

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

**INTERNET MARKETING AND THE
NATIVE CRAFTS: TRADITION
MEETS TECHNOLOGY**

P.22

Ada Cooper



**INTERVIEW WITH LISA
RAEHLER OF BIG CLICK CO.**

JUNE 2015

p.17

Lisa Raehsler



Jane Keats



**GADGETS
INTERVIEWS
PRODUCTS
Q AND A**

Alan Regala



**THE GROWTH AND GROWTH OF
ENTREPRENEURSHIP AND
INTERNET MARKETING** **P.44**

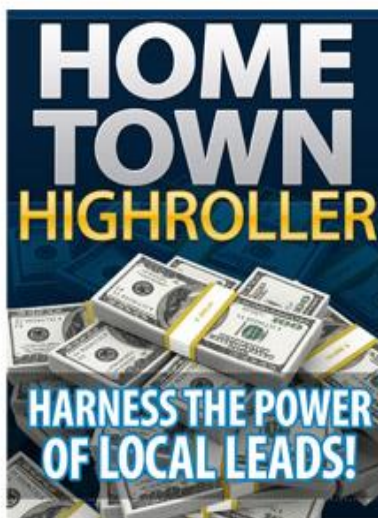
**BUILDING BOTH:
SHELVES AND REVENUES** **P.49**

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Regular Columns

- 6 Editor's Letter**
Welcome to the June edition.
- 7 MWM Inbox**
Got something to say?
Tell us what you think.
- 8 What's On**
Seminars, Expos and Summits, oh my!
- 10 MWM News**
Stuff you should know about.
- 13 MWM Success Story**
From Pennies to Millions: What It Felt
Like to Make Money for the First Time
- 16 Subscribe for FREE**
- 17 Ask the Expert**
Interview with Lisa Raehsler of Big Click
Co.
- 25 MWM Gadgets and Toys**
You know you want them.
- 28 Advertise in MWM**
Be seen by potential customers.
- 29 MWM Tools**
Books, Courses, Software etc.
- 31 MWM Videos**
Watch useful videos on internet
marketing etc

**13 Susan Petersen****34 Greg Sterling**

- 34 Q&A**
Interview with **Greg Sterling of Sterling Market Intelligence**
- 37 MWM Useful LINKS**
All KINDS in one handy place.
- 39 MWM Marketplace**
Buy & Sell domains and websites.
- 41 Featured Products & Contributors**
The people and products that helped
make this edition.
- 49 Back Story**
A Franchisee Who's **Expert at Building Both Shelves and Revenues**

Features**12 Internet Marketing: The Effective and Innovative Techniques**

By: Delbert Carlson

**12 Internet Marketing: The Effective and Innovative Techniques****22 Internet Marketing and the Native Crafts: Tradition Meets Technology**

By: Ada Cooper

23 Social Media Marketing

By: Wilfred Johnson

26 Benefits of the Internet Marketing

By: Ada Cooper

**47 How to Minimize the Risks of Internet Marketing****32 Fusion of Internet and Marketing: The Rise of Internet Marketing** By: Alberto Lamb**44 The Growth and Growth of Entrepreneurship and Internet Marketing** By: Jane Keats**38 The Effect of Internet Marketing On Industries**

By: Wilfred Johnson

46 Optimum Usage of Online Marketing for the New Age Entrepreneurs By: Alberto Lamb**42 Contributors****47 How to Minimize the Risks of Internet Marketing** By: Margie Taylor

MWM editors letter



Welcome to the **JUNE 2015 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 ONLINE opportunities for you.*

Internet Marketing: The Effective and Innovative Techniques By: Delbert Carlson **Internet Marketing and the Native Crafts: Tradition Meets Technology** By: Ada Cooper **Social Media Marketing** By: Wilfred Johnson **Benefits of the Internet Marketing** By: Ada Cooper **Fusion of Internet and Marketing: The Rise of Internet Marketing** By: Alberto Lamb **The Effect of Internet Marketing On Industries** By: Wilfred Johnson **The Growth and Growth of Entrepreneurship and Internet Marketing** By: Jane Keats **Optimum Usage of Online Marketing for the New Age Entrepreneurs** By: Alberto Lamb **How to Minimize the Risks of Internet Marketing** By: Margie Taylor **MWM Success Story - From Pennies to Millions: What It Felt Like to Make Money for the First Time for Susan Petersen** **MWM Ask the Expert** Interview with Lisa Raehsler of Big Click Co. **MWM Q & A** Interview with Greg Sterling of Sterling Market Intelligence **MWM Back Story** How Franchisee - ALAN REGALA - Is an Expert at Building Both Shelves and Revenues!

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

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Twitter.com/harrycrowder

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..

Write to me at: **harry@harrycrowder.com**

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**Making Web Money Online
Marketing Magazine**

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Advertising See Above

Contributors

Various experts in their fields

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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.

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.

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



Did you know:

Only 8% of the world's currency is physical money, the rest only exists on computers.

MWM what's on



JUN
1-8

GET ACTIONABLE CONVERSION INSIGHTS FROM THE WORLD'S LEADING OPTIMIZATION EXPERTS

Unbounce is going on the road and we're bringing the most talented and insightful conversion optimization pros right to your front door. And fresh content is important to us, so you'll be hearing things here that you won't hear anywhere else.

SPEAKERS WHO CARE ABOUT YOUR CONVERSION RATES

No talking heads allowed on this trip. We're bringing real experts who want to help you be better marketers. The insights will be personal, the conversations will be real, and there will probably be lots of Facebook friends and hugging by the end of the night.

JUN
16-17

digitalsummit
DENVER

Digital Summit Denver is a premier digital strategies forum transforming the future of the digital commerce ecosystem – including Marketing, UX & Design, Search, Content, Mobile, and more.

Every company with a customer base faces the same challenge – how do we keep up with our competition amidst the myriad of digital channels and peer-to-peer communication available to consumers? How do we find new customers, take care of the ones we have, and create strategies for growth and engagement that keep up with the rapid pace of change in technology and consumer behaviors?

what's on



JUN
21-24

Creating a Brand New Beat -- We are taking our annual meeting to the elegant boutique Hutton Hotel in Nashville, TN. Network with industry peers and hear from experts on a wide range of emerging topics including content marketing, engaging customers, analytic strategies, best practices, and much more.

See the easels on display at the conference for everyone who is in the running for an IMCA SAMMY Award! Everyone registered will be able to cast their vote for the winning entry onsite.

FUTURE OF DIGITAL MARKETING LONDON 2015



When: June 11, 2015

Where: etc.venues St Paul's | 200 Aldersgate, London, United Kingdom

Future of Digital Marketing London 2015, an event for innovative digital thinkers, will take place on June 11, 2015 in London, UK.

The Future of Digital Marketing (FODM) organized by eConsultancy, has been the event for strategists to learn about the trends shaking up our industry, and how people can harness them to change the way they do business for nine years. FODM turns vision into action. Not just what's coming but what you can do about it.

Ongoing change within Digital Marketing has continued to accelerate over the past years. The event is a one day of eye opening, challenging and sometimes frightening perspective on the future of digital trends.

If you're a digital marketer or ecommerce strategist or practitioner, this is the place to see what's on the horizon and what you need to do about it.

Who Should Attend?

People who already know a little, or a lot, about digital marketing and ecommerce but want to:

- Know what's on the horizon, for planning future online marketing and e-commerce activities
- Hear from those in the know about the realities, not just the theory
- Get ideas that can applied to their own projects to make them outstanding
- Benchmark and consolidate what they know or plug holes in their knowledge
- Meet and network with peers



Quotable:

"The internet could be a very positive step towards education, organisation and participation in a meaningful society."

~Noam Chomsky

MWM news

BITLY'S AUDIENCE INTEL GIVES MARKETERS MORE DATA ABOUT CONSUMER SHARING

Link-shortening service introduces new analytics feature that gives enterprise customers a picture of how their content is being shared across the full Bitly network.

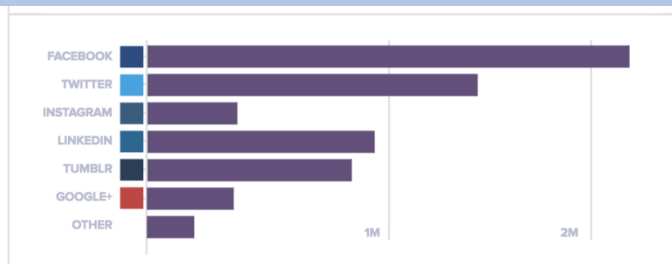
Bitly has launched a new feature to give marketers more information about how people share and consume content.

Called Audience Intel, the tool offers enterprise level Bitly Brand Tool customers insight into how consumers interact with content shared using Bitly's popular link-shortening service. Most notably, the feature isn't limited to data about links that brands or publishers share themselves, but also provides information from the full Bitly network.

That network is giant — Bitly says more than 800 million links are shortened every month and there are more than 10 billion clicks from 2 billion unique people on those links — and Audience Intel has been designed to help marketers take action based on the data.

The tool parses the information into categories that will be familiar to users of social analytics platforms. Along with comparisons of total unique clicks on brand content versus content shared by the Bitly network, it gives info about which social networks are most used to share that content. It shows the time of day and day of week when people are interacting and has breakdowns for device (mobile, tablet and desktop) and operating system (iOS, Android, Mac OS and Windows).

The tool allows marketers to filter across multiple categories, meaning, for instance, that they could see when consumers are most apt to click on content on mobile devices and adjust their publishing tactics accordingly.



YOUTUBE TRUEVIEW ADS TO BECOME SHOPPABLE



Google is adding a Buy button, and now, so is YouTube. Advertisers will soon be able to link to their websites and product listings on Cards within TrueView ads.

Following the announcement of its Buy button, Google will make YouTube ads shoppable as well, Business Insider reported yesterday.

Unlike the Buy button, however, TrueView For Shopping will link to the brand's website, rather than allowing consumers to make purchases directly from videos. The new feature will allow advertisers to list products alongside or within their video ads, playing off Cards, which the video powerhouse introduced last month.

With Cards, TrueView advertisers create pop-up annotations and include additional information about merchandise, fundraisers, playlists and associated websites. TrueView For Shopping will be powered by the same technology behind Google Shopping, which adds product links automatically.

Beta testers include Wayfair and Sephora, both of whom saw positive results. Wayfair, a furniture-based e-commerce site, tripled its revenue per impression, while Sephora experienced more than 54 percent lift in ad recall and an average viewing time of nearly two minutes.

The pricing structure will follow Cards, which means that YouTube will charge for either a click or a full view. When TrueView ads were launched five years ago, advertisers were only charged if viewers watched at least 30 seconds of their video.

TrueView For Shopping, which is optimized for both desktop and mobile, will roll out in the next few months.



Quotable:

“People think computers will keep them from making mistakes. They're wrong. With computers you make mistakes faster.”

~Adam Osborne

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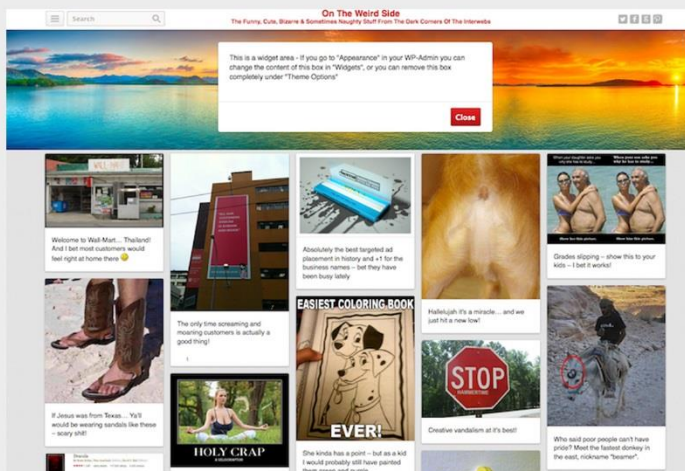


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Making It

SUPER EASY

For you To Profit From
Your Free Traffic!



Use the Covert
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build pin sites
in ANY niche
you want!



INTERNET MARKETING: THE EFFECTIVE AND INNOVATIVE TECHNIQUES

By: Delbert Carlson



Today internet is the buzzword and is everywhere. So if an advertising or marketing team has an idea involving internet it is more effective than the tradition way of marketing and hence more profitable.

The advent of technology has change the way people see and do things be it shopping, marketing, investing etc. etc. . One of the contributions of technology is the invention of smart phone which works as a basic phone plus access to the browsing facility. This has made the life easier for people, especially the multitaskers among us. Imagine one checking the mails, booking a movie ticket, and buying clothes all at the same time. This all seems normal now but a few years back it was unthinkable.

This is all the common change what one witness in the daily life but there was a time when the people were wary of this change. So how does this became an all are encompassing change. The answer lies in the marketing of the things. Today internet is the buzzword and is everywhere. So if an advertising or marketing team has an idea involving internet it is more effective than the tradition way of marketing and hence more profitable. It is also easier to design the marketing strategy by taking the feedback faster and cheaper. One of most recent internet advertising strategy is the introduction of the apps which provides all service similar to the desktop but to encourage the people to use these apps, special app fests are introduced by the online marketing sites to increase the number of app downloads.

So far, this strategy has worked for many companies like Amazon, E-bay and the things are expected to turn better because the penetration of the smartphone is increasing from day to day. It is always better to move ahead of time especially when the innovative marketing techniques like extra discounts, the app store and other promotional activities are concerned. Maybe this is why technology is considered to the gateway to the future and to the people's wallet in this case.

MWM success story

FROM PENNIES TO MILLIONS: WHAT IT FELT LIKE TO MAKE MONEY FOR THE FIRST TIME

By: Catherine Clifford

Susan Petersen still remembers the day she and her husband, Christian, came home one Friday to find an \$86 tax refund from the federal government.

To say they were overjoyed would be an understatement. “You would have thought we won the lottery,” she says. “We were so happy. I thought we could buy anything we wanted we were so rich.” She and her husband ran to the bank, cashed the check, got dressed up and went to Chili’s for dinner.

That was 2005. Susan and Christian had just gotten married and were living in Utah. The newlyweds were working while enrolled in college courses at the nearby University of Utah.



“I think as an entrepreneur, you really have get comfortable in the fear pocket.”

Quotable:

“Reading computer manuals without the hardware is as frustrating as reading sex manuals without the software.”

~Arthur C. Clarke



When her second child, Gus, was born two years later, Susan wanted to buy him wee-sized moccasins but couldn't find any that fit the image in her brain. Instead, she made her own using leather scraps picked up at a yard sale for \$1. It was only after she blogged about the moccasins and received an outpouring of interest that she realized that baby moccasins might be a business idea. Little did she know then, but it was in that first bag of scrap leather that Freshly Picked was born.

College didn't last long for Susan. ("I took a semester. I was bad at it," she says.) Her job didn't last long, either. The voice-over IP company where she was an executive assistant went under. And the timing couldn't have been worse: she was pregnant.

Susan knew she was going to have to get creative to make ends meet. Raised in a family of six on a single schoolteacher's salary, she was well aware that, when times were tight, you found a way to make it work. At various points throughout her childhood, she'd waxed floors, delivered newspapers and sorted potatoes to earn money for her struggling family. There was no room for fear.

Perhaps she didn't realize it at the time, but her life experiences were priming her to launch a business. "I think as an entrepreneur, you really have get comfortable in the fear pocket," she says.

Shortly after giving birth to her daughter, Hattie, she was watching her friend make things and sell them online. By this time, in 2006, Etsy was the newest, hottest ecommerce company. Inspired, Susan learned how to sew, sewed a bunch of baby blankets and set up an Etsy shop. She quickly discovered that if she blogged about how to make what she was selling, that sent traffic to her store. To this day, she continues to make the most of social media, counting 400,000 followers on Instagram alone.





To come up with \$200 to buy her first proper portion of leather, she spent a summer banging the glass out of old windows and collecting the metal frames to sell for scrap leather. Freshly Picked's earliest sales came off of Susan's Etsy page. Her first pairs of moccasins retailed for \$20, but that was foolishly inexpensive. She didn't understand how much work went into making a single pair and how expensive leather was. Today, her moccasins go from \$45 to \$60 a pair and range in colors from neon pink to dark green camouflage.

In the last three years, Freshly Picked has grown from \$120,000 in sales to \$5.4 million in sales. Its staff has grown from one to 12. In January 2014, the company appeared on ABC's Shark Tank and landed a deal with Daymond John -- \$150,000 for 25 percent of the company. After the show aired, John renegotiated the terms of the deal and it fell apart, Susan says.

In one sense, the failed deal worked out in her favor. "I got the best of both worlds. I got the exposure," she says. "It looked like we won and at the same time I didn't have to give up any piece of my company." She says John still checks in periodically to see how Freshly Picked is doing.

Freshly Picked's success was fanned with a number of celebrity endorsements along the way. Before Susan's Shark Tank appearance, Kourtney Kardashian discovered the shoes in a cover shoot with her son Mason for the magazine Parenting. After the shoot, the Kardashian sister bought a pair herself. Today, the list of Freshly Picked celebrity fans includes Kim Kardashian, Rachel Zoe, Jessica Alba, Busy Philipps, Jamie King, Ciara, Olivia Wilde, Liv Tyler and Lisa Ling, to name a few.

For Susan, going from having no money to running a multimillion-dollar company has come with some growing pains. Like in middle school, when kids grow so quickly, their body can't keep up. It's been kind of like that for her, but with money.

For instance, until last year, she hadn't cut herself a paycheck, wanting to keep every dime in the business. Her husband was taking home \$2,500 a month at the time when her accountant told her she would need to start drawing a paycheck to the tune of \$10,000 per month.

"We were like, 'What!? What are we going to do with all this money?'" she says.

Other adjustments have been easier. When she first started sewing moccasins, she remembers daydreaming things like "I want to be able to go into Target and spend \$100." Today, spending \$100 at Target doesn't seem as much of a luxury. "It's funny how quickly your tastes change."

Success hasn't shaken Susan's level head. She's working to pay off her parents' home, set up a college fund for her kids and trying to buy homes for other family members. She treats her employees to company vacations when they reach milestones, but never gets her head too far out of the trenches. It's almost as though she is most at home in the trenches.

"It never really feels like, 'I have arrived,' or we are where we want to be. I am never surprised. I am happy, I am pleased, but we have so much to do."

**"WE WERE LIKE,
'WHAT!? WHAT
ARE WE GOING TO
DO WITH ALL THIS
MONEY?'"**

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MWM ask the expert

INTERVIEW WITH LISA RAEHSLER OF BIG CLICK CO.

By: Nick Stamoulis



Lisa Raehsler:

Recently I had the chance to interview Lisa Raehsler, the founder and principal strategist at Big Click Co. , an online advertising company and Google AdWords Certified Partner. In addition to agency work, she has led successful online marketing programs at Thomson Reuters in search marketing, merchandising, and e-commerce strategies at the enterprise level. She has written for both ClickZ and Search Engine Watch about paid search. Lisa is a Google AdWords Certified Partner.

Did you know:



Investigators missed incriminating Google searches done on Casey Anthony's computer – including “fool-proof suffocation [sic]” – because they checked her Internet Explorer history, but ignored Firefox.

*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*!

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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*!

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MWM ask the expert

WHAT SHOULD A SITE OWNER DO TO INCREASE THEIR ADWORDS QUALITY SCORE?

The Quality Score in Adwords looks at rating an advertiser's ad to determine how relevant they are to the searcher. This is grounded in ensuring the quality of ads in search results are good—so searchers will continue to click on them with confidence. Google's systems are looking at ads, keywords, and landing page relevancy. The best way to optimize for quality score is simple: be sure that keywords match up tightly to search queries, then to the ad copy, and finally to the content on the landing page. This requires that each campaign and ad be highly customized to the keyword theme. While it seems simple, many advertisers can overlook it.

CAN YOU BRIEFLY EXPLAIN WHAT MAKES GOOGLE ADWORDS

The new enhanced campaigns include a number of feature upgrades from Google. The most notable and controversial is the inclusion of tablets—not allowing advertisers to opt-out of advertising on tablets. People don't like this because it makes the assumption that tablet behavior is the same as desktop behavior. The only way to know for sure is to look at the results for each advertiser. Besides, this several great enhancements include bid strategy capability, bid modifiers for location, and upgraded site links. I've been writing on the topic and recommend this article for the basics on why it was launched.

THE HOLIDAY SHOPPING SEASON IS STILL MONTHS AWAY, BUT WHEN SHOULD E-COMMERCE SITE OWNERS START RAMPING UP THEIR HOLIDAY PPC CAMPAIGNS?

Right now! It's never too early to start planning and early birds are already starting to think about their online shop 'til you drop list. This post by Google Insights shows survey data that 30% of consumers plan to begin shopping before Halloween! How crazy is that? Right now, advertisers should be planning out their promotional schedules for the season and getting this set-up in Adwords or Bing. Timing is everything, so matching up key consumer shopping days to messaging and promotions will can give one advertiser an advantage over another. Budget management will be very critical to capture available searches but not lose efficiencies in the process. Considering up to 40% of annual sales can be due to the holidays, according to the National Retail Federation, can advertisers afford to wait?

MANY SMALL BUSINESS OWNERS HAVE TO GO-IT-ALONE WHEN IT COMES TO PPC CAMPAIGN MANAGEMENT. WHAT ADVICE DO YOU HAVE FOR SOMEONE

Small business owners should research search behavior to determine how customers search for the business. What keywords do they use and what does that tell you about intent? Bidding on keywords that are descriptive of what you sell is not necessarily the way to get the best results. Also think about how they do not search so those keywords can be used as negatives. Let's take the example of an auto repair shop. For one, customers are likely to be searching for a shop that is close by so a geo-targeted approach will be key for them. On the other hand, anyone who searches for "how to buff out a scratch" is likely a DIYer and a less qualified search.



“Bidding on keywords that are descriptive of what you sell is not necessarily the way to get the best results. Also think about how they do not search so those keywords can be used as negatives.”

DO YOU THINK MOBILE IS A GOOD PLATFORM FOR PPC?

Mobile is a platform that will be proving itself to us over time. Right now, it depends on the audience (demos) and the ability of the website to be mobile friendly. We also know that consumers are device jumping and completing transactions on desktops that began on mobile phones. This creates a huge challenge for attribution, so the poor mobile phone is deemed too inefficient for PPC. When the attribution issues can be resolved and advertisers spiff up the mobile conversion experience, we'll see this device come alive in PPC.

IN YOUR EXPERIENCE, ARE THERE ANY INDUSTRIES THAT NEVER SEEM TO DO WELL WITH PPC?

I have seen PPC fail because of websites, landing pages, internal processes, legal issues, human resources, etc etc but not because of the PPC itself. Even for products that have challenges making the click-to-conversion model, branding in PPC is one of the most cost effective (in comparison to other branding marketing channels). I just wrote about branding for PPC.



Multi-channel attribution is holding us all back from being the best advertisers we can be.

"I have seen PPC fail because of websites, landing pages, internal processes, legal issues, human resources, etc etc but not because of the PPC itself. Even for products that have challenges making the click-to-conversion model, branding in PPC is one of the most cost effective (in comparison to other branding marketing channels)."

JUST BECAUSE SOMEONE CLICKS ON AN AD THAT DOESN'T MEAN THEY ARE READY TO BUY RIGHT THEN AND THERE. HOW CAN A SITE OWNER CONNECT THE DOTS BETWEEN A VISITOR THAT INITIALLY CAME TO THE SITE THROUGH A PPC AD AND RETURNED LATER VIA SEARCH, SOCIAL, OR DIRECT?

Multi-channel attribution is holding us all back from being the best advertisers we can be. Right now this can't be done to the degree that most people want, but new reporting is surfacing that will give us additional clues to conversion behavior. Google recently released several reports that take us in this direction, such as multi-conversion types, integration of Google analytics data (including organic data), search funnels, conversions across multiple accounts. The most intriguing is a new online to offline capability that uses a "click ID" that can be associated with an offline sale then uploaded into Adwords to try to close the loop. Look for this tracking ability to get more advanced in time with useful insights for advertisers.



Azon Mobile Pro

Create optimized mobile versions of your site in a few minutes

Did you ever walk into a store and looked at the products for sale and then while in the store took out your [smartphone](#), made a search for reviews and decided to buy it thru Amazon?

If you answered yes then that is not surprisingly as it becomes almost normal to use the store as just a way to have a look at the product but then buy it online. 90% of the [smartphone](#) users use their phone also for shopping activities and it is estimated that the purchases thru mobile devices will rise to \$62 billion over the next three years.

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"A Complete Amazon Affiliate Plugin Package"

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This plugin will get the bestselling products for your keyword from these 8 top shops:

- Amazon Walmart Target Macys Sears Overstock JC Penny HSN.com BestBuy.com

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INTERNET MARKETING AND THE NATIVE CRAFTS: TRADITION MEETS TECHNOLOGY

By: Ada Cooper

Internet, with larger than ever penetration is the big thing in today's world. Goods, money, ideas are all travelling faster and better because of this invention. There are many people whose lives are completely dependent on the internet and hence cannot survive without it. It is as important as oxygen or water for them. Some of these people are the owners of the e-commerce sites or working in it.

On the other hand, in many parts of the world there are the artisans produce indigenous crafts like the Banarasi saree makers from India, talavera poetry makers from Mexico etc. These people are dependent on their craft to earn and survive. The internet has benefitted multitudes of people so why not the artisans. It has and in more than one form. Initially, these people used to travel very long distance to get their order placed and then again to receive it .but the internet has made it easier for them as now the orders get placed with a click of a button. Another way in which they are benefitted is the increased access to the people apart from the increase in the visibility of the crafts.

The internet marketing has contributed a lot to this increased visibility of the creation of the indigenous crafts and hence the sales. Almost all the e-commerce giants have tie up to promote them. This has benefitted both the sides as these items increase the number of hits and also imparts variety to their online stores. The artisans are also benefitted from this deal as they no longer have to waste their time looking for the interested buyers. It is often said that growth is best if it shared with people and this is one of the best example of it.

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The internet marketing has contributed a lot to this increased visibility of the creation of the indigenous crafts and hence the sales. Almost all the e-commerce giants have tie up to promote them.

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SOCIAL MEDIA MARKETING

By: Wilfred Johnson

While marketing is a relatively old phenomenon, internet is young one and even more young are the social media sites and platforms. Social media have fast gained attention because the so-called addiction of youth to it. They have become a crucial part of the new generation and are spreading its influence on other generations as well. Sites like Facebook and Twitter have become a sign of prestige as well as the symbol of youth while those who are not a part of it are considered "old" and ignorant. In language of the so called cool people they are the "aliens".

These social sites have also become a platform of marketing for various firms and companies. The side advertisements, 2 minute teasers etc. are quickly being adopted worldwide. The hoarding and pamphlets have been replaced by commercial videos, social site teasers and so on. Through such measures, youth can be easily targeted and so can other audiences. This has helped the companies to incorporate these trends and is even designing the promotional strategy keeping current trends in focus.

The technique on which the social networking sites work is the need to be connected all the time. With the advent of the smartphones, it has only become easier to harness this advantage. The effect of the social media on the business can be estimated by the fact that the business houses now prefer the social platform to introduce the newest innovation rather than traditional way of launching it. The other benefit of this is that it is easier now to make promotion by the "word of mouth" method.

It is widely accepted fact that both social media and the social media marketing are here to stay. This is the best of the technology combined with best of the business sense.

Sites like Facebook and Twitter have become a sign of prestige as well as the symbol of youth while those who are not a part of it are considered "old" and ignorant. In language of the so called cool people they are the "aliens".

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NEST FOR ELECTRICITY? ECOISME OFFERS FULL CONTROL OVER HOME POWER USAGE

How much power is currently being wasted in your house? Chances are, with all the gadgets and chargers plugged into sockets in remote corners of your home, you have no idea.

Ecoisme, a Krakow, Poland-based startup that launched an Indiegogo crowdfunding campaign Wednesday, aims to change that — with a device that automatically detects all the electrical appliances in your house and gives you a detailed overview of their power usage.

Alexander Diatlov, co-founder and CMO of Ecoisme, calls the solution "Shazam for electricity in your house." The Ecoisme device needs to be plugged into a socket, but also connected to your main power line via a clamp. Then it analyzes the noise made by each appliance — its unique electrical fingerprint.



<http://mashable.com/>

You want it

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

THIS SWIMMING ROBOT CAN BRING BEER TO THIRSTY SAILORS

OpenROV is an open hardware kit that allows you to build a fully-functioning remotely-operated vehicle that can dive into the water and shoot video. And now some helpful marine biologists have hacked the amazing little robot to bring them beer.

Our favourite part is when they identify the OpenROV as having come "from another land mass".



<http://www.gizmodo.com.au/>

3D-printed camera case helps dogs take pictures when they're happy



"Heartography" is a type of photography that automatically snaps pictures based on biological signals indicating happiness, so of course, dogs, being the purest vessels of joy on the planet, are the ideal candidates to test out the technology.

Nikon created a 3D-printed camera strap and case that activates when the photographer is happy. According to their website, the elastic strap monitors your heart and once it spikes, a bluetooth symbol is sent to the camera and snaps a photo.

Grizzler, the pho-dog-grapher who has been pioneering heartography, isn't quite Diane Arf-bus or Richard Ave-dog yet — the snaps are a little blurry — but maybe we just don't get his art. Grizzler should try going through a mirror selfie phase like many great photographers before him have.

Meanwhile, you can also strap the camera around your neck if you want it to take a picture whenever you're filled with happiness at the sight of your dog.

<http://mashable.com/>

Did you know



Three students from a school in Nevada had installed keystroke loggers on their teachers' computers to intercept the teachers' usernames and passwords, and then charged other students up to \$300 to hack in and increase their grades.

BENEFITS OF THE INTERNET MARKETING

By: Ada Cooper

The internet marketing in its initial stages was used only by the companies having huge turnovers .but slowly the things changed and now it is used even by the companies who are in business for very small time. Obviously, if it is being used by this large amount of company it should have some advantage over the traditional ways of advertisements like cold calling, distributing pamphlets etc. these benefits may vary from business to business but there are some are common to all. Analysing the trends and the feedbacks, the common benefits acknowledged by the companies are:

- The biggest benefit is that the visibility of the company increases, which directly or indirectly gives global outlook to the business.
- Cost effectiveness is another major reason why the companies prefer to take the online method to advertise now. Putting up the ads is definitely cheaper than making thousands of unsolicited calls or printing large number of pamphlets.
- Time effectiveness has led to increase in the preference also. In the era where everything is getting faster, corporates cannot just sit idly waiting for the response or the feedback and thus have gone for this time saving option.



- Everyone likes a personalised service and not to repeat the same thing again and again when talking to the customer care. The marketing people understands this and have come out with a solution that helps maintain the data base and also eases the personalised services.
- The demand is increasing for the speed and the results are for all to see. One of the factors that have caused unprecedented growth of internet marketing its fast service. It is also convenient and easy. Shopping is fun but when it is combined with the comfort of the room, it is the best experience for anyone.

In the era where everything is getting faster, corporates cannot just sit idly waiting for the response or the feedback and thus have gone for this time saving option.



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5 Veggies that Kill Stomach Fat?

Check out which veggies boost female metabolism and burn stomach fat



1 Tip for a Tiny Belly

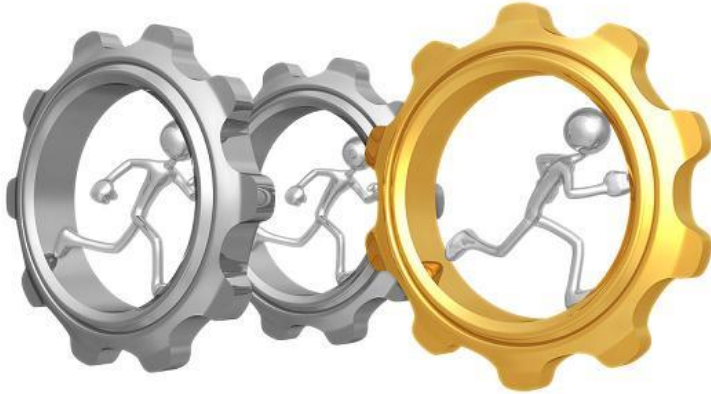
Lose a bit of your belly everyday by following this weird little tip

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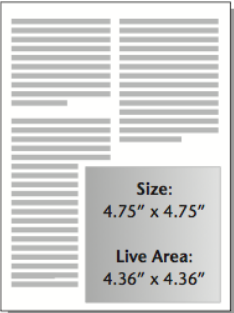


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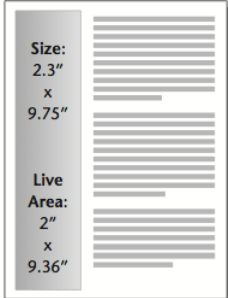
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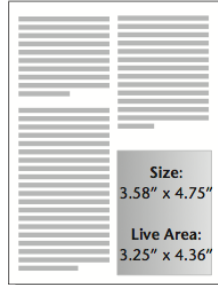
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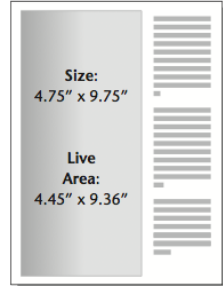
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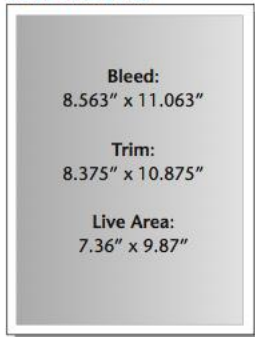
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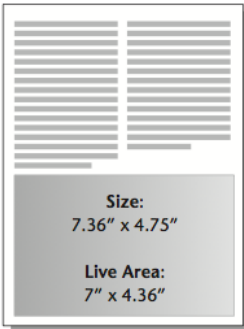
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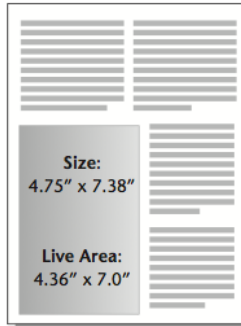
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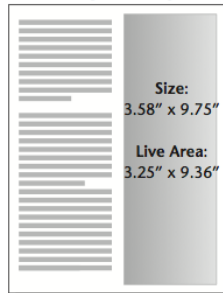
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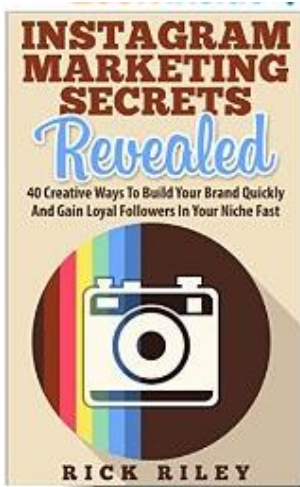
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[Instagram Marketing Secrets Revealed: 40 Creative Ways To Build Your Brand Quickly And Gain Loyal Followers In Your Niche Fast \(Instagram Marketing, Online Marketing Techniques Book 1\)](#)

By: Rick Riley



You're about to discover 40 creative proven steps and strategies on how to use the popular social networking app, Instagram to spread awareness of your business and gain a following.

All methods of advertising have been done. From television to banner ads, the business world knows how to spread the word about services and products. However, have you thought of other ways in which you can promote yourself that aren't typical? In this book, I'm going to outline how Instagram can be used to creatively build your business. It's not the most popular method of advertising, but it will definitely be effective if it is used right!

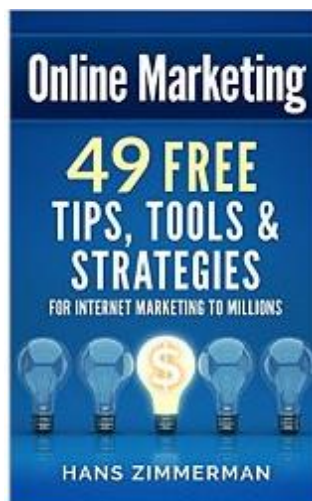
[Online Marketing: 49 Online Marketing Tips, Online Marketing Tools & Online Marketing Strategies for Internet Marketing to Millions! \(Online Marketing, ... Tools, Email Marketing, Website Marketing\) \[Kindle Edition\]](#)

By: Hans Zimmerman

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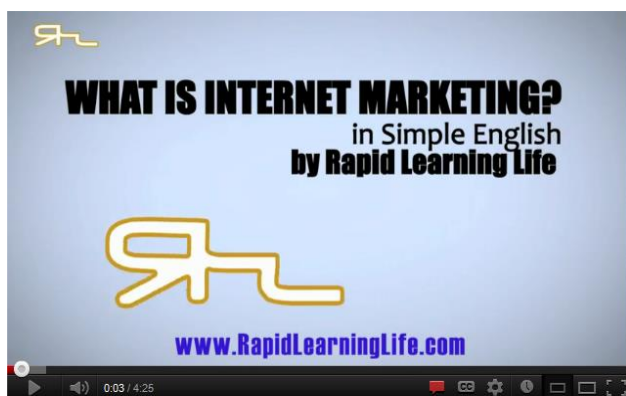
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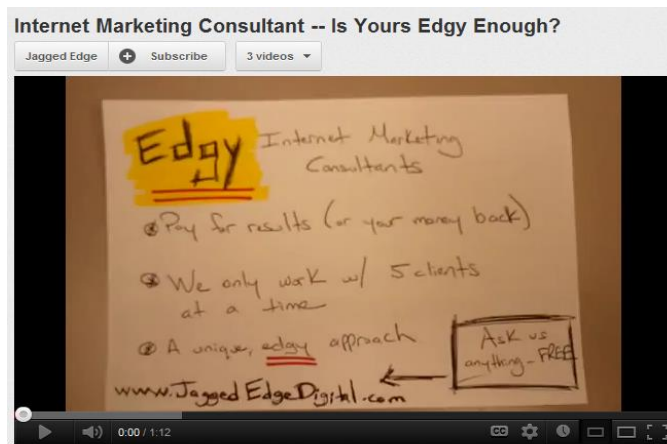
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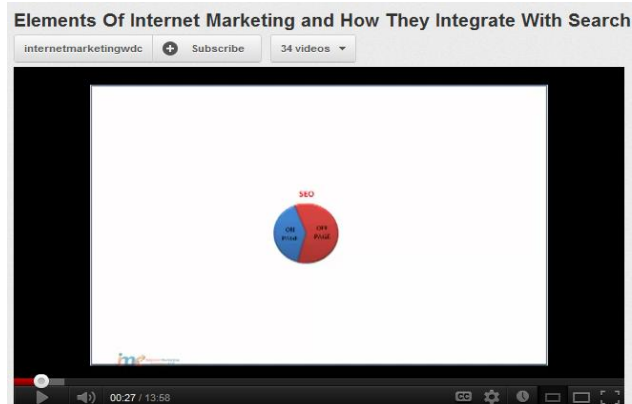
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FUSION OF INTERNET AND MARKETING: THE RISE OF INTERNET MARKETING

By: Alberto Lamb

Imagine a multinational company like Pepsi which has recently entered a country's market. It has a global reputation but it will not pay or cause profit until the people are aware of it. So the people need to be aware before buying a product or endorsing it. This is where the marketing comes into the play. Marketing is generally defined as the process of promoting any service or product. This includes market research and advertisements. The market surveys are done to find out the expectations, current trends and the problems faced by the people.

The next step is generally is designing the product which is to be launched in a big event marking the entry of the company into the play. The hype is created for which the public relation teams work overtime and finally the product is launched but this does not complete the work of the marketing or the public relation team. After the launch, people may become aware of the brand but will not buy it. Now the marketing people have to do the field analysis again to track the general reaction and the feedback about the product.

This was before the omnipresent internet got involved into the marketing and changed the way it is done. Nowadays, marketing and internet have combined to form the internet marketing which is hailed by many as the way marketing will done in the future. The internet has actually reduced the work of the marketing people by substituting field surveys with online feedback forms. These people just need to put the form online and the rest work will be done by the internet and the targeted nation's people. While the marketing still remains a field job, the internet has made life of the professionals bit easier.



While the marketing still remains a field job, the internet has made life of the professionals bit easier.



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- ** **AssociatePress does so much** you have to check out the video !

MWM Q&A

INTERVIEW WITH GREG STERLING OF STERLING MARKET INTELLIGENCE

By: Nick Stamoulis

Recently I had the chance to interview Greg Sterling, contributing editor of Search Engine Land. You can read Greg's personal blog Screenwerk, which follows the world of media and local advertising. He also writes about the mobile internet at Internet2Go.

Greg Sterling is also the founder of Sterling Market Intelligence, which researches the Internet's impact on offline consumer behavior.

Thanks to Greg for taking the time to answer my questions!



“Everyone is using mobile devices all the time. No one can afford to neglect it.”

QUESTION: THERE IS LITTLE DOUBT THAT SEARCH TRAFFIC FROM MOBILE DEVICES IS GROWING, BUT DO YOU THINK TABLET USERS SEARCH DIFFERENTLY THAN THEY WOULD ON A PC?

Answer from Greg Sterling: Tablet search is very similar to PC search. However the presence of apps changes behavior on tablets vs. the PC web. Accordingly people who might have used Google on the PC to navigate to sites may now, in some cases, just go directly to particular apps.

QUESTION: HOW CAN A WEBSITE OWNER TRACK MOBILE USERS THAT THEN SWITCHED TO A PC SO THEY CAN EFFECTIVELY FOLLOW THEIR PATH TO CONVERSION?

Answer from Greg Sterling: There are a number of methodologies emerging that try and track people across devices and platforms. The simplest way is registration and giving people sufficient incentives to sign in and remain signed in.

QUESTION: DO YOU THINK MOBILE SEARCH TRAFFIC CONVERTS WELL?

Answer from Greg Sterling: Define “convert.” Most people using mobile convert later online on a PC or tablet or in a store. There’s relatively little mobile commerce. However that’s growing. Marketers need to think more broadly and creatively about conversions. Those only tracking “m-commerce” transactions are missing the much larger way in which mobile is influencing purchase decisions. And too-narrow definitions of conversions or myopic attribution strategies may be missing the overall role that mobile is playing in the broader conversion process.

QUESTION: DO YOU THINK B2B COMPANIES NEED TO BE AS WORRIED ABOUT MOBILE SEARCH AS B2C?

Answer from Greg Sterling: Yes. Everyone is using mobile devices all the time. No one can afford to neglect it.

QUESTION: WHAT DO YOU THINK OF GOOGLE’S ANNOUNCEMENT ABOUT HOW A SITE’S RANKINGS WILL SOON BE NEGATIVELY INFLUENCED BY “SMARTPHONE WEBSITE MISCONFIGURATION”?

Answer from Greg Sterling: Google is trying to compel publishers and marketers to get their mobile acts together and this is probably a necessary if coercive step.

QUESTION: HOW DO YOU FEEL ABOUT THE NEW ADWORDS ENHANCED CAMPAIGNS?

Answer from Greg Sterling: It's mostly a self-interested move by Google. Although it may wind up benefiting some marketers as well by making them think holistically about their campaigns.

QUESTION: WHAT ARE THE KEY DIFFERENCES BETWEEN MOBILE AND DESKTOP PPC?

Answer from Greg Sterling: Marketers need to think about and understand the mobile user experience: smaller screens, time of day, context and location. What is that person doing when she or he sees the ad? And when he or she clicks through what is the landing page experience. It really needs to be mobile optimized or that click is wasted.

QUESTION: WHAT DID YOU THINK OF EBAY'S DECISION TO PULL THEIR PPC CAMPAIGN?

Answer from Greg Sterling: eBay has done this before. It's probably partly based on data and partly a high-profile "FU" to Google. In the end it's probably not a great decision.

QUESTION: WHAT DO YOU THINK OF THE GOOGLE LOCAL CAROUSEL? DO YOU THINK IT WILL HAVE A DIFFERENT EFFECT ON SEARCH BEHAVIOR DEPENDING ON THE DEVICE BEING USED (TABLET VS. PC)?

Answer from Greg Sterling: It's too early to say what precise effect it will have. However it keeps users "within Google" more than the old page did. I don't like it as an aesthetic matter. It works better on tablets than on the PC.

QUESTION: HOW COULD LAST-MINUTE ONLINE SEARCHES INFLUENCE A CUSTOMER THAT IS ALREADY PHYSICALLY IN-STORE?

Answer from Greg Sterling: Yes, for sure. Between 65% and 80% of smartphone owners use their devices in stores to do price comparisons, look for reviews and coupons. There's already plenty of evidence that information discovered on smartphones does impact in-store buying (both positively and negatively). And indoor location will make in-store digital marketing a reality in a couple of years.

QUESTION: DO YOU THINK SOCIAL ADVERTISING IS AN EFFECTIVE ONLINE MARKETING TACTIC?

Answer from Greg Sterling: Yes, but often the impact is indirect. As with all channels, marketers need to think about social broadly and how it contributes to overall product and brand perception. Social needs to be coordinated with other media channels.

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The effect of internet marketing on industries



By: Wilfred Johnson

The internet marketing has changed the way everyone sees the marketing industry even the marketing professionals. The industries are getting more global scope and higher profit with a lesser investment in marketing than before. The reason of the change is the World Wide Web or the internet which has decreased the distance, made the movements of services and ideas easier and has made world a global village. This has only reduced the problems for industries and maximized the chances of achieving success.

There has been a very large impact of the internet marketing in various industries and has changed the way these industries used to function before. The effect varies from industry to industry but there are some changes that are witnessed by nearly all the industries and have led to the surge in marketing activities on the internet.

Of the industries which are nearly transformed because of this shift in approach are the music industry which initially focussed on the production of the C.D's but are now also trying to concentrate on the downloadable .mp3 format. The other industry is the banking industry. Everything about the banking today is digitalized from opening of the bank account to the clearing of the cheque and so is the marketing. The loan strategies are being designed keeping in mind the tech-savvy needs and demands.

The way antiques are being sold today is also very different from the way it was ten years ago. This is also because of the internet marketing. One of the common practices among the antiquity sellers is that they advertise online to create a hype and then e-auction to get the maximum bidding amount. The thought behind these auctions may have not changed but the technology certainly has changed for good.

Of the industries which are nearly transformed because of this shift in approach are the music industry which initially focussed on the production of the C.D's but are now also trying to concentrate on the downloadable .mp3 format.

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Quotable:



“Treat your password like your toothbrush. Don't let anybody else use it, and get a new one every six months.”

~Clifford Stoll

Learn the WEIRD trick that allowed this single Mother to climb out of debt and make over \$700 per week helping businesses with their Facebook and Twitter accounts!

Hi, I'm Annie Jones. This is my story...

Like most single parents around the world my mornings are pretty busy with the mad dash to get the kids out of bed, washed, dressed and fed in time to leave for school.

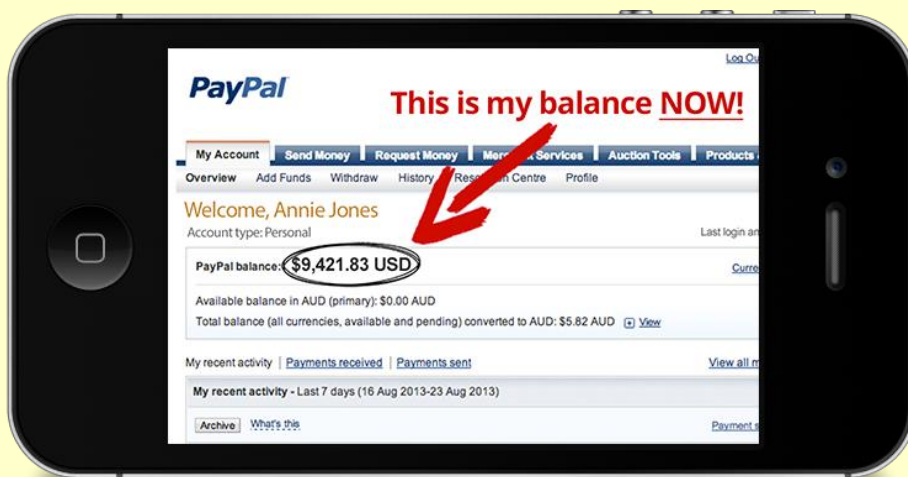
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months that I now LOVE getting back home to start work.

Nowadays work for me involves logging on to Facebook, Twitter and YouTube, reading and replying to some comments and scheduling some posts for the day. The businesses that I do this for don't have the time to do this work themselves and it's not enough work to hire someone full time, so they pay me to do the work for them part time from home.

The best part is that ANYONE who knows how to use Facebook, Twitter and YouTube can do this 'work', and there are millions of businesses around the world hiring for these positions RIGHT NOW!

I sometimes find it hard to believe how great my life is now because it wasn't always this good...

Now I am the one earning hundreds of dollars each week just for playing around on Facebook and Twitter!



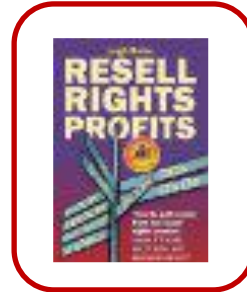
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Have you ever wondered how those other online marketers pump out product after product week in - week out while you struggle to get your first development project off the ground?

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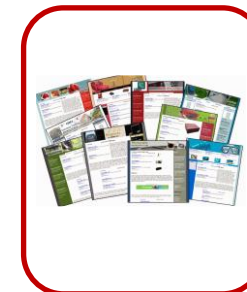
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[iPad2](#)

[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

Delbert Carlson

Delbert Carlson may be new in the Internet marketing scene (she only started in 2013) but you should not underestimate her skills. In just almost 2 years, she has helped many businesses succeed.



Catherine Clifford

Catherine Clifford is a senior writer at Entrepreneur.com. Previously, she was the small business reporter at CNNMoney and an assistant in the New York bureau for CNN. Catherine attended Columbia University where she earned a bachelor's degree. She lives in Brooklyn, N.Y.



Ada Cooper

Ada Cooper is the Operations Manager of a digital marketing company based in Queensland, Australia, which she co-founded. When it comes to PPC, social media and content marketing, she is the woman to call.



Wilfred Johnson

Wilfred Johnson is a journalist who broadened his expertise and is now excelling in the field of online marketing. With his knowledge, skills and experience, you will surely get data-driven results.



MWM contributors

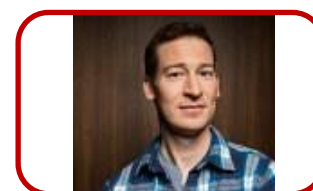
Jane Keats

Jane Keats is a self-made entrepreneur. She started her small business in 2011, and she has expanded through effective use of the Internet.



Alberto Lamb

Alberto Lamb enjoys exploring the Internet and finding the right keywords and other important factors to stay visible online. He is now managing his own SEO company.



Nick Stamoulis

Nick Stamoulis has worked with hundreds of companies small, large and every size in between since 1998. Through his vast SEO and internet marketing experience Nick Stamoulis has successfully increased the online visibility and sales of clients in all industries.

Nick Stamoulis started Brick Marketing as a part time SEO consulting business in 2005, which has evolved over the years to a full service SEO and website marketing company, one of the top SEO firms in the United States.



Margie Taylor

Margie Taylor is an SEO expert who specializes in content and social media marketing. She is currently focusing on her online business and she conducts workshops in different parts of Australia.



THE GROWTH AND GROWTH OF ENTREPRENEURSHIP AND INTERNET MARKETING

It is often said that the best time to start an entrepreneurship is now. Let's first be clear about what entrepreneurship actually means. In the general sense, entrepreneurship is defined as the act of opening a business or any other activity from the scratch and to be entirely responsible for the outcome of the same, either good or bad. So how is the current scenario, the best scenario for starting it? And what are the factors making now the best time.

First and the foremost factor is the rise of Internet. The internet has made the flow of information, ideas, and services easier and away from the geographical constraints. This has also helped to advertise and market the things on the global level. The other contribution of the internet is the better mechanism for the feedback and the ease with which the changes can be brought about on a go.

The social media has also contributed to the unprecedented growth of the entrepreneurship project. The social media like WhatsApp, Facebook and Twitter etc. has made easier to remain in contact round the clock. This platform is often used by the industries to launch the products or get a feedback from the users thus decreasing the cost spend on the field research or on the organising the gala event for the same.

The last factor is the change in the people's attitude toward the entrepreneurs. They have become less wary of investing in new and innovative ideas and are investing in the project at a greater level than even. It is a win-win situation for both the sides as the new ideas will also increase the variety and will also garnish better prospect and returns for the future generation of new businesses.

The internet has made the flow of information, ideas, and services easier and away from the geographical constraints. This has also helped to advertise and market the things on the global level.



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Optimum usage of online marketing for the new age entrepreneurs

By: Alberto Lamb



Have an efficient customer care and marketing team to tackle all the issues and forge a relationship with the customers. This may not be an initially profitable but in the long run, it will work wonders for the business.

There were entrepreneurs and there are entrepreneurs. These people are risk taking individuals which start a business with the scratch and are completely responsible for it. To be one, it is required to have highly creative and innovative ideas. These people are more open to the new technology and try to make best use out of it before it gets common. It is an accepted fact that marketing is required to sell the product and in today's world of competition, it is become more important than ever to do marketing. One of the latest changes is the introduction of the online marketing or the internet marketing. The new age entrepreneurs should make a good use of this technology by following these easy steps.

- Create content of any sort: produce a blog. The more is the content on the blog, the better it is for your business. Companies having heavier blogs or websites generally see better profits than the companies having lesser amount of content on their websites or blogs. The technical term for this is the content marketing. It is more like building a lifelong relationship by sorting out the issues, creating an ambience, building the connections.
- Have an efficient customer care and marketing team to tackle all the issues and forge a relationship with the customers. This may not be an initially profitable but in the long run, it will work wonders for the business.
- Always add a personalised touch to the services. This may not be a part of the direct sales and even feel like a waste of time but it will definitely benefit the business. One of the general way of doing it by providing an e-mail id to solve the problems, say thank you or merely bonding and understanding customers.

HOW TO MINIMIZE THE RISKS OF INTERNET MARKETING

By: Margie Taylor

Internet marketing is one of those things which are painted rosy throughout the world. It indeed has changed the way the marketing is done in many cases and will continue to do so in the future as per the predictions of various trade analysts.

But there is a universal law which says that where there are pros, there has to be cons also. The success of various marketing strategies has dazzled people and they are not able to see the darker side of the same.

Here are some ways if used can help to reduce the risk involved in online marketing.

- Have a clear idea about the desired output. This will help not only the company but also the end user. An ambiguous idea will cause wastage of money, time and other resources. The clearer the idea is, the better it is.
- Think out of the box but not weird or outrageously absurd. It is a creative field. So there is always a need for new and exciting ideas which make the product more desirable. But sometimes, there is a very thin line between creativity and madness. Try not to cross that line.



It is always better to test the water before entering into waters. The same goes out for marketing. Instead of allocation a large amount in one go, let the initial fund be small.

- Do not put all the eggs in one basket. Imagine spending a large amount of money in getting a star to endorse the products but at the last moment, things go awry. It is always better to test the water before entering into waters. The same goes out for marketing. Instead of allocation a large amount in one go, let the initial fund be small.
- Reduce, reuse and recycle. There are some ideas which can be presented in more than one way and can be totally rocking in every way. Rather than investing in a new idea every time try to work if the previously used ideas can be worked upon to give results.



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A FRANCHISEE WHO'S EXPERT AT BUILDING BOTH SHELVES AND REVENUES



ALAN REGALA, A FIRST-GENERATION AMERICAN OF FILIPINO AND CHINESE DESCENT, AND FIRST-TIME BUSINESS OWNER, DIDN'T JUST ACHIEVE THE AMERICAN DREAM; HE SURPASSED IT. IN HIS VERY FIRST YEAR WITH SHELFGENIE, HE REACHED THE \$1 MILLION REVENUE MARK. WHAT MAY HAVE HELPED WERE HIS YEARS IN PRODUCT DEVELOPMENT, IN THE MEDICAL DEVICE AND CONSUMER PACKAGED GOODS INDUSTRIES -- HE ACTUALLY INVENTED A PORTABLE NOTEBOOK AND PEN THAT FITS INTO YOUR WALLET. SOMETHING ELSE LIKELY HELPED TOO: HIS MASTER'S DEGREE IN MECHANICAL ENGINEERING FROM STANFORD.

Name: Alan Regala
Franchise owned: ShelfGenie in Seattle, Washington

How long have you owned a franchise?

I'm closing in on my five-year anniversary this summer.

Why franchising?

I've started a business on my own in the past, and while I felt it was successful, it was difficult being on my own and starting from scratch. There is the added pressure of staying relevant in the crowded field of technology and consumer products start-ups. When I decided to start a new business, I really liked the idea of having a partner, but I didn't just want to find a random person to partner with. The idea of franchising really appealed to me because the franchisor is your partner and you are starting with a game plan and system based on something that works.

I knew that with my background, I could find a way to optimize those systems and grow our client-base. With ShelfGenie I liked the fact that they were an established brand and there was a high potential for growth. After winning Rookie of the Year in 2010 and Franchisee of the Year in 2013, and seeing my franchise grow to more than \$1 million in yearly revenue, I know that I made the right decision.

What were you doing before you became a franchise owner?

After receiving an undergraduate degree from Cal-Poly and my master's in mechanical engineering from Stanford, I spent seven years in product development. I worked for various companies until I founded Everyday Innovations. With Everyday Innovations, I realized that I have what it takes to be an entrepreneur. I embraced the challenge and the thrill of taking a product from the concept level to the marketplace.

One such product, the PicoPad, was actually featured in Entrepreneur magazine in 2008. Establishing my own company and seeing it thrive was proof that I could grow a business, and instilled the confidence I needed to get my ShelfGenie franchise off the ground.



Why did you choose this particular franchise?

I was looking at three different franchises at the time, and after my initial research into each of their business models, ShelfGenie was at the bottom of my list. I'm glad that I did my due diligence on the company and put myself in the shoes of the franchise owner because that really shaped my decision. It wasn't until I visited the companies in person that I could see the difference in how the businesses were run and see the people behind the company.

I was extremely impressed with the leadership at ShelfGenie. They seemed very committed to providing the best possible experience for the end client and the franchisees, as well as doing all of the things necessary to make that happen -- making a top-quality product, hiring the right people internally, listening to clients and franchisees and constantly working towards being a better organization.

How much would you estimate you spent before you were officially open for business?

My startup costs were around \$127,000: \$104,000 for franchise fees (multiple territories), \$11,000 for initial marketing materials (home show display, vehicle wrap); the rest was for miscellaneous expenses like training, accounting setup, office equipment, etc.

Where did you get most of your advice/do most of your research?

I utilized the help of a franchise consultant to help me pick my top three franchises. I highly recommend using a consultant, as they typically vet all the companies they work with and recommend only those they feel are quality businesses. There is really no downside to this process as this service is free to the prospective franchisee. Without that guidance, I would have been overwhelmed with the process and the large number of franchises out there.

What were the most unexpected challenges of opening your franchise?

The biggest challenge for me was getting the right team in place. I didn't have a lot of experience with hiring and managing people prior to this, so that, combined with the learning curve of getting to know the business myself, was tough. We wanted to grow at a pace that was sustainable and would allow our team to provide the highest level of service.

I've learned along the way that I always need to be looking for ways my team can improve to better serve our clients. Recently, I created training documents for the team and also shared them with the corporate office in case [that contribution] would be valuable to the system as a whole. Thankfully, the franchisor has provided great support to encourage our success.

What advice do you have for individuals who want to own their own franchise?

Use a franchise consultant to help you explore what's out there and what might be a good fit for you. Have a monetary goal in mind as well as a lifestyle goal; make sure that the prospective business has the capability of meeting both of those requirements. Once you're far enough along in discussions with the prospective franchise, do your due diligence with the validation process and speak to several current franchise owners to get their firsthand experience and see if it's meeting their expectations.

What's next for you and your business?

Things have been going so well with ShelfGenie that a few years ago, I decided to buy into another franchise, this time in the frozen yogurt industry. Before I was able to open a location, things did not pan out with that business, so I ended up backing out. Although it didn't work out as planned, I was able to see the inner workings of another franchisor, and I learned that, with ShelfGenie, I am fortunate to be partnered with a solid company with solid values, which cares about its franchisees.

I've since decided to double down on ShelfGenie by focusing my efforts on expanding my coverage area and building a phenomenal team to provide the best possible experience for our clients.



“We wanted to grow at a pace that was sustainable and would allow our team to provide the highest level of service.”

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