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# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

## USING TWITTER TO HELP YOU WITH INTERNET MARKETING

P.34



Ferdinand  
Tamboia

## HOW JAY-Z WENT FROM MUSIC MOGUL TO SPORTS AGENT

JULY 2013

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Q and A

## QUEEN OF LINK:

NEW INTERVIEW  
WITH DEBRA

MASTALER

p.30

Debra Mastaler



Chris Jenkinson



## Top Three Advantages Of Internet Marketing



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# **Make Your Computer Error-Free and Run Faster In Under 3 Minutes! 4 Free:**

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*Make Your Computer Error-Free and Run Faster In Under 3 Minutes*

Registry cleaners are a necessary tool for all PC users, and finding a [RegCleaner download](#) can get users the [program](#) they need to keep their registry in good shape. [RegCleaner is easy](#) to use, effective, and one of the best registry cleaning programs available.

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up never adding or deleting anything from their PC, this means that the registry can eventually become a minefield of outdated information, inaccuracies, and errors.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

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# Press Release Software

A man in a dark suit, light blue shirt, and grey tie is holding a silver laptop. He is looking towards the camera with a slight smile. The background is a blurred city street with other people walking.

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# MWM Editors Take



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

Again this month we have great articles and personal insights like , **Top Trends in Internet Marketing Today** By: Jay Moncliff, **The Good and Bad of Internet Marketing** By: Ustinya Hawking, **The Top 3 Advantages of Internet Marketing** By: Chris Jenkinson, **Why Should Your Business Use Internet Marketing** By: Adam Kling, **The Two Parts of Online Marketing** By: Mayra Bray, **MWM Success Story** – Turning Passion into Profits: An Investment Banker Goes to the Dogs **PLUS "Ask the Expert" - a NEW Interview With** Jill Whalen on SEO: Then & Now. **Along with our Back Story:** How Jay-Z Went from Music Mogul to Sports Agent **and more.**

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

Harry Crowder

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

-Laurence L. Peter

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**Making Web Money**

**Online Marketing Magazine**

Editor Harry Crowder

Advertising See Above

**Contributors**

Various experts in their fields

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## Press Release Software



### TOP EMAIL

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

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

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

#### What is Offline Marketing?

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

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

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

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

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



Did you know:

**'Mosaic' was the first popular web browser released in the year 1993.**

# MWM what's on



MozCon >

JULY

8-10

Launch your inbound marketing skills into outer space by attending this year's MozCon! For three days, we bring you amazing, future-thinking content from industry leaders, deep diving into SEO, social media, marketing analytics, content strategy, data science, and so much more. You're sure to come back home with a universe's worth of actionable knowledge to start implementing.

JULY

11



HR and L&D  
Roundtable



HR and L&D professionals play an integral role in ensuring the right people and skills are in place to deliver on business objectives. This roundtable will explore the challenges faced by HR and L&D professionals who are involved in the increasing digital demands of the business.

## what's on



Blogger  
Conference >

JULY

25-27

Although the Blogger network is primarily for women bloggers and content generators, the Blogger conference is open to everyone — including male attendees. In addition to regular conference programming, the Blogger conference also offers pre-event workshops.

Return to the main list of content strategy and marketing conferences.

Return to the big list of conferences for online marketers.

## STATE OF DIGITAL IN ASIA 2013: RESEARCH FINDINGS & IMPLICATIONS TO YOUR BUSINESS

**DATE:** July 3 2013 (8:30am – 12:30pm)

**VENUE:** Chester Carlson Auditorium, Fuji Xerox Towers, Singapore, Singapore



Digital has changed the way marketers and entire businesses need to think about delivering the brand and its value; not just to consumers but also internally.

CEOs are demanding greater value from their Marketing Departments and having to better understand multiple touch points that customers have with their businesses online. Marketers, in-turn, are having to re-think how best to manage the different and growing number of communication channels to meet changing customer needs, while adjusting to smaller budgets and more limited resources, along with being faced with increased investment in technology to cope with managing these changes.

Join us at this 1/2 day session that provides Senior Marketers and Business Leaders with a view of:

- the strategic implications of digital, with up to date examples from proprietary Econsultancy research
- powerful brand stories as consumers start are no longer just buying facts
- real life insights in businesses that have had to adapt to the state of digital
- suggestions on how establishments may need to change as technology evolves and what's in store for the future of digital marketing

“

Quotable:

“Certainly I'm not going to sit on the Internet all day and read what Sam from Iowa is saying about me. But I'm a sponge. I've always been a sponge.”

~Eminem



## GOOGLE ANALYTICS FINALLY GIVES DEVELOPERS CONTENT EXPERIMENTS API

Last week, Google announced the launch of a specific API for Content Experiments. The same tool that allows users to use A/B content tests on their site is now available through an API. The new content experiments API allows developers to pick and choose from all the features available within Google Analytics Content Experiments and create a custom solution that fits their needs.

Several advantages include:

- **Testing Without Redirects:** When performing A/B tests with Content Experiments, the snippet of code you place on your "A" page redirects users to the "B" page. This can, in select cases, take away from the end-user experience. Using the Content Experiments API, you are able to test content without using redirects.
- **Server-Side Testing:** Content Experiments in Google Analytics currently only allows for client-side testing. That is to say, they show changes the visitors would see in their browsers. With the new Content Experiments API, developers can now run tests server-side to test experimentations with different page-dependent elements like a database query. Google offers technical documentation that involves sample Python code through Google's App Engine.
- **Additional Variation Selection Logic:** Applying the multi-armed bandit approach to your Content Experiment allows you to serve variations of your A/B testing. Using the new Content Experiments API, developers can bypass Google's programmatic optimization while still reporting the results of your tests within Google Analytics.

## Consumer Attention - the 'New' Media Currency

Ad tech would not exist if not for the change in consumer behavior brought on by the evolution of content consumption. Today many in the advertising industry still fail to recognize the causality of media fragmentation and the need for automated or programmatic media planning and buying. We should not be demanding new content formats to deliver a traditional aggregated audience number of the past but rather understand that in a world of limitless consumer choice and content consumption, a far superior audience awaits a much more relevant and personalized communication from advertisers.

Consider that the consumer has at least five times as many content vehicles today than she did in 1960 and that new vehicles continue to emerge. The Internet has forever changed content distribution and exploded consumers' choice of channels. The consumer has taken control of key elements, not just what content, where, when, and on what terms, but also demanding to participate. The combination of massive scale and reach with personalization has annihilated mass media and initiated the era of personal media. In 2013 there will be over one billion websites in existence, 72 hours of YouTube will be uploaded per minute, 70 billion pieces of content will be shared on Facebook per month, and apps in the Apple Store alone will have been downloaded over 50 billion times. At the same time traditional broadcast channels continue to see their conventional ratings numbers decline.

The shift to personal media inevitably brings dramatic change and huge opportunity. Personal media permits content to be shifted, bundled, unbundled, edited, stored, aggregated, filtered, and generally tweaked to an individual consumer's own taste. The plasticity of content drives a significant explosion in the amount of media but also shrinks the average size of media goods. The unique cocktail of personal media means that the supply of media far outsizes the demand. Just juxtapose the numbers referenced above and consider that the world's entire population is in the range of seven billion-plus. An economic truism is that when supply exceeds demand equilibrium prices fall, and herein lies the problem for the advertising industry; we obsess over price and yet consistently mis-categorize the currency. We fixate on CPM and ignore something far more valuable, consumer attention. We are drowning in a sea of available inventory and as a collective group we incent the creation of volume-based advertising rather than attention-based advertising.

Personal media suggests that we should reconsider every notion about the traditional delivery of planning, buying, and measuring media. The underpinnings of reach and frequency need to be completely reevaluated. Media measurement also has to be overhauled and the concepts of performance evaluation reconsidered. Today and tomorrow's consumer attention equation cannot be solved without technology because it has been wrought by technology. And while the task of grabbing a consumer's attention and communicating a brand's proposition has become increasingly difficult, the rewards for the brands that solve the problem are exceedingly high.

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- Learn SEO from start to finish. so that you know exactly what to do to **get all of your sites ranking** in the top of the search engines...



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# TOP TRENDS IN INTERNET MARKETING TODAY

By: Jay Moncliff



*Running sales by way of discounts is a great way to influence your customers shopping behaviour. Previously, marketers would use paper based coupons to let people know that there was a sale going on. Now, it is all about the internet. You can and should use a combination of social media, email newsletters, blogs and your website to push the related coupons to the right customer.*

The internet is like this ever changing beast of technology where all other technologies come and converge, like a melting pot. If you are considering using the power of internet in your marketing efforts, then you need to know what is currently being used by other marketers. The way we see it, there are three different ways marketers are using the internet to help them get more sales. We have the social media networks, and we have online coupons and the latest rage are mobile apps.

## Social Media

A long time ago we had social networks such as myspace which allowed people to get in touch each other. Over time myspace was pushed to obscurity but others like facebook and twitter have really improved upon what services like myspace had to offer. Today, the number of people who are using these social networks are in hundreds of millions.

Friends, family members and co-workers all use social networks to various degrees to keep in touch with each other. Since this is where people are and this is what people use to communicate, it only makes sense that your business also has a presence in these networks.

## Online Coupons

Running sales by way of discounts is a great way to influence your customers shopping behaviour. Previously, marketers would use paper based coupons to let people know that there was a sale going on. Now, it is all about the internet. You can and should use a combination of social media, email newsletters, blogs and your website to push the related coupons to the right customer.

## Mobile apps

Smartphones have been around for more than a decade but people have really embraced the concept wildly in the last five years. Given that smartphones have all the power of a computer but with smaller screen space, the best way to allow them to interact with your brand is through mobile apps. Ensure that you have mobile apps available for smartphone users to further enhance your internet marketing steps.

# MWM success story

## TURNING PASSION INTO PROFITS: AN INVESTMENT BANKER GOES TO THE DOGS

By Joanna L. Krotz



Andrea Servadio has a knack for timing markets.

After nearly a decade of success as a New York investment banker, she walked away in the 2008 financial meltdown.

Resettled in Los Angeles, and noticing few of the luxury pet services pervasive on the East Coast, Servadio and partner Brandy Han launched Fitdog Sports Club, a premium dog care facility. In 2012, the business grew 25 percent, reeling in close to \$1 million.

However, competition is snapping at their heels as Los Angeles catches up to the so-called "humanization" and "premiumization" trends of treating pets like family. "Since we opened, six new high-end facilities have opened in Los Angeles," says Servadio. Fitdog will only survive by growing.

### Quotable:

“

“To err is human, to really foul things up requires a computer.” ~Bill Vaughan, 1969



Now, despite some painful lessons, Servadio is grooming her company to be top dog.

#### **Going for a walk**

Upon graduating from the University of Denver in 2000, Servadio moved to New York City -- "I always wanted to work with money" -- and quickly began climbing the ladder.

When the 2008 financial crisis hit, she was a vice president at Fortis, a Benelux-based banking firm, which was forced to break up and let go of most of its staff. "I kept trying to get laid off, but my boss kept asking me to stay," she says. "It was depressing. Banks didn't have any capital. There was no way to move on in the new environment."

She took her savings and headed west. "I always wanted to move to California, because of the weather. I figured I'd write screenplays or something -- anyway, relax and figure out what to do." It was May 2009. She was 31.

#### **Finding cause for paws**

After renting a Santa Monica apartment, Servadio and partner Han soon checked out daycare options for their beloved Jack Russell terrier, Brecken. Nothing seemed to match the services they'd used in Manhattan.

"They were not as nice and the staff didn't seem as educated about dogs," says Servadio. "They weren't clean. They didn't give dogs their own spaces for overnight stays. We tried three different places, and every time, Brecken came back tired or sick or with an eye infection."

***The lesson learned here was that you get what you pay for: "Mistakes won't be replicated," Servadio says.***

The light bulb went on.

Over the next six months, Servadio and Han toured more than a dozen facilities. "We checked out services, looking for ideas," says Servadio. By January 2010, they had a business plan and -- after being turned down for a Small Business Administration loan (in that climate, "they just laughed at us," she says) -- secured two bank loans.

The biggest hurdle was renting space. "We've negotiated lots of contracts over our careers, but we needed someone who does local real estate," Servadio says. To save money, they hired on the cheap. But as Servadio learned, "lawyers who bill out at \$600 an hour and those who bill out at \$100 to \$200 are not created equal."

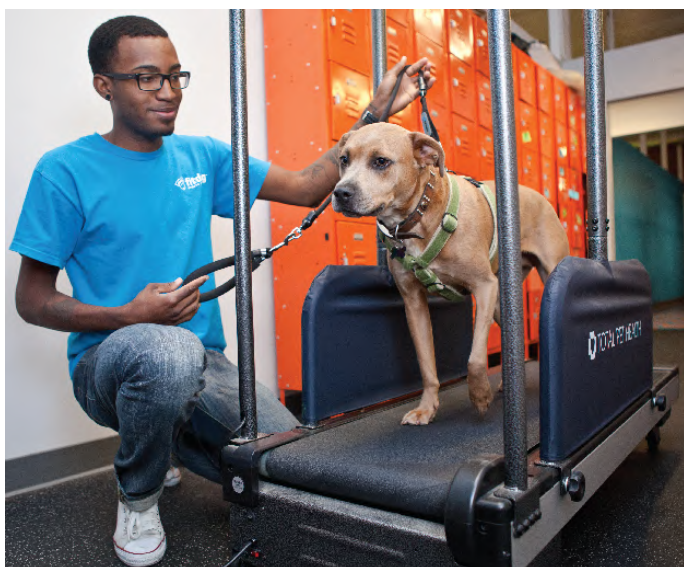
After three lawyers and three months of negotiation, they still wound up with unfavorable terms on a seven-year lease. "We're living with it," says Servadio. "The scary part is, if things don't go well, we're on the hook."

The lesson learned here was that you get what you pay for: "Mistakes won't be replicated," Servadio says.

#### **Unleashing Left Coast life**

Opened in November 2010, the 5,000-square-foot Fitdog Sports Club offers upscale daycare, boarding and grooming services. Other facilities provide similar services, but Servadio also saw opportunity in harnessing the Los Angeles lifestyle. So the club provides fitness services for "members," including exercise and training programs, treadmill workouts, beach excursions and canyon hikes that shape up owners as well as dogs. Upmarket gear and toys are also available in the Fitdog shop.

True to its boutique promises, Fitdog caps membership at a 70-dog maximum, maintaining a low ratio of one handler to 17 dogs. Private sleeping and play areas separate larger and smaller dogs to ensure comfort and safety.





Profit margins run 20 percent to 30 percent, with annual revenues at \$600,000 to \$1 million, consistent with earnings at premium national franchiser Camp Bow Wow, says Servadio.

Staffing remains a challenge in a field with low pay and scant promotion. In 2011, half of Fitdog's 13 handlers quit without warning, soon joined by the rest. Servadio reconsidered treats and training. Now, hires have more responsibility, which makes them more invested. Monthly meetings allow staff to air grievances as well. Fitdog's workforce now is stabilized at 16 staff members, with Servadio planning to hire more in the future.

California's complex employment laws also are an issue. She taps business outsourcer ADP for payroll and pays an extra \$70 or so a month for its hotline HR service to get answers to any questions.

**Calculating future bark from bite**  
Often called "recession-proof," the pet industry has nearly doubled over the past decade, from \$28 billion in 2001 to \$53 billion in 2012, according to the American Pet Products Association. Pets now are owned in nearly two-thirds (62 percent) of U.S. households, while products like gluten-free food, Burberry apparel, Simmons Beautyrest beds and veterinary services for chemotherapy, MRIs and hip replacements attract the high end.

Nonetheless, change is on the horizon. "There's going to be a leveling off in pet ownership," says industry consultant Leslie May of Pawsible Marketing. "We're seeing a lot of acquisitions as businesses mature. That means the big guys will get bigger and the small guys will be pushed out."

Andrea Servadio intends to grow into a big dog. "Competition has become fierce," she acknowledges. In response, she and Han have decided their best strategy is to stay close to their core: "Dogs come first," says Servadio. "We have an intimate setting with personalized care, and our customers know it."

Now scouting for a second location, she expects to franchise. "That's always been part of our bigger plan," says Servadio, pointing to Fitdog's expanding sports and activities platform.

"The first facility is running smoothly, but we need to make sure we have a replicable model," she says. "The biggest thing for franchising is getting really good lawyers to make sure procedures work and fees and policies are vetted."

Given her track record, the smart dogs will be running with Andrea Servadio.

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# **MWM** ask the expert

---

## **JILL WHALEN ON SEO: THEN & NOW**

**By: Laura Crest**



Jill is the CEO of High Rankings and has been in SEO since its pre-beginnings, circa early 1990's. She is a prolific writer and contributes regularly to Search Engine Land and Talent Zoo. Jill also founded and runs the High Rankings Newsletter, and just recently started an online forum for those interested in Google Analytics, specifically its custom reports, at Custom Report Sharing. You can contact Jill via her High Rankings website, and find her on Twitter at @JillWhalen.

Jill Whalen will always have a special place in my heart. Back in the day, we had a lot of “firsts” together. We spoke at Search Engine Strategies for the first time together. We presented at our first international conference together. And we created RankWrite together, the first newsletter that discussed SEO and copywriting.

Jill was also featured in our “SEO women” series as one of the first-generation woman pioneers who helped build and define the SEO and search industry.

**Did you know:**



**The Nvidia GeForce 6800 Ultra chip has maximum numbers of transistors on it, approx. 222 million of them.**



# MWM ask the expert

Here, Jill shares about her path to becoming a leader in the SEO copywriting profession, answers our questions about Google's latest updates, and discusses her perception of the SEO and search industry as a whole...including why truly good SEO copywriters are a rare breed, indeed.

Enjoy! – Heather

**Q: As one of the first wave of women who pioneered SEO, could you share with us your journey into that wild west world?**

That'll take us waaaaaay back to the early 1990's when my kids were little and I first got online with a 2400 baud modem!

I got interested in IRC chat and created a parenting chat channel. By 1993 I taught myself HTML and developed a parenting website to go along with the chat room.

I was determined to figure out how to get that site found in the search engines of the day, i.e., Lycos, Excite, Webcrawler, so the same way that I taught myself HTML I analyzed what made certain websites rank for certain keywords and others not.

- Discovering "SEO" – before it was "SEO"

It was pretty obvious at the time that it was the words on the page that would make the most difference. If you wanted to show up for a keyword phrase such as "parenting chat" then you needed to show that your site was obviously focused on being a place where parents could chat. Pretty obvious, but funny how others just weren't thinking in those terms.

Eventually I started offering to design websites for some of the parents I had met online in my chatroom, and that gave me the opportunity to play with my new found SEO knowledge (it of course wasn't called "SEO" yet).

Others had started to figure out the whole words on the page "trick" but instead of just making their pages relevant to what they wanted to rank for, many simply hid the words at the bottom of the page or with a font in the same color as the background of the page. (I laugh when I still see this going on today, as if these people think they were the first to think of something so "clever"!)

- The power of great copywriting

I went the opposite route for my clients and hired people far better at copywriting than I was, to describe what my clients offered in a way that would entice people to want to purchase from them. (That's how Heather and I hooked up back in the late 90's.)

And suddenly the SEO copywriting industry was born!

I found that the hard part of SEO was finding great writers. But once you found them, it was simple enough for them to understand the whole process of making sure they used keywords within their great writing.

Today I find that while great copywriting is still the number 1 thing you can do for a website, and I still recommend it for most sites, I focus my own energies on diagnosing technical issues that can hurt a website's ability to gain the search engine traffic they deserve.

- On search engine friendly website design

Website designs have become so complicated, and surprisingly too many developers still don't understand how to create a truly search engine friendly site.

In addition, I love using Google Analytics (GA) to figure out why a website has suddenly lost a good portion of their search engine visitors. GA is so powerful these days, and if you know what you're doing, it's almost like being able to go back in time to see what was previously happening and then comparing it to what is happening now.

*"I found that the hard part of SEO was finding great writers. But once you found them, it was simple enough for them to understand the whole process of making sure they used keywords within their great writing."*

**Q: So what is your take on Google's data encryption? How do you see it affecting keyword research?**

Sadly, Google encrypting the searches of people who are logged into Google products such as Gmail and Google Analytics has meant that website owners have lost a lot of keyword data that we used to have regarding who visited our sites.

It shouldn't affect keyword research as Google's keyword research tool still provides the same data, but it will affect being able to effectively measure our success. It's hard to know if the keywords you optimized for are bringing you traffic if you can't see exactly what those keywords are in your analytics.

I actually just wrote a post about this subject: [Measuring Natural Keyword Traffic in the Age of \(NotProvided\) Secure Search](#).

**Q: What are your thoughts about Google Search Plus?**

It's good and bad.

Sometimes I like it when I'm looking for a past article that someone in my online social circle has written. And I also like that it's helping SEOs to \*finally\* agree that rankings are no longer possible as a way to accurately measure SEO success since they're different for everyone. (That's something I've been saying for years, but SPYW has made it all that much clearer.)

To go along with that I like that it should help to get search marketers focused on making their pages better overall, rather than being concerned with just a couple of keyword phrases and where their page shows up.

On the other hand, as a user/searcher it's often annoying as I don't always want to see what my friends have recommended! (You can hit the "non-personalized results" button, which does help.)

As to how it will affect SEO overall, it's much too soon to say. They're still tweaking it a lot and have already made Google+ results not quite as heavily featured as it was at first.

I'd recommend keeping an eye on it, but don't make any major changes in the way you do business just because of it. You should probably have a Google+ account and filled out profile, though, if for no other reason than to get Google Author status which is an amazing perk for anyone who puts content online.

**Q: What is your take on Google's "over optimization" penalty?**

Aside from the fact that it's impossible to "over-optimize" anything (because to optimize is to make perfect and you can't go beyond perfect!) it's likely just Google propaganda to scare dumb SEOS and web spammers.

But if it is indeed a real thing (and I hope it is) then it's all a step in the right direction for Google. I've always found it annoying that SEO in all the right places could often beat out sites that were actually much better, but didn't know anything about SEO. You shouldn't be able to stick an extra keyword in a Title tag of a crappy site and have it beat out a great site!

So if it's indeed something Google's working on or implementing, it will finally make what I have been teaching in SEO for over 10 years to be true! (To be clear, what I've been saying and teaching did always work, but it was and is a long-term process which could sometimes get temporarily beat out by silly SEO parlour tricks.)

I've always said that the better Google gets as a search engine, the better the sites who've used my SEO methods would do. And they are! Hard work and good marketing should pay off even better if Google is serious about their spam fighting.

**Q: What would you say are the most important factors influencing SEO now?**

This is a difficult one to answer as it's different for every site. There's certainly no magic formula or something that will work for every site.

- Site architecture  
That said, I find that having the right site architecture can make a huge difference for most websites. That is, creating a great hierarchy for your site so that the most important top level category pages are linked to from your global navigation, and then those top level pages each link into their own little subset of pages within their sub-category.

This pushes or funnels your internal link popularity properly throughout your site so that your main pages can be optimized for the more competitive phrases and your deeper pages for more long-tail phrases.

- Technical, duplicate content issues  
Another key factor influencing SEO is fixing any technical duplicate content issues. And by that I don't mean duplicate content in the sense of someone posting someone else's article on their site, but more the issues that can be created by some content management systems when they create multiple URLs for the same content.

***While a professional SEO consultant will set realistic expectations, often it's not what the client wants to hear, so they'll find an SEO company who will tell them what they do want to hear. In which case, they get what they deserve!***



- Content marketing  
And because nearly every industry has become so competitive online, it's critical for people to market their websites via a blog and/or email newsletter or some other outlet that can showcase the company's areas of expertise on a regular basis.

This will help to bring new people to the website who may still be in the research phase, but who may be ready to buy at some point in the future.

**Q: You've been in the SEO industry since the (pre-) beginning. What's your overall impression of the profession, from where it started to where it's going?**

I have both good and bad impressions of the SEO industry.

I know and have met tons of people who truly get SEO and want to make a difference for the companies they work for. Unfortunately, I believe they are still few and far between.

It's too easy to talk a good game about SEO without really knowing what you're doing. And many companies are getting burned by them.

While many scammy SEO companies exist, clients have to take responsibility for doing their due diligence before hiring one. It's often a case of the quick fix mentality, which clients often have. They want what they want, and they want it yesterday.

While a professional SEO consultant will set realistic expectations, often it's not what the client wants to hear, so they'll find an SEO company who will tell them what they do want to hear. In which case, they get what they deserve!

I kind of hate to say this, but with SEO being so hard to pinpoint these days (in terms of how to do it), I think businesses new to website marketing may want to start out with PPC first to see how their site performs overall. That way they can learn what works and what doesn't.

Once they are making some profit through that marketing channel, then they can start branching out into SEO. It will be much easier at that point, because they'll have hard data that they can use to optimize for the natural listings.

Overall, I feel that the better Google gets at fighting web spam, the better our industry will be. If spammy stuff simply doesn't work anymore, those bad companies should eventually die out. And the sooner that happens, the better!

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## Feature Article

# THE GOOD AND BAD OF INTERNET MARKETING

By: Ustinya Hawking

Marketing, in its basic definition, is a way of telling people that you have something that can help their life make better. You could be offering a cookbook and used your facebook page to tell folks about it. You just used internet marketing. A decade ago, when there was no facebook, you may have used a newspaper ad or a blog update or your website. With times, marketing communication has changed. Now, we have internet and we are using that to communicate.

Starting with the limitation of internet marketing, there is a bit of learning curve involved. Some of us who have been marketing for a long time may suddenly find that some things are simply too different when it comes to the internet. For instance, in conventional marketing such as newspaper ads, there was no possible way for a user to respond to it.

With internet marketing, the moment you post an update for an offer or a new product, you will have your customers commenting on it right away. Learning how to manage this return conversations is the biggest limitation or challenge. The way we see it though, this limitation is easily overcome and soon you will start to see that there are really no drawbacks with internet marketing.

The coolest part about internet marketing is that you have an option to engage with your customers in a way that was never possible with previous marketing methods. You can use this power of communication to get immediate feedback and accordingly change your future marketing steps. It could be a poster for an upcoming sale you put up. By seeing how your customers react and how much of that turned to actual sales, you can tweak future marketing updates. You can add more of what was liked and avoid what was not liked.

All in all, except for the initial challenges of embracing the concept of internet marketing, it is a gift for all marketers out there.



*With internet marketing, the moment you post an update for an offer or a new product, you will have your customers commenting on it right away. Learning how to manage this return conversations is the biggest limitation or challenge.*



# Top Three Advantages Of Internet Marketing

By: Chris Jenkinson



When compared to old fashioned marketing, online based marketing has some seriously effective benefits. As always, the trick comes to deciding which of these many online tools you should use to actually gain all of these benefits.

## Active Round The Clock

With internet marketing, you are catering to your existing and potential customers round the clock. You could be marketing your products via twitter or through YouTube videos. Whatever may be the case, your customers have access to your marketing communication at any time they want it. This is beneficial to your business because you are no longer restricted by time as a factor in your messages not reaching the intended customer.

## Independent Of Region

Internet marketing breaks through geographical limitations like no other media. Consider a scenario where you would publish an ad for a sale next week in the local newspaper. The local newspapers distribution may be limited to a particular region while your customers may live in places not covered by the local newspaper. This means, even if your communication through the newspaper is perfect, it will never reach some folks.

With internet marketing, there is no such thing. If you were to advertise via the local newspaper's online edition, it is accessible to the neighbourhood city just as it is for local residents.

## Interaction

This is the most important and powerful advantage of internet marketing. With internet marketing you finally have an option to talk to your customers without actually spending too much of money. You could be marketing via your twitter account or going very basic via email. Either way, it could be a simple response tweet or a response email, a conversation is established. What makes this setup all the more interesting is that the cost of communicating is extremely less.

You could have conversations with a hundred customers or thousand with the same ease.

***With internet marketing, you are catering to your existing and potential customers round the clock. You could be marketing your products via twitter or through YouTube videos. Whatever may be the case, your customers have access to your marketing communication at any time they want it.***

# MWM gadgets & toys

## Nyko Smart Clip Connects Your Smartphone To Next Generation Controllers

A E3 this week a new gadget has been unveiled called the Nyko Smart Clip that has been designed to enable you to easily attach your smartphone to your next generation console controller.

The Nyko Smart Clip has been designed to fit both the Xbox One and PlayStation 4 controllers and will allow Xbox One owners to experience a second screen using Microsoft's Xbox Smart Glass features.



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

## SleepPhones lets you sleep in peace

We are a sleep deprived society – most of us are dead tired by the time we arrive back home from work, and we want to do nothing better than to put our feet up, and start to unwind. Music would definitely help the situation, and the folks over at Firebox think that they have a unique and innovative solution in the form of the £34.99 SleepPhones. Dreams would never be the same again, as you get to enjoy the relaxing tunes of your choice without missing a beat.



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

# You want it

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

## Bleep Drum Kit

Fancy picking up a drum kit that you can call your own? While there is quite a fair number of models out there in the market, here is something for you just in case you happen to be short not only on ideas, but on money as well. I am referring to the \$59.99 Bleep Drum Kit, where it, er, bleeping rocks! The Bleep Drum Kit would be accompanied by a quartet of pads (two of them with pitch control), a loop recorder, as well as a slew of other features. All that you need to get going would be to plug in a speaker, and you are good to go.



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

## PURE JONGO MULTI-ROOM SPEAKER SYSTEMS



Pure has this week announced that their new multi-room speaker system has now launched in the US and new devices include the Jongo S3 wireless speaker, Jongo A2 multiroom Hi-Fi adapter and companion Pure Connect iOS app.

The Pure Jongo S3 wireless speaker, Jongo A2 multiroom Hi-Fi adapter combine to enable users to listen to music either via one Jongo speaker or combined with other supported Jongo devices, such as Sensia 200D Connect and One Flow.

Noam Meppen, Pure's Director of Sales, US, explains: "Multiroom audio has never been so accessible and flexible. Pure's Jongo system in tandem with the Pure Connect app delivers an incredibly easy way to enjoy your favorite audio content throughout the home."

We are the first to integrate a comprehensive on-demand music and compelling free radio service, with a range of our own products making the experience truly seamless. We are approaching a quarter of a million engaged users of the Pure Connect platform and we believe that the introduction of Jongo will grow this significantly."

The Jongo S3 wireless speaker is now available to purchase for \$199 and the Jongo A2 multiroom Hi-Fi adapter for \$129 with the iOS app available for free to play and link the speaker system together.

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

Did you know



**On one of the world's most popular shopping website eBay, there are transactions of approx. \$680 per second.**

# WHY SHOULD YOUR BUSINESS USE INTERNET MARKETING

By: Adam Kling



*The internet has become like that one place where you are likely to find your customers spending lots of time. It is not to say that everybody is using the internet and internet alone. What this means is that, no matter what is the product your offering, existing marketing methods by you should be strengthened by internet based techniques as well.*

If you have owned a business, any business at all for a long time, then you would have adopted to changing times. Just like changing business practices to changing scenarios, it is important to change your marketing communication methods as well. The internet has been an important communication channel for over two decades now. If you are yet to embrace it fully or still thinking about it, then you should jump into the information super highway today.

Each day, more and more people are inevitably becoming connected to online services. There was a time when technological complexity kept some people away from the internet. Today, thanks to the ever increasing peer pressure as well as simple interface found on tablets and smartphones, everybody is online. You have probably seen toddlers playing games on their parent's tablet and grandmas and grandpas keeping in touch with their children using web based technologies.

The internet has become like that one place where you are likely to find your customers spending lots of time. It is not to say that everybody is using the internet and internet alone. What this means is that, no matter what is the product your offering, existing marketing methods by you should be strengthened by internet based techniques as well.

There are a couple of things about internet that is useful for businesses. If your business is done over the internet, like being able to browse and purchase products online, you are not losing out any opportunities. Let us say that you are a retailer of specialty handmade fabrics and you run an apparels store. Some folks may not enjoy actually visiting your retail store to buy clothes. If you should also own a companion online store that allows those customers to buy your goods online, that would be perfect.

This example pretty much tells you why if you are running a business, it is essential that you invest in online marketing as well.

# "Gain Instant Access To Valuable Natural Home Remedy Information That You And Everyone Else Will Want To Know"



*I Have Put Together A Series Of Amazing Newsletters That Are Filled With Revealing And Detailed Information On Natural Home Remedies That You Can Gain Immediate and Instant Access To Just By Signing Up... What Could Be Easier?*

Find out the **pro's** and **con's** to using *natural home remedies* versus *prescription medications*!

Learn what the most popular and most commonly used home remedies are!

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

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

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

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

*And thats not all, there is much,much more that I will be covering...*

***What Are You Waiting For... GRAB IT NOW!***



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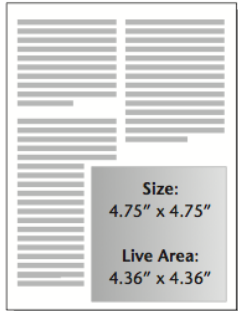
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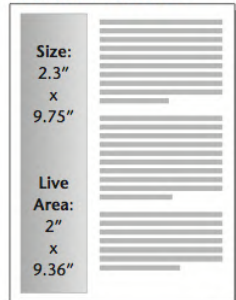
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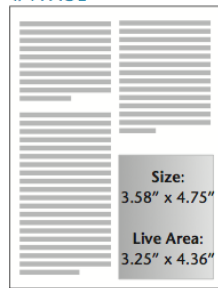
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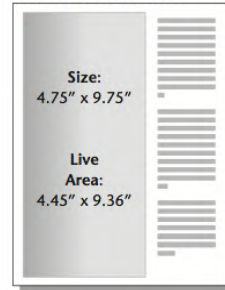
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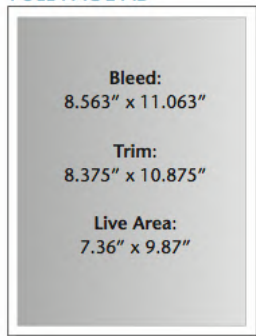
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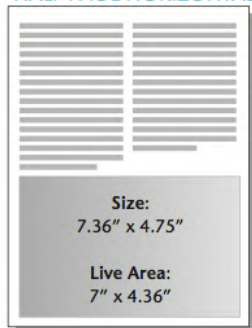
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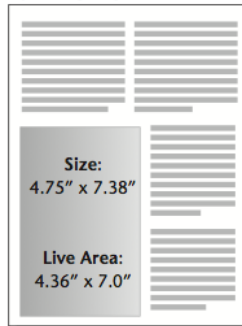
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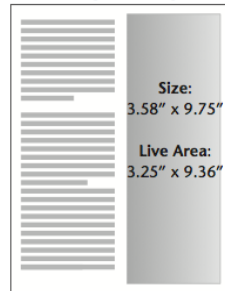
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# MWM tools

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

**SEO 2013. Learn SEO in 2013 the effective way. Search engine optimization strategies for smart people.**

**By: Adam Clarke**



Learn the SEO techniques used to generate over \$115,850 in monthly online sales

No matter who you are or what your background is, SEO 2013 will walk you through the techniques used to rapidly grow countless businesses online, but first, let me tell you a little secret about search engine optimization...

Most of the SEO advice on the Internet is just plain wrong!

If you've tried to sift through the torrents of SEO advice online you may have noticed two things:

- Most advice is outdated.
- Google's updates have made many SEO strategies completely useless.

Why is this so? Google are constantly evolving, making it extremely difficult to know what works. Some recent changes:

1. May, 2013 - Google released an update called Penguin 2.0, punishing low-quality websites and further devaluing shoddy links pointing to sites.
2. September, 2012 - Google released an update punishing low-quality, exact-match domains.
3. April, 2012 - Google released the first Penguin update, punishing sites with suspicious links with exact-match anchor text.

SEO 2013 explains the inner workings of Google's algorithm, and reveals the latest and greatest industry resources so you can always stay ahead of Google's updates. Armed with this knowledge, you can achieve top rankings and generate hundreds—or even thousands—of new customers to your site.

## Online Marketing Heroes: Interviews with 25 Successful Online Marketing Gurus

**By: Michael Miller**

Suppose you could sit down with 25 of the most successful online marketing pros in the business and just talk shop. Suppose that included PR people, copywriters, direct marketing gurus, consultants. Suppose you could get input from the creative cubicle-dwellers as well as executives managing multimillion-dollar marketing firms. You could learn proven skills and techniques that would revolutionize your marketing efforts. That discussion is packaged in these pages. Whether you're a veteran marketing professional or a novice entering the field, you can't afford to miss this wisdom.



## YouTube Strategies: Making And Marketing Online

**Video By: Paul Colligan**



Anyone can see success on YouTube with the right strategies. That's why I wrote this ...

I course about YouTube that have done well, and made me some good money, but I always got frustrated with the simple reality that whenever we would put something out there, YouTube would change their interface. Some people have a hard time seeing past that.

Funny thing is, there are some things about YouTube that will never change / or at least haven't changed yet. Despite all the interface changes, the whole Google Plus integration and everything else, the core of what I've taught stands true.

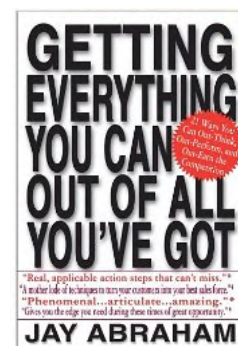
This book is simple - it is the top 21 questions I get asked about YouTube (as well as a few that people should be asking) and the answers to each. At the end of each answer is an even shorter summary and a few action items. Put them to good use.

## Getting Everything You Can Out of All You've Got: 21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition

**By: Jay Abraham**

A trusted advisor to America's top corporations and recognized as one of today's preeminent marketing experts, Jay Abraham has created a program of proven strategies to help you realize undreamed-of success! Unseen opportunities face each of us every day. Using clear examples from his own experience, Jay explains just how easy it can be to find and/or create new opportunities for wealth-building in any existing business, enterprise, or venture.

And just how easy can it be? One entrepreneur took the concept of the ballpoint pen and refined it into a multimillion-dollar idea: roll-on deodorant. Fred Smith of Federal Express took the methods that banks use for clearing checks to develop an overnight delivery company that has revolutionized the way we do business. Now, what have you seen-- or are going to see-- that you could take and turn to your advantage?



This program focuses on helping you spot the hidden assets, overlooked opportunities, and untapped resources around you, and gives you, and gives you fresh eyes with which to see and capitalize on them. You'll also learn how to adapt and apply these tools to your unique circumstances to maximize your income, influence, power, and success.

## Did you know:



**The quintessential command 'Ctrl+Alt+Delete' was written by David Bradley.**

# Welcome To My Niche Blog Store

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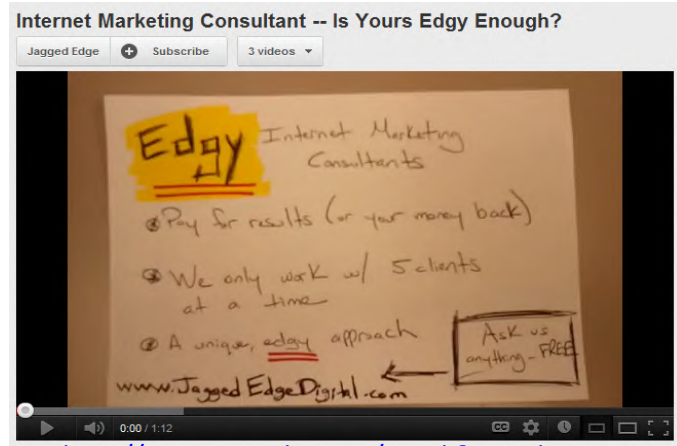


# MWM videos

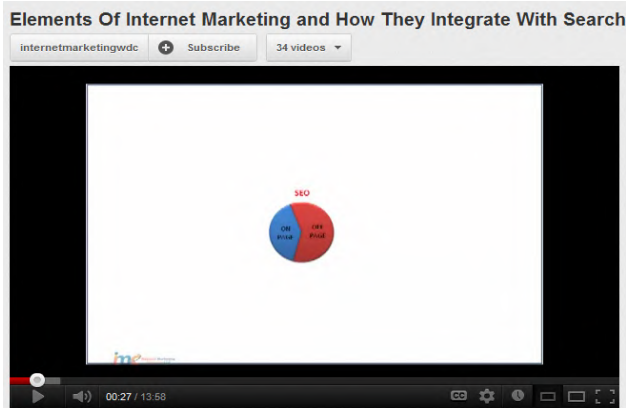
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<http://www.youtube.com/watch?v=0CaUclwPsH8>



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



# THE TWO PARTS OF ONLINE MARKETING

By: Mayra Bray

If you are considering bolstering your existing business and marketing efforts by adopting online marketing as well, then congratulations. You are making the right decision and adopting what is at present, an essential aspect of doing business in an internet heavy world.

The first part about online marketing is recognizing which parts of your marketing efforts need to be taken online. In other words, you need to make a choice as to how much of your marketing budget remains in non-internet based efforts and how much should be dedicated to online efforts. This primarily has to do with the number of customers you have and how many of them use online facilities like websites, facebook, twitter and so on.

The first part about online marketing is to have an online presence in the form of a website or a facebook page or a twitter account. Ideally, we would suggest that you opt for a facebook page and a twitter stream and not really worry about a website. From what we have seen in the general trends of online marketing, less and less people are visiting websites and more are visiting the corresponding facebook pages and twitter accounts.



*From what we have  
seen in the general  
trends of online  
marketing, less and  
less people are  
visiting websites and  
more are visiting the  
corresponding  
Facebook pages and  
twitter accounts.*

The second part about online marketing is ensuring that your customers are following you on your facebook pages and twitter accounts. If you are not sure about doing this, you can probably consider buying twitter and facebook marketing services which will help you in locating your customers online and show them the way to become your followers.

Once you have a set of followers, ensure that you communicate with them in a pleasing way. Know how to keep your customers posted on a regular basis. With online marketing and its quick communicating abilities, you have an opportunity here to connect with your existing customers and use them to spread the word about your business.

# MWM Q&A

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## QUEEN OF LINK: INTERVIEW WITH DEBRA MASTALER

By: Laura Crest



Based in Fairfax Station, Virginia, Debra Mastaler is President of Alliance-Link, an interactive marketing company focused on providing link building training and consultations.

Debra was voted one of the Top SEO Women of 2011 and recently was named one of Search Marketing Standard Magazine's "Women of Internet Marketing." You can get more link marketing wit and wisdom from Debra at her blog, linkspiel, and you can find her on Twitter via @debramastaler.

*No matter how you work, there are definitely more opportunities now. That's a big change from when I started. Back in the day, there were no blogs, no Facebook, no YouTube, no Twitter. When blogging went mainstream and the social media sites took off, opportunity exploded with it. New sites bring new links and traffic streams, both gold for a linker.*

Today we are honored to feature our interview with link-building expert, Debra Mastaler.

In business since 2000, Debra shares some of the expertise she's gained from executing hundreds of link building campaigns with us! Enjoy, as Debra gives her candid take on link marketing – how it's evolved and where it stands today.

**Please share a bit of your background with us: When did you start in SEO? What led you to specialize in linking? (or is it "link building"?)**

I've always referred to it as link marketing because of the way I work, but most people call it link building.

In 2000 I launched a directory featuring organic food and clothing. It was a small site with about 200 products and a page for organic news.

I was new to the Internet and web design so the directory didn't look like much but it was packed with great information. I marketed the site by emailing business owners selling organic products and asking them to feature the directory on their sites.

After a couple months I noticed I was ranking in the first three spots on almost every engine I used. I was happy but clueless as to why. When the business owners listed in my directory started asking me to help them rank, I knew I needed help and went looking online for information on internet marketing.

That's when I found the old Rank Write newsletter Heather Lloyd-Martin and Jill Whalen used to publish. I read several editions and figured out what I was doing.

I ended up working for Jill for a while to hone my linking skills, and once I felt confident to offer link building as a stand-alone service, I launched Alliance-Link.

Prior to 2000, I spent 15 years in the marketing department of Anheuser-Busch and four years before that working for Uncle Sam as a civil servant in the Officers' Club system. Both positions gave me a solid marketing education and directly influence the way I work today.

**In your opinion, how has the linking-building "landscape" changed over the years' you've been involved in SEO?**

You know I've been asked this question frequently over the years and I've never changed my answer... what I do has not changed but where I do it, has. I've always secured links by developing promotions, distributing content or working with the media; since they are core marketing functions it doesn't matter what the algorithm – that stuff works regardless.

There are many different types of link builders: some people use mass submission tools or pay for links, others send request letters, or use private networks, etc. It's all good and it all works, which is why I use a little of each when I build links.

No matter how you work, there are definitely more opportunities now. That's a big change from when I started. Back in the day, there were no blogs, no Facebook, no YouTube, no Twitter. When blogging went mainstream and the social media sites took off, opportunity exploded with it. New sites bring new links and traffic streams, both gold for a linker.



*Trying to find a non-brand, "regular" text listing can be a challenge: there's far less room for them in the top ten since they are sharing space with sponsored ads, shopping, video, news, local, images, and product search. These are space hogs as the visual elements take twice the space as a text listing.*

**What are the major challenges of link building now, given the search and social merger?**

For me the biggest challenge has been keeping up with what's new. I have to spend more time now than ever before reading, surfing and listening for new opportunities, new sites and new social media trends so I can be an early adopter. Sometimes, it's just about being first.

**What would you say has had the most dramatic impact on link building over the past year or so?**

I believe two things have dramatically impacted linking and that's the implementation of Universal search and the preference engines, especially Google, have given brands in the search results.

I didn't include Panda because little of what we monitor was impacted and when it was, we found work-arounds so our sites have rebounded.

Unfortunately I don't always have an easy time working around Universal search results and that can be uber frustrating.

Trying to find a non-brand, "regular" text listing can be a challenge: there's far less room for them in the top ten since they are sharing space with sponsored ads, shopping, video, news, local, images, and product search. These are space hogs as the visual elements take twice the space as a text listing.

And then there are the brands, plus sites like Wikipedia and About.com. While easier to work around, the brand's presence can sometimes be puzzling. The search engines harp on providing good content, user experience and quality linking, yet most brand pages in the search results are little more than product listings.

Here's an example: when I search on the phrase "fresh water fishtanks", my second result is from a national brand. I have to really hunt for the on-page fish tank information and two annoying pop-ups that hit me when I land.

I find no inbound links to this page so I have to assume it is pulling link pop from the domain. So I wonder, where's the good content, quality user experience and inbound links we're told are needed to rank well? Do those criteria vanish because the page is a brand? Seems so, otherwise the well-optimized independent site should rank first and second – but they don't.

**You mentioned it was easier to work around brands, About.com and Wikipedia: how do you build links in such competitive areas?**

Universal elements (Google news, shopping, etc.) use different algorithmic factors to determine search results, whereas brands and Wikipedia use algorithmic elements we're more familiar with.

Things like link popularity, content, and social signals (supposedly) are used to rank and display pages. Dissecting back link profiles around sites like Wikipedia is smart – you find media and content sources in addition to sites that you can either get a link from or get a comparable link.

Earlier I said "sometimes it's about being first." Well, sometimes it's also about having more



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# MWM useful links

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- ✓ <http://www.yourfreemembershipsite.com/>
- ✓ <http://www.todaysinternetmarketingforum.com/>
- ✓ <http://makingwebmoney.com/>
- ✓ <http://www.looseapound-aday.com/>
- ✓ <http://www.regeditcleaners.com/>
- ✓ <http://bigbookofhomeremedies1.com>
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**Has your WordPress BLOG Has Been HACKED?**  
**You Need WP Security Plugins Security Suite...**  
**I just got it myself** <http://bit.ly/WPSecureSuite>



# Using Twitter To Help You With Internet Marketing

By: Ferdinand Tamboia

Internet marketing comes down using the services that people use as part of their daily lives. One such service is twitter. Twitter is a simple service that allows you to send or 'tweet' short messages that can be accompanied with links for photos, videos and any other internet based link. While twitter is not as widely used as Facebook, it is definitely among the most popular services on the internet.

If you are new to twitter, then you should know about the various features of twitter. Once you have acquired this knowledge you can adopt your existing marketing methods to make the most of twitter. In twitter there are 'followers' and then there are 'following'. Followers are folks who are following your tweets. Following are folks you are following.

Since you are a business, it is ideal that you have a lot of followers. Exactly how you get people to follow, varies on your existing marketing strategy and other online properties that you are maintaining. For instance, you could include your twitter handle on your website, blog and facebook page. This will tell the visitors of those online properties to start following you on twitter. Many would prefer to follow you on twitter rather than other online methods because it is easier to read the news on twitter than anywhere else.

If you are having a hard time getting to your customers to follow you, because they don't know about it, you can also consider engaging with a twitter marketing company that can help you find twitter users that meet your demography and allow them to follow. Once you have got the necessary followers, remember to come up with interesting and probably funny tweets that get your followers engage with you. Over time, depending on how effective are your tweets and hence your internet marketing, you are bound to see increased sales.

***Since you are a business, it is ideal that you have a lot of followers. Exactly how you get people to follow, varies on your existing marketing strategy and other online properties that you are maintaining. For instance, you could include your twitter handle on your website, blog and facebook page.***

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Quotable: “Computers have lots of memory but no imagination.” ~Author Unknown

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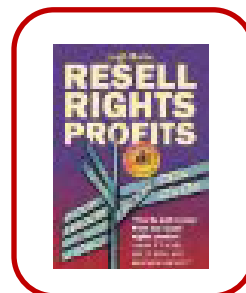


# MWM featured products

## Resell Rights Profits

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

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



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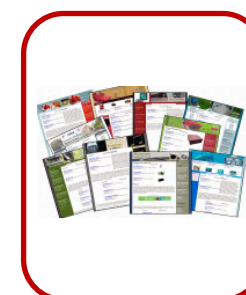
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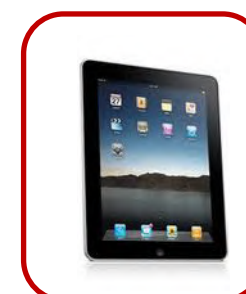
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## **iPad2**

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



# MWM contributors

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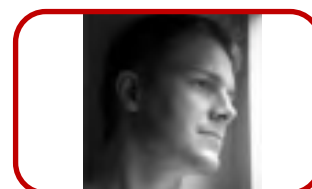
## Mayra Bray

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



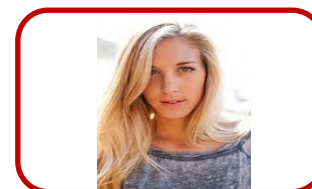
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## Adam Kling

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



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## Ferdinand Tamboia

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**By: John Mussi**

Tweet related news and links and keep your updates relevant. Going back to card printing business example, it is okay if you were to tweet about a video or a blog link which talks about the etiquettes of handing out business cards. This would be appreciated by your customers who buy business cards from you and may even find it useful. However, if you were to tweet about buying wedding cards, they may not like it because it is not relevant to your followers.



*The first rule of twitter marketing is not to tweet too much. Of course, what is 'too much' and what is 'adequate' depends entirely on your business.*



# USING ONLINE COUPONS IN INTERNET MARKETING

By: Adam Kling

Discounts and organizing sales is a great way to get new customers to start using your services and products. Let's assume that you have fashioned a fantastic sale for the coming week of business. It is important that you know how to put the word out that you are giving out coupons. These coupons should give amazing discounts for select products.

The first place to start are your own online marketing networks. You probably have a presence on the internet through your website, blog, facebook and twitter account. Update all of these online channels about the new discount offer and make available coupon codes. An important part about publishing information about coupons is to make it clear what they entail and what they don't. Some marketers like to put out big numbers in terms of discounts but include a lot of riders.



*An important part about publishing information about coupons is to make it clear what they entail and what they don't. Some marketers like to put out big numbers in terms of discounts but include a lot of riders.*

This technique might be good to attract customers initially. Once the customers figure out that there are too many riders attached, it will be put them off your offers completely. Try to come up with discounts that are genuine and are actually usable to customers.

Along with your own internet marketing network, ensure that you have a presence on coupon only sites such as Groupon, CouponNetwork and so on. These sites are used by a number of customers in a lot of cities. If you are a business owner who operates in a city that is covered by these sites, ensure that you are a member. This way, the moment you publish a coupon, it will be advertised in the corresponding categories on these sites and that helps you draw new customer.

Be aware that you should probably come up with different types of coupons for different customers. For instance, you could have generic discounts that are applicable to new customers. You could also give additional discounts to customers who can prove that they have used your products in the past. This goes a long way in building customer loyalty.

## Feature Article .

# IMPLEMENT FACEBOOK AS PART OF YOUR INTERNET MARKETING STRATEGY

By: Ustinya Hawking

Internet marketing is an essential part of any marketing endeavor for any sort of business. You could be running a retail store that has no online presence whatsoever or you are selling online only services, you need to invest in internet marketing. One of the many tools that should be ready to go in any marketer's pocket, is Facebook.

The best thing about Facebook is that almost everybody is now on facebook. A few months ago, there was some news about how Facebook has over a billion accounts. It is possible that some of the accounts created may be dummy or inactive but the end result is that, if you have a hundred customers, ninety of them are on Facebook for sure.

Facebook has made it easy for people to keep in touch with your business in two ways. You can publish tiny ads that keep appearing on people who fall into your demography. This will allow those people who have interests in the products that you offer to find out about you. This is the faster way of reaching out to your customers because Facebook advertising is fairly effective.



*Facebook has made it easy for people to keep in touch with your business in two ways. You can publish tiny ads that keep appearing on people who fall into your demography. This will allow those people who have interests in the products that you offer to find out about you.*

If you are cutting down on your marketing budget or you are not sure about Facebook, you could test the waters of this popular social network by using the Pages of Facebook. Facebook Pages are sort of like a blog or website, except that they have all the features of Facebook. You can post updates, links, and videos. Your customers can follow your Facebook page by liking it.

Once they are following you, you can keep them posted about all sorts of marketing activities like announcement of new products, teasing them about upcoming updates, discount coupons. You can also use your product page as a way to interact with your customers and even use it as a support forum.

## **MWM back story**

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# **HOW JAY-Z WENT FROM MUSIC MOGUL TO SPORTS AGENT**



Jay-Z. Jay-Hova. Jiggaman. Shawn Carter, known for the better part of two decades by these stage names, first earned fame as a rapper in the mid-1990s and has since built a business empire that has included a record label, a clothing line and a minority stake in the Brooklyn Nets basketball team, on top of his own record sales and concert performances. At 43, he remains one of the premier hip-hop artists in the world. Twelve of his albums have hit No. 1 on the Billboard 200 list, more than any other solo artist.

Jay-Z's latest venture is sports agency Roc Nation Sports, a division of his entertainment company Roc Nation. His first client: top New York Yankees player Robinson Cano. Ahead of a contract negotiation that could command as much as \$200 million over the next several years, Cano announced on Tuesday he was dropping legendary sports agent Scott Boras to sign with Jay-Z. With friends like baseball star Alex Rodriguez and basketball king LeBron James, Jay-Z is well positioned to enter the world of sports.

Long before he was a diversified entertainment mogul worth an estimated \$450 million, Jay-Z was a high-school dropout trying to make a name for himself freestyle rapping. Some highlights from his remarkable rags-to-riches story follow.

**1969:** Shawn Carter is born in a housing project in the notorious Bedford-Stuyvesant neighborhood of Brooklyn. His formative experiences here and in the three high schools he attended -- one of which he shared with future rappers The Notorious B.I.G. and Busta Rhymes -- would form the autobiographical basis of many future lyrics. He never finishes high school, and for a time he deals drugs while simultaneously trying to break into the rap game.

### **Related: John McAfee, From Tech Pioneer to Murder Suspect**

**1989:** Carter's street nickname, Jazzy, evolves into his stage name, Jay-Z. The name is partly in homage to his hip-hop mentor, Jaz-O, and partly a reference to the J/Z subway lines that stop near his home in the Marcy Projects.

**1995:** Unable to get a major label interested in his music, Jay-Z -- who by now has begun to make a name for himself by freestyle rapping -- forms record label Roc-A-Fella with friends Damon Dash and Kareem "Biggs" Burke. It will later become one of the most legendary labels in hip-hop.

**1996:** Jay-Z releases his first rap album, *Reasonable Doubt*, at age 26. "[It] had all these emotions and complexities and layers that a typical hip-hop album wouldn't have if you were making it at 16 [or] 17 years old," he said. "That isn't enough wealth of experience to share with the world." It reaches No. 23 on the *Billboard* chart.



**1997:** Island Def Jam acquires a 50 percent stake in Roc-A-Fella for \$1.5 million.

**1999:** With Roc-A-Fella partner Dash, Jay-Z creates clothing brand Rocawear. Eventually it will offer multiple lines of apparel and accessories. "My brands are an extension of me," Jay-Z later tells *Men's Health*. "They're close to me. It's not like running GM, where there's no emotional attachment."

**2001:** Days after the September 11 terrorist attacks, Jay-Z releases his sixth album, *The Black Album*. It is now considered a classic of the genre, and in 2012 *Rolling Stone* ranked it No. 252 on its list of the 500 greatest albums of all time.

**2003:** Jay-Z releases *The Black Album*, ostensibly his final record before retirement. However, in one track, "Encore," he hints at a future comeback. The line "when I come back like Jordan wearing the four-five" references Michael Jordan's return to basketball, when he initially wore a No. 45 jersey.

**2004:** After his retirement from making solo records, Jay-Z collaborates with other entertainers and becomes involved in philanthropy. In December, news breaks that he and his partners have sold their remaining stakes in Roc-A-Fella to parent label Def Jam for \$10 million. Jay-Z is tapped as president and CEO of Def Jam Records.



**2007:** Jay-Z sells the rights to the Rocawear brand -- but not his equity stake -- to Iconix Brand Group for \$204 million in cash. At this point, Rocawear is doing more than \$700 million in annual retail sales. He continues to oversee marketing and product development.

**2008:** In January, Jay-Z steps down from Def Jam to launch new venture Roc Nation, a diversified entertainment company that today represents artists like Rihanna and Shakira. Months later, he marries longtime girlfriend Beyonce Knowles, forming one of the music industry's ultimate power couples. Jay-Z is featured on her songs "Crazy in Love" and "That's How You Like It" from her solo album *Dangerously in Love*.

**2010:** Jay-Z publishes his memoir, *Decoded*. In the book, he reflects on his childhood, his success and the significance of rap music. He also discusses what he sees as the special contributions he and his fellow hip-hop artists can make to the larger culture. "Artists can have greater access to reality; they can see patterns and details and connections that other people, distracted by the blur of life, might miss," he writes. "Just sharing that truth can be a very powerful thing."

**2012:** Daughter Blue Ivy Carter is born to Beyonce and Jay-Z in January, and he dedicates the song "Glory" to her. Later that year, *Forbes* staff writer Zack O'Malley Greenburg publishes his Jay-Z biography, *Empire State of Mind: How Jay-Z Went from Street Corner to Corner Office*, charting his rise from a teenage drug dealer to a successful businessman. *Forbes* pegs Jay-Z's net worth at more than \$450 million, making him one of the wealthiest men in hip-hop.

**2013:** Jay-Z announces his new sports agency, Roc Nation Sports, and its first client, Yankees second baseman Robinson Cano.



*"Artists can have greater access to reality; they can see patterns and details and connections that other people, distracted by the blur of life, might miss," he writes. "Just sharing that truth can be a very powerful thing."*

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