible. Likewise, you can use your social channels to push and promote your offline marketing events.



***"If you don't have an active social media presence, you are missing out on tons of potential revenue. You are also giving your competitors an advantage and not showing the world how amazing your company is."***

Here at Mod Girl, we personally have seen huge success with LinkedIn and Twitter as our mediums of choice. I love Twitter as an outlet for brand building and thought leadership. It's the ideal space for our clients to connect with like-minded individuals who are doing great things in their industries. LinkedIn is a B2B goldmine, worth every cent invested. Our clients have built strong connections with prospects and business partners that have paid dividends to their bottom lines.

### **Which one best practice would you recommend about using social media to grow a business?**

If you want to grow a business using social media, focus on mastering one network. Get a solid content calendar with a month's worth of social media posts off the ground. You can mix in news links, but develop at least 1-3 posts of original content each week. Allow some room for spontaneity and keep your ear to the ground for industry news or trending topics. Blog, blog, blog! The importance of blogging cannot be overstated. Finally, take advantage of social media management tools like Sendible, Sprout Social, and Hootsuite to push your content to bigger audiences and remain competitive.

# MY BLOG PROFITS COACHING



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To Blog Profitably!

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# INTERNET MARKETING: BLOG YOUR WAY TO SUCCESS

By: Rosalie Clarke

The internet is filled with many ways to help promote and market your business. Every feature of the World Wide Web can help you in your Internet Marketing strategy. You can build a website, create a page on a social networking site, create an email list of potential customers, and so much more.

## Blog More, Achieve More

One more exciting way of enhancing your marketing strategy is by developing and maintaining a blog. Blogs have been around for quite some time now, but their popularity has only recently become noticeable.

Creating a website is a great start to your online marketing plan, but what next? You obviously need to drive traffic to your site by updating it frequently. Nobody likes an inactive site. The next best thing you can do is create a blog that is associated with your website.

Blogs are an excellent way of communicating with millions of readers online. You can pass on your views by creating a blog of your own and can gain followers within minutes. This is exactly why it happens to be a great tool for online marketing as well.

***Remember, the more readers you have, the further your marketing efforts will go. So try to keep your blogs interesting.***

## Increase your SEO Opportunities

Every time you decide to update your blog, it becomes one more page on your website. This means that you have one more opportunity to turn up on search engines. This also intimates Google and other search engines that your site is active, and they should keep checking in to see the new content.

Through blogs, you can also increase your chances of getting noticed on social media sites like Facebook or Pinterest. Remember, the more readers you have, the further your marketing efforts will go. So try to keep your blogs interesting. Social media exposure will also help in attracting new customers to your business quickly.

# INTERNET MARKETING: CREATING STRONG CONSUMER RELATIONS

**By: Nicolas Walters**

As a businessman, you must continually look for new and innovative ways of making profits. Everybody knows the best way to up your sales is by advertising and marketing your business effectively. And Internet Marketing will help you with just that.

## The Internet is on Everyone's Mind

Why market on the web? This might be the first question that comes to your mind, especially if you are not an avid user of the internet yourself. And this issue is the first thing this article will answer.

Multiple studies conducted on consumers have revealed that a maximum number of buyers consult the internet before deciding whether to purchase a product. They made either look through social networking sites or may go through research on the web. Through this, they compare the prices and the qualities of different products.

## Customer Relations is Key

An important benefit of incorporating internet marketing as a business strategy is the effect it will have on your client relationships. Through the web, you can build a closer and a personal bond with your consumers thus strengthening the relationship. At the same time, it will help in reducing costs as online communication is the most cost-effective means of communication.

When a customer decides to purchase something from your online store, he strikes an invisible relationship with your company. And maintaining this relationship is your duty. You can email customers thanking them for their purchase and provide details of their order. You can keep them up-to-date on the latest offers and programs in your store. You can also invite customers to come on your website and share their views regarding your services. All this are critical steps in securing and cementing the relationship.

One important thing to remember is that as a business it is not only important to attract new customers. You must also focus on re-captivating your existing clients. Research has shown that this is the most profitable approach.

# MWM gadgets & toys

## THE TOUCH HB RING LETS YOU FEEL YOUR PARTNERS

Anyone looking for a high-tech wedding ring or just a way to feel closer to their partner, may be interested in a new HB Ring that has been created by the Touch and allows you to feel your partner's heartbeat in real-time no matter where they are in the world, although you will require a data connection.

A set of HB Rings are available to pre-order from \$600 although rose gold version is also available priced at \$3,000 if your budget will stretch. The creators of the HB Ring explain a little more about it.



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

## OMSIGNAL OMBRA

Is the world's first smart bra really something women have been eagerly awaiting? The OMBra isn't quite as daft as it sounds. It's a sports bra with adjustable straps and removable padding for a comfortable fit, but there's also a little black box that tracks your performance. After each workout it syncs up with a smartphone app to give a detailed output of things like distance covered, heart rate, calories burned, breathing rhythm, and more. <http://www.digitaltrends.com/>



## You want it

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

## WalabotDIY allows consumers to gain X-ray vision for home improvement

The WalabotDIY is a 3D imaging tool that offers consumers the chance to enjoy 'Superman vision' when it comes to tackling home renovation projects, construction and DIY tasks. Vayyar Imaging is the company behind the WalabotDIY, a device that has been specially created for the home renovator, construction worker, and DIY enthusiast.

With the WalabotDIY, one will be able to see through drywall, cement and other materials in order to determine the location of pipes, wires, and even rodents' nests if you would like to flush out those pests. It is available in the US at launch exclusively, where the power of 3D imaging will now be made available to consumers in the palm of their hand for the first time.



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

## OZONE RAGE Z50 SERIES GAMING HEADSETS

OZONE has taken the wraps off new gaming headsets in the form of the OZONE RAGE Z50 Series, which provide a high comfort and fully adjustable headset made from "premium materials, soft-



leather padding and low-weight durable plastic" says OZONE.

OZONE explains more about the features you can expect from the new RAGE Z50 gaming headsets in today's press release :

Fully retractable Microphone – We love freedom and that's exactly what we offer to you in every single product. With Rage z50 you can adjust the mic to your exact needs, or simply retract it into the earcup and keep it safe. We just want you to be focused at all times. A total immersion in the game, in the fight .

Premium stereo sound – Our Rage's series of audio products have been designed with an meticulous care and an unique design that has become in one of the most successful products of the Brand. Rage Z50 is optimized for both the lower, mid and high frequencies offering a stunning quality experience and a better sound positioning.

Available in glow and classic colors – Nowadays gamers have a way of life quite different than some time ago. We adapt our products to fit in every gamer's lifestyle. Our product design is eye-catching, comfortable and available in several colors to fulfill all your needs. Just choose which one suits you and take it wherever you go.

Extreme motion. Extreme GLOW – When we are ingame, new emotions arise. Joy, pride, surprise , fear , courage. Feelings that can make us reach the top. With the new Glow Series headset line we want to express that sea of emotions that are created within the game. 4 different colors available. Just choose yours. And use it to win.

Compatible with Smartphones, Tablets & PCs – Whether you like to listen to your favorite song on your Smartphone, watch a movie on your tablet or enjoy an intense Gaming session on your PC (Mini Jack Splitter included), Rage Z50 will deliver the best sound quality in every device.

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

Did you know



Gmail was originally a free email service for Garfield fans until Google acquired the domain in 2005 for an undisclosed sum.

# INTERNET MARKETING THROUGH SOCIAL MEDIA

By: Clyde Moreno



## Fundamentals of Good Social Media Marketing

Understanding the ways of social media marketing can be tricky. But with the right knowledge you can surely overcome all the barriers. Here are ten social media marketing essentials to keep in mind while promoting your business:

### 1. Talk Less, Listen More

Try to focus more on what your potential customers want rather than imposing your ideas on them. You can learn things by reading their online content and researching their likes and dislikes.

### 2. Stay Focused

Rather than trying to implement yourself everywhere it is better to stay focused on a single goal. Having a focused online marketing strategy and stick to it.

### 3. Maintain Quality

Do not worry about quantity and try to think more about quality. Having just 100 followers and providing them with high-quality services is better than having 1000 followers who are not happy with your performance.

### 4. Be Patient

Nobody becomes a success without having to struggle. Stay patient and focused on your goal and you will succeed in no time.

### 5. Add Value

Do not spend all your time on the site in promoting your business. Try to interact with your followers and start conversations with them. Focus less on making profits and try to create relationships with your customers.

Long gone are the days when people used to spend money on advertisements in the newspapers or television and radio. The internet is what's happening right now! Termed as Internet Marketing, it has added new dimensions to marketing like never before.

## Powerful Medium of Communication

One of the most influential ways of marketing your business online is through social media. Social media marketing can help you reach almost every corner of the world. While social media marketing is extremely fruitful, it isn't that easy. And more so if you are doing it for the very first time. Only with the right ideas

---

*Stay patient and focused on your goal and you will succeed in no time.*

---

**JVZooHost.com**

**FAST**  
AFFORDABLE, DEPENDABLE  
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**WITH JVZOOHOST!**

JVZooHost is dedicated to providing safe, fast, and affordable web hosting with superior support. You can concentrate on running your business and rest assured your website will be up and running. Get your site noticed on the web today with JVZooHost!



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**USE COUPON FREEMONTH**

**FOR 1 MONTH  
OF TOTALLY FREE**

**WEB HOSTING**

**FROM JVZOOHOST**



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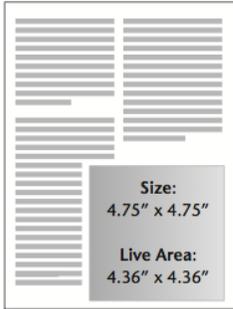


Full page, Half page, 1/3 page, 2/3 page, 1/4 page, 2 page spread

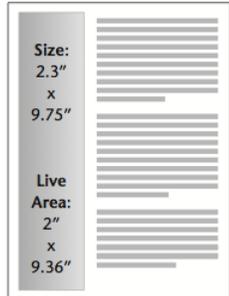
Please contact us at <http://makingwebmoney.com> to book your advertising slot,  
We will match your ad size buy x 2 with Article Space about your product.

or you can book via support here: [support@makingwebmoney.com](mailto:support@makingwebmoney.com)

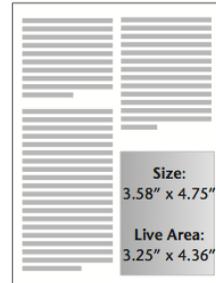
1/3 PAGE SQUARE



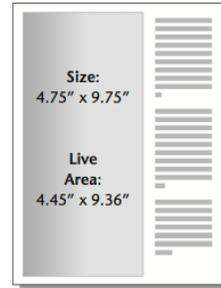
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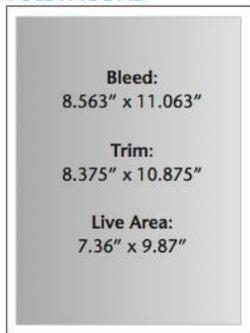
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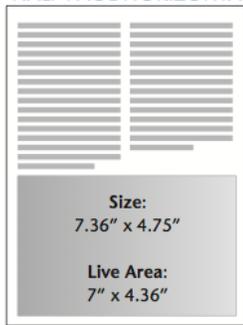
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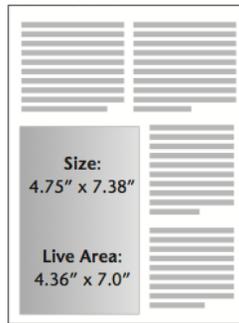
FULL PAGE AD



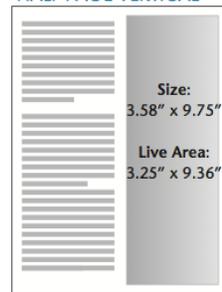
HALF PAGE HORIZONTAL



1/2 PAGE ISLAND



HALF PAGE VERTICAL



\*Your ad will remain in the FREE digital back issue available from our website for perpetuity

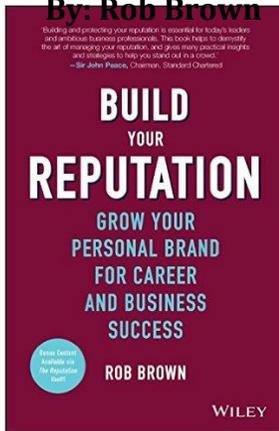


<http://makingwebmoney.com>

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

### Build Your Reputation: Grow Your Personal Brand for Career and Business Success

By: Rob Brown



Stop being a well-kept secret and start being the go-to choice. Your reputation is what people say about you when you're not there. It's your most powerful

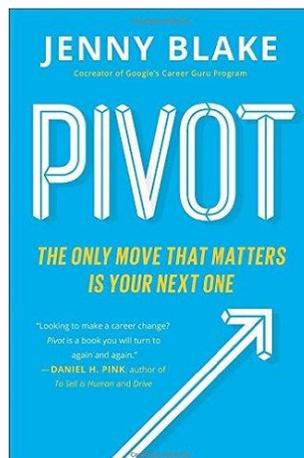
asset for business growth, career enhancement and freedom of choice in many aspects of life. Yet too many people leave it to chance. They are a well-kept secret – it's not enough to be the best, you have to be seen to be the best.

Build Your Reputation will show you how to master the skills of brand-building to develop a powerful profile and a formidable name. You'll learn how to identify your brand and where it fits into the big picture, and then you'll learn how to become the obvious choice for whatever it is you do. Becoming known isn't a matter of chance, nor is it a matter of luck – it's a practical set of highly coachable skills that anyone can learn. Learn how to build credibility, connect with the right people and make your achievements known.

- Identify and build your personal brand
- Position yourself strategically for maximum impact
- Attract the right relationships and the right attention
- Become the go-to guru for whatever you do

### Pivot: The Only Move That Matters Is Your Next One Hardcover

By Jenny Blake



Jenny Blake, author of Life After College and former career development program manager at Google, reveals how to methodically make your next career move by doubling down on what is already working.

Careers are not linear, predictable ladders any longer; they are fluid trajectories. No matter our age, life stage, bank account balance, or seniority, we are all being asked to navigate career changes much more frequently than in years past. The average employee tenure in America is just four to five years, and even those roles change dramatically within that time. Our economy now demands that we create businesses and careers based on creativity, growth, and impact. In this dynamic world of work, the only move that matters is your next one.

Drawing from her own experience and those of other successful pivoters, Jenny Blake has created a four-stage process that teaches anyone how to seamlessly and continually:

- Double-down on existing strengths, interests, and experiences
- Find new opportunities and identify skills to develop without falling prey to analysis-paralysis and compare-and-despair
- Run small experiments to determine next steps
- Take smart risks to launch with confidence in a new direction

This book is for anyone searching for an answer to the question, "What's next?"



Have you been wondering to promote your exclusive products on the best social shopping sites like Instagram, Wanelo, Polyvore, Pinterest, Fancy, WeHeartIt, Keep, Shopcade, Facebook, Twitter etc.. It is indeed a great idea to do that for showcasing your products to the world.

But have you ever thought if you had a tool which makes your life easier by collecting your products right from your Shopify store and sharing it on these networks within a snap. Guess your wait is over.

Outfy is the one stop productivity tool to manage the presence/distribution of your products on social & e-commerce networks.

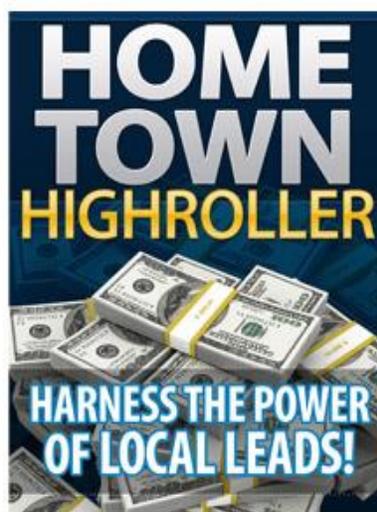
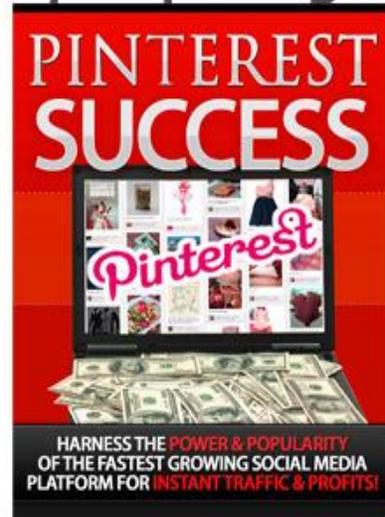
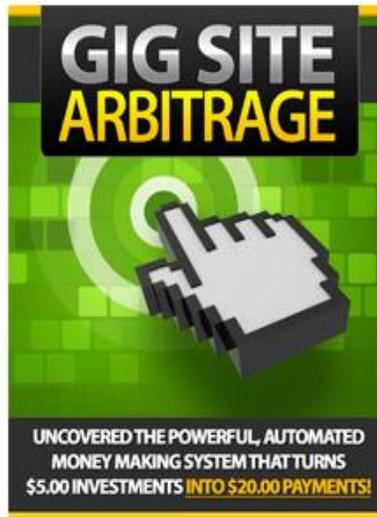


Chatra Live Chat allows you to sell more, answering questions and alleviating concerns to help visitors place an order. Use it to collect actionable feedback to improve your store: identify problems, collect contact info and understand your customers better.

Chatra allows you to see shopper's cart contents in real time to identify most valuable customers and provide tailored assistance.

# Hottest Marketing Topics Online...

[Just a few examples of our recent report packages]



**Get Instant Access To The Complete Back Catalogue Currently That's 50 PLR Report Packages...**

**+ 2 Brand New Reports Each Month!**

# 74 PACKAGES

**IN THE FIRST YEAR AND NO RENEWAL FEES**

[You Get Lifetime Access With Nothing More To Pay]

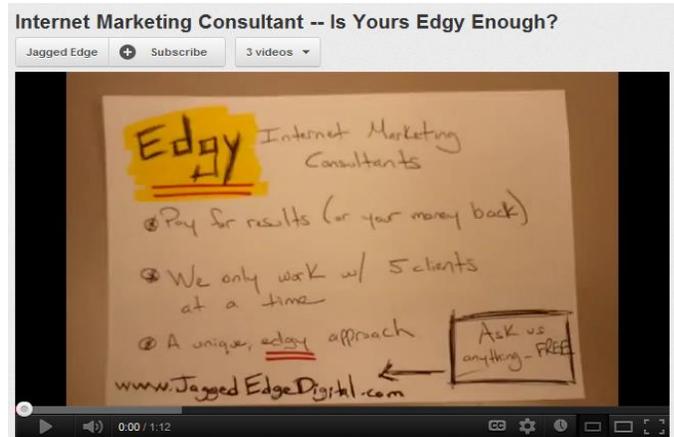
**Don't miss this INCREDIBLE opportunity**  
**Because every smart business builder needs great content!**

As a 'Lifetime Platinum' member of **Automated List Profits** you'll be among the elite in marketing who can effortlessly build targeted mailing lists BURSTING at the seams with hungry and loyal buyers.

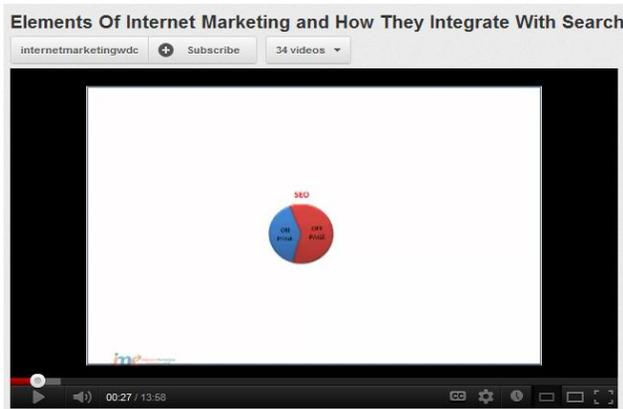
<http://magingwebmoney.com/videos>



<http://www.youtube.com/watch?v=RSkWqI7M3Ts>



<http://www.youtube.com/watch?v=6t6ba6Cj690>



<http://www.youtube.com/watch?v=rzEuURaTiZU>



<http://www.youtube.com/watch?v=h5GQm55ccTk&feature=related>



<http://www.youtube.com/watch?v=0CaUcIwPsH8>



<http://www.youtube.com/watch?v=EYN1BjtZ6nc>

# INTERNET MARKETING THROUGH VARIOUS MEANS

By: Ross Burton



With the advent of Internet Marketing, businesses have been able to reach new heights regarding advertising. Every second of the day millions of people access the internet and view their advertisements, and this has helped businesses gain customers by the thousands.

## Marketing through SEO and SEM

Search Engine Optimization (SEO) and Search Engine Marketing (SEM) have played a critical role in the growth of online marketing. For those of you who do not know, SEO and SEM enable your name or your company name to be affiliated with search engine results.

Every time a user enters a related keyword, the associated business's name will appear as part of the search engine results. Businesses having strong SEO or SEM strategies are more likely to be selected by a user researching for similar products or services.

## Marketing through Affiliation or Association

Making use of an associate or affiliate program may not make sense for most businesses, but it happens to be one of the best ways to ensure the proper marketing of your business. With the help of an associate program, other people who want to see your company grow can assist you in your marketing efforts. They can help spread the word and market your business on a commission basis.

## Marketing through Email

Through emails, you can personally communicate with all your potential and existing customers. You can send personalized email based on the needs of each. Pay attention to the purchasing habits and other details of your clients. Evaluate these features and approach them accordingly.

You can also give your customers the option of signing up to receive emails and alerts from you. This method will show your client that you are thinking about providing them with benefits as well and are not just in for the profit.

***Through emails, you can personally communicate with all your potential and existing customers. You can send personalized email based on the needs of each.***

An OPEN LETTER to Anyone Serious About Increasing Their Web Traffic,  
Exploding Their Online Sales, And Getting More Targeted Buyers...

## Who Else Wants To Generate Huge Spikes Of Traffic & Skyrocket Your Sales & Leads!

**This Is As Close to Personal Training As It Gets...**

Follow My Step By Step Blueprint To Master The skill Of Getting  
Qualified Visitors To Your Offer, Build Your Email List, And Grow  
a Loyal Following of Your Own!



**This Is For You If:**  You are a vendor selling your own products  You are  
an affiliate promoting other people's products  You want to quickly test and validate ideas before  
going all in  You're bringing your offline business online and you want to get leverage   
You're looking for advertising avenues for your business or SME clients  You want to generate  
qualified leads (don't we all?)

**For The Next 12 Months, I Will Show You Step-By-  
Step How To Implement 12 Different Channels To  
Draw Targeted Visitors To Your Site.**

**What A Difference 12 Months Can Make [Click Here](#)**

# MWM Q&A

## PPC EXPERT INTERVIEW: GLENDON LLEWELLYN LLOYD

By: Elisa Gabbert



***"Our primary goal has been to drive traffic and the resulting conversions of visitors to purchase."***

Glendon Llewellyn Lloyd is the e-commerce director at Tszuji, an online home storage store specializing in shoe storage and clothes storage solutions for the home. Glendon manages Tszuji's SEO and SEM, ensuring these efforts are both optimized and profitable.

**Tell us a bit about yourself. How long have you been using AdWords? Are you an Agency or an Advertiser? What is your primary goal for AdWords marketing?**

Tszuji is a pure-play Internet business that operates in the niche home storage area. We have been using AdWords since we launched in September 2008. All AdWords management has been undertaken in-house from the outset – the rationale behind this being that no one knows our business as well as we do. Our primary goal has been to drive traffic and the resulting conversions of visitors to purchase.

## **There are tons of metrics in AdWords – What are your top 3 key performance metrics in AdWords and why?**

Our top 3 KPM's are Quality Score, click-through rate (CTR) and CPA/ROI:

- Quality Score because this is one of the key determinants of cost per click (CPC) and position.
- CTR as this again is a key factor in CPC and QS.
- And finally CPA as this dictates the level of profitability we derive from our campaign.

## **Can you describe your AdWords management strategy? How do you set your campaign objectives, and how do you know what's realistic or not?**

Our strategy can loosely be defined as the effective management of conversions and costs relative to visits. Objectives are set based on ROI/gross contribution – the only reality in business is profitable execution, so campaign objectives are centered around profit objectives and expectations. Our belief is that only the very largest of organizations can afford the luxury of branding marketing – our objectives are dictated by gross contribution to the business from all our marketing initiatives.

## **Describe your AdWords management workflow. When you're doing your account optimization work, how do you decide what to do next in your account? How do you prioritize your work?**

The management workflow depends at which point one is at with a campaign or ad group. Keyword management is the key to AdWords irrespective of which stage one is at and this is a number one priority. Optimization of keywords is critical to any success – from keyword identification to keyword bidding to negative keyword additions. This in turn impacts creation and management of landing pages and ad creative to ensure optimized relevance and subsequent Quality Score, CPC and CPA improvements and achievements.

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**ALWAYS BE MINDFUL  
OF YOUR PRIMARY  
BUSINESS OBJECTIVE –  
TO CREATE INCREASED  
WEALTH.**

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## **Any advice or tips for AdWords marketers that didn't score as well as you?**

Ensure your Quality Score is a focus – achieving improved QS results in lower costs per visit and acquisition. Always be mindful of your primary business objective – to create increased wealth. In order to achieve this any, and all, marketing undertaken must enjoy a positive ROI.

What did you think about the categories we included in the AdWords Grader (Quality Score, CTR, Use of Negative Keywords, Account Activity, Landing Page Optimization, Ad Text Optimization, Long Tail Keyword Optimization, Impression Share, adherence to best practices) were they fair? Anything missing?

I think these are all important aspects of any campaign although I have to admit being less fixated on IS than the other facets of AdWords management. The one aspect missing for me is bounce rates – these have the ability to illustrate either poor relevance of creative/landing page or, as importantly, missing product choices. The latter offers an opportunity to investigate the sourcing of additional products to appeal to those “bouncers.”

# "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
- • **...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!

[Get your copy today!](#)

# MWM useful links

## Make a point of checking them ALL out!

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



# INTERNET MARKETING DEFINED

By: Rosalie Clarke



**Marketing** is the best way to ensure your company's success. Through marketing itself you can increase your businesses revenues by almost 50%. And what could be better than marketing through the world's favorite medium – the Internet!

## What exactly is Internet Marketing?

Any activity that involves using the World Wide Web or email for the purpose of marketing or advertising products or services is known as internet marketing. Online marketing can be classified into three types:

- **Marketing through Websites**

This involves the creation of new websites, the use of existing websites, advertising of products on search engines, and much more.

- **Marketing through Email**

This involves the promotion or advertising of products or services through the medium of emails.

- **Marketing through Social Media**

This involves the use of social media websites like Facebook, Twitter, Tumblr, etc for the purpose of advertising or promoting the business.

## Who Uses the Internet for Marketing?

No matter how big or small your business is marketing on the internet will be beneficial for you. With today's technology oriented lifestyle, almost everyone is constantly accessing the internet for some reason or the other. The internet has no age barriers. And this is why the internet happens to be the perfect place to advertise your business. The more you advertise online, the more chances of people noticing your business.

The internet is also the best way to communicate and engage with your customers. Customer relations are thus maintained easily. Brand name promotion is especially important as it determines the extent of your consumer base. And the best way to promote your brand is of course online marketing.

As a business your main objectives should not only include profits but also customer interaction and customer satisfaction, and internet marketing will help you with that as well.

Internet marketing can also help you perform other marketing activities like market research and much more.

# MWM marketplace

Domains, Websites & Products For Sale.

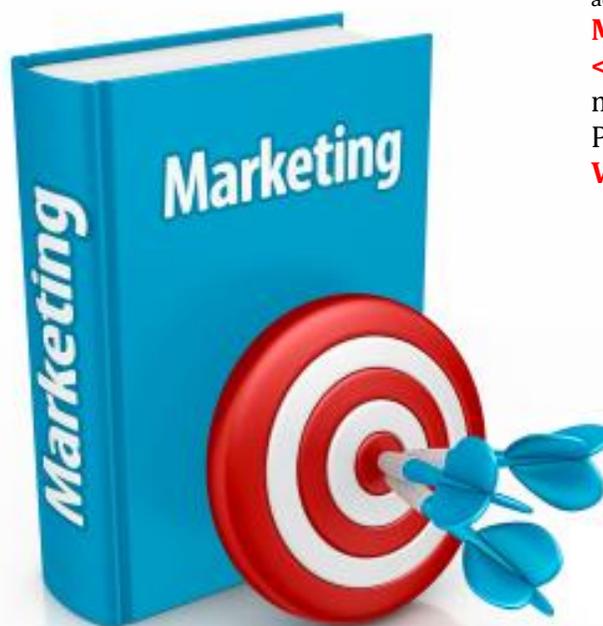


Your Ad here

ads@makingwebmoney.com

**Contact Us**

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



Domain for sale

Contact:

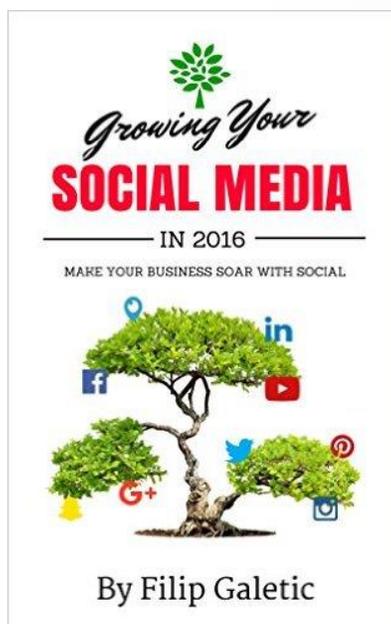
ads@makingwebmoney.com

**Make an offer**

<A great brand name for an internet marketing

Product or service

**ViralInternetMarketing.com.**



[Growing Your Social Media in 2016: Make Your Business Soar with Social](#)  
By: Filip Galetic



## PASSIVE INCOME

5 Proven Methods That Will Help You Think & Produce LIKE A MILLIONAIRE



Scott Green

[Passive Income: 5 Proven Methods That Will Help You Think & Produce Like A Millionaire \(make money online, online business, how to make money online\)](#)  
By: Scott Green

Quotable:



“Computer Science is no more about computers than astronomy is about telescopes.” ~Edsger W. Dijkstra



# 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.

## **WPMemberSite.com**

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

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

## **CheapestArticles.com**

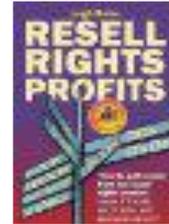
We have the cheapest article packs on the internet. Our experienced english speaking writers will quickly and expertly craft quality articles that will help you promote your business online and increase the ranking of your web pages. We also offer article submission services, press release writing services & sales copy writing. One of our more popular packs is our Combo Article Writing and Submission services. Click 'Combo Packs' on the left menu.

## **ResellDeals.com**

We have the cheapest and best PLR content available a-lacarte on the internet. Our experienced english speaking writers & graphic designers expertly craft quality articles, ebooks, sales letters, graphics packs, templates and software on a weekly basis. You can purchase any PLR content and use it to help promote your business online and increase the ranking of your web pages. One of our more popular packs is our 319 Premium Wordpress Themes. Click 'Themes' on the left menu. It's currently FREE!

## [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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## Veronika Baranovska

Veronika is a content marketing specialist at Sendible.com. As of today, she has five years of social media marketing experience under her belt as well as knowledge of SEO, e-commerce and email marketing. Veronika earned her Bachelor of Arts degree in media and cultural studies in 2013.



## Ross Burton

Ross Burton used to run their family business but he wanted to do something else. He explored Internet marketing and he is now his own boss.



## Rosalie Clarke

Rosalie Clarke started online marketing in 2010 when she had her second child. Giving up her job was hard for her but she has found fulfillment in being a stay-at-home mother to her kids while earning.



## Elisa Gabbert

Elisa Gabbert is the Content Marketing Manager at WordStream, where she manages the WordStream Internet Marketing Blog, social media and other content marketing efforts.



# MWM contributors

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## Clyde Moreno

Clyde Moreno used to be a full-time real estate agent. To boost his business, he learned Internet marketing. He now runs his own digital marketing company based in Brisbane.



## Leo Wade

Leo Wade got his Internet marketing skills from his brother, Liam. He started by observing and learning from his brother's company. He is now the Operations Director.



## Nicolas Walters

Nicolas Walters has been in the online marketing business for 5 years already. While not exploring Google and social media, he spends his time car racing.



# MAKE THE MOST WITH INTERNET MARKETING

By: Ross Burton



*The flexibility and ease of online marketing, not to mention the massive worldwide platform it provides, has captivated millions of businesses.*

Every business needs some marketing to attract customers. The bigger the marketing platform, the better chance of increasing profits. There is no doubt that the internet is the most dominant marketing platform as of now, which is why Internet Marketing is booming!

## **Internet Marketing is Everywhere**

Internet marketing or online marketing is slowly leaving all others forms of marketing behind. The flexibility and ease of online marketing, not to mention the massive worldwide platform it provides, has captivated millions of businesses.

The number of firms that have taken to online marketing is ever-increasing with no end in sight. And for good reason too. Today everybody, no matter how young or old, is becoming tech savvy. There are so many people who are glued to their computers or mobile phones, continually researching products or reading reviews of services that they wish to purchase. It is here where online marketing comes into the picture.

Imagine the amount of publicity a business would get if it simply opened up a website. Millions of people would come across that site every day, maybe every second. Out of those million, someone is bound to be interested in what that business has to offer. Slowly and steadily more people would begin to access that page every day, thus resulting in more consumers and increased profits.

If all this can happen just from a single website, just imagine what heights a business could reach if it incorporated all the other tools of internet marketing with a perfect marketing strategy.

## **Endless Opportunities**

Don't want to create a website for commercialization? No problem! You could even market by sending emails to prospective customers, or by simply creating a page on a social networking site. Build a blog and let your words do all the talking, or just create an online video and watch it go viral!

The opportunities are endless in internet marketing. You just need to know when and how to make the most of it.



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# INTERNET MARKETING: THE POWER OF SOCIAL MEDIA

By: Leo Wade

**Internet Marketing** has crossed all the boundaries of innovation. Companies are putting their creative teams to good use and are coming up with new and exciting ways to grab the attention of customers. And one great way to communicate with potential and existing customers is none other than social media.

## Perfect for Businesses

Social media is a powerful tool. It has the power to change the views of millions of people. It can unite as well as divide people. Amazing isn't it? So there is absolutely no doubt why this is one of the best platforms for businesses to thrive on.

Almost the entire world uses one or the other social

## Create an Impact

Being on social media should never be enough; you need to think about how to create an effect with it. Here are four great ways to take your business to the next level; through social media marketing:

- **Select the best platform**

Social media has hundreds of platforms and selecting the right one is going to be hard. So be sure to research well before choosing your platform.

- **Never be inactive**

One of the golden rules of social networking always stays active. You aren't going to accomplish much if you do not update your page frequently.

- **Participate**

Your page shouldn't only be about promoting your brand. You must try to engage yourself with your followers as well. This helps to create a sense of community.

- **Consistency matters**

It is important to first create the perfect marketing strategy and then stick to it. Changing your approach in between or diverting from it may slow you down rather than speed you up.

And the most important thing to remember: never consider marketing as a chore, take it up as a challenge and try to make it fun.

*Your page shouldn't only be about promoting your brand. You must try to engage yourself with your followers as well.*

# TIPS FOR YOUR INTERNET MARKETING STRATEGY

By: Leo Wade

Every business looking to succeed needs to have an unusual marketing strategy in hand. And what could be better than a strategy that works on the internet as well? Internet Marketing has been proven to help businesses reach places and people that they never thought possible.

## Improve Your Strategy

Here are some tips and tricks to help improve your online marketing strategy:

- **Use Social Media**  
While this not the best option for every business, it is one of the best ways to reach a large crowd in a short amount of time. Research and determine the social media platform that would work best for your business.
- **Use SEO and SEM**  
Turning up in search engine results can help you attract more and more customers. Businesses having strong SEO and SEM strategies are more likely to be chosen by clients who are looking for similar products or services.
- **Keep Up with Technology**  
It is a good idea to stay in touch with all the latest trends in the market. This will help in keeping your existing customers interested as well as attract new customers.
- **Evaluate Your Website Content**  
Keep your site content precise and exciting. Update your site frequently and try to keep your website clean and attractive. Nobody wants a messy internet site.
- **Check Out Your Competitors**  
Visit sites that belong to your competitors. Check out how their business is doing. It is the best way to increase your knowledge.
- **Create a Blog**  
Business blogs can help you keep your customers up-to-date about everything going on in the firm. Plus maintaining the blog can help boost your business's SEO.
- **Encourage Reviews**  
Encourage the visitors on your website to leave their suggestions and complaints. Request them to send you a review of your services. The best way to grow is by learning from your mistakes.

***Visit sites that belong to your competitors. Check out how their business is doing. It is the best way to increase your knowledge.***



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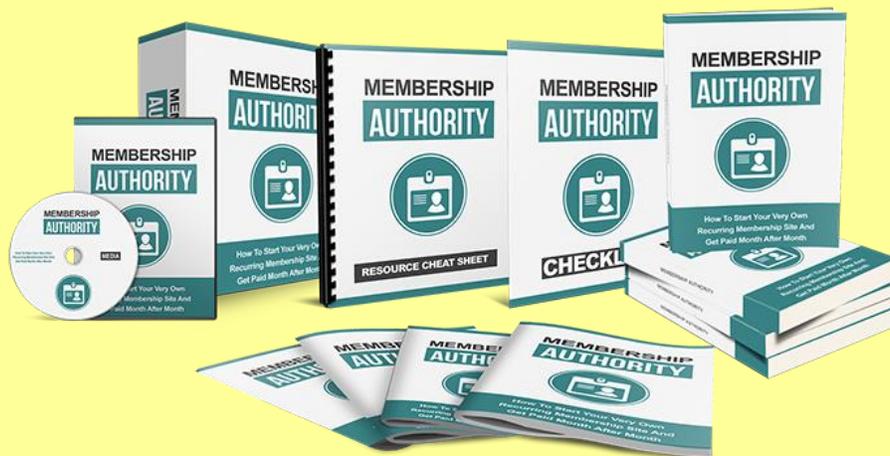
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## WHO IS CATH KIDSTON MBE?

**With 200 stores across the UK, Japan and China - meet the entrepreneur behind one of the UK's most recognisable brands**

**Name: Cath Kidston MBE**

**Businesses:** Kidston founded international retail home furnishing and clothing chain Cath Kidston

**Why you should know about her:** From a single shop in Holland Park selling tea-towels and renovated furniture, to an international chain of over 200, Cath Kidston's decidedly English brand is instantly recognisable around the world from its distinctive floral and polka dot prints. Kidston was awarded an MBE for services to business in February 2010.

*“People either love it and want a little bit of it very much, or want to stab us.”*



Businesswoman, fashion designer and author, learn more about the woman behind one of the UK's most recognisable brands with these seven facts.

### **1. Cath Kidston was not her first business**

After moving to London at 18, Kidston had a stint working as a window dresser and model for Laura Ashley and as an antique fabric dealer before she landed a job with interior designer and socialite Nicky Haslam.

Having cemented her passion for retail and design, the young entrepreneur co-founded the interior design and "Curtainalia" company McKinney Kidston on New Kings Road with a friend in 1987. Five years later, Kidston had the confidence to go it alone, selling her share in the business and opening her first store with just £15,000.

### **2. She's estimated to be worth a staggering £250m**

Today, having built a brand that has over 200 stores across a diverse range of countries including Spain, China, Japan, Mexico and Chile, it's not surprising Kidston has had some

### **3. She's admitted that not everyone likes her brand**

During her appearance on BBC4's Desert Island Discs, Kidston admitted: "People either love it and want a little bit of it very much, or want to stab us."

The company's distinctive floral prints have become synonymous with a kind of aspirational British middle-class lifestyle that's not to everyone's tastes. Nevertheless, there's no doubt this has also been the driving force behind its success both at home and abroad.

Its quaint English-heritage appeal has helped it become popular around the world, including in the Middle East, Asia and South America.



# YOU DON'T NEED TO BE A BIG RISK TAKER TO MAKE IT BIG IN BUSINESS.

## 4. She's a judge for our very own Startups Awards

Kidston first sat on the panel for the prestigious Startups Awards in 2015 alongside the likes of Touker Suleyman, Simon Devonshire and Holly Tucker and will do so again in 2016.

## 5. She's brought her designs to collaborations with other major global brands

Kidston's iconic floral prints haven't just been limited to her own range of products, she's worked with a surprising number of other major brands.

Kidston is thought to have kick-started the 'glamping' trend through her collaboration with Millets on a range of tents, sleeping bags, windbreaks and camping chairs. She also designed phone covers for Nokia in 2006 and even designed shopping bags for Tesco. These were sold to raise almost £500,000 for Marie Curie Cancer Care and are estimated to have saved around six million plastic bottles from landfill.

Since then everything from laptops to iPads and smartphones, and even the Sky+ box, have been subjected to a Cath Kidston makeover.

## 6. The brand was a slow build

Despite its current ubiquity, Kidston didn't open her second shop for nine years, preferring to manage her growth organically and not take on too much debt – proving that you don't need to be a big risk taker to make it big in business.

Things snowballed after that and today there are 70 stores in the UK alone and another 130 internationally. In 2006, Cath Kidston launched a franchise business in Japan, which grew to 27 shops and double-digit sales growth before the brand decided to buy it back last year.

Its first Indian stores are due to open this Autumn before it turns its attention to the Latin American market following strong online sales in the region.

## 7. She's related to Kirsty Allsopp

It would seem interior design runs in the family. Kidston is related to Kirstie Allsopp, presenter of Channel 4 shows including *Location, Location, Location*, *The Property Chain*. Kirstie's





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