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APRIL 2017

FOUR FACTS ABOUT **INTERNET MARKETING** **YOU DIDN'T KNOW**

Meredith Reid



MEET JOYCE POON
NOIR LASH LOUNGE



THE ENTREPRENEUR
JAMES BRUETON

ENVIROBUILD



INTERVIEW WITH
"THE LADY OF SEO"
JANE COPLAND

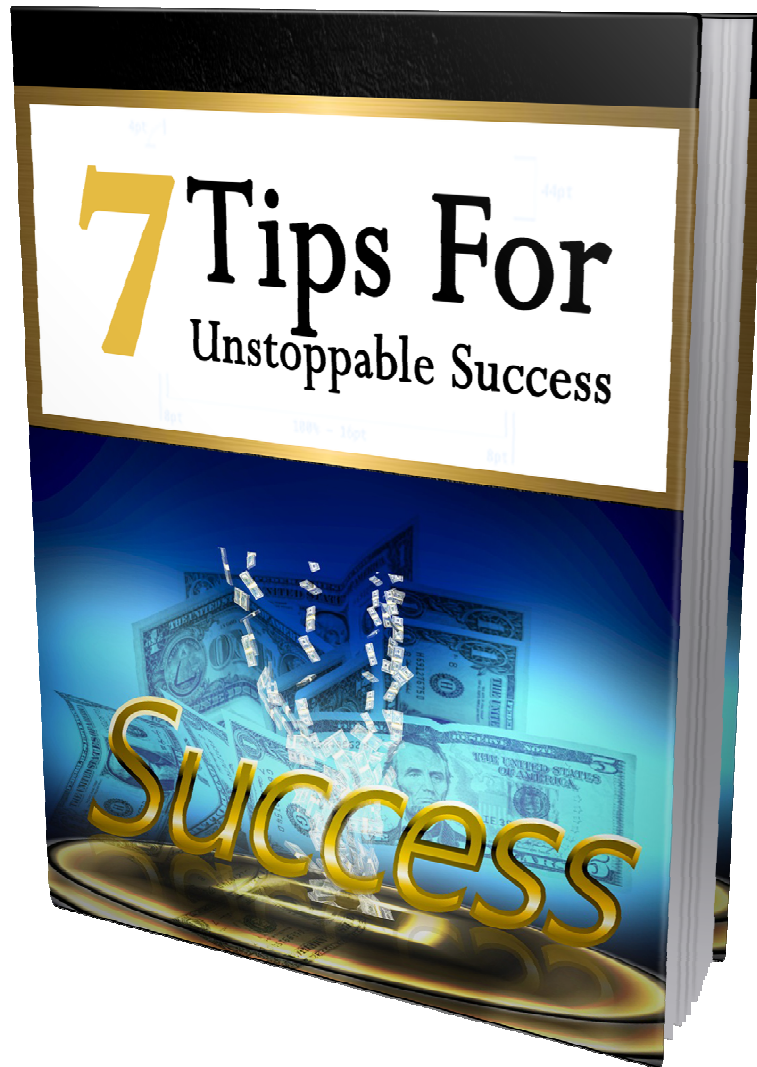


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[APRIL 2017]

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Welcome to the **APRIL 2017 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. *This month we have **MORE** great articles and personal success insights, interviews, plus some **ONLINE** opportunities for you.*

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- **MWM Back Story – Meet Joyce Poon, Noir Lash Lounge**

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

Over 60 Great Back Issues of MWM!



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Keep your valuable feedback coming. I try to reply to every email, I appreciate your input as it helps to make **MWM** the Best magazine possible.

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Making Web Money Online Marketing Magazine

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Contributors

Various experts in their fields

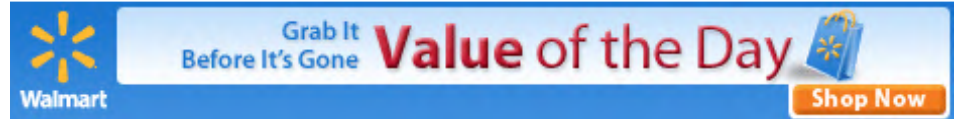
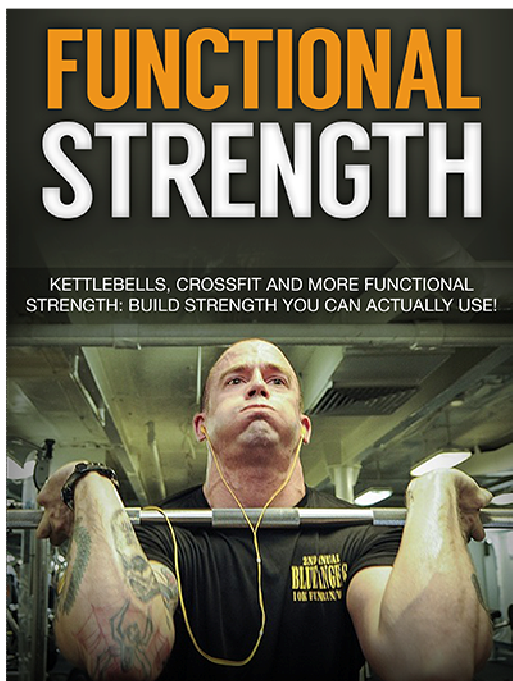
The instructions and advice in the magazine are for entertainment purposes only.



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 online magazine.

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MWM what's on

An Event Apart >

APR
3-5

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APR
5-7



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what's on



APR
18-20

Speakers

60 of the nerdiest PPC experts ready to dive deep into the most critical issues

Networking

10 unique, local opportunities for you to skillfully build your personal brand

Schedule

40 of the most original, insightful and relevant PPC sessions, designed with you in mind

Takeaways

Actionable takeaways from each session + a digital toolkit to jump-start your work



Authentic Marketing Conference

Join 100+ Brands & Influencers in Los Angeles (April 28th)

This event brings together 100+ brands and influencers to talk about campaign best practices. All of the panels will show real tips, tactics and helpful stories brands and influencers can use to authentically share their message and build a strong following.

Event Details:

What: One-day event with: 8+ panel discussions, 4+ deep-dive breakout sessions, networking with influencers, bloggers, and brands who want to develop impactful campaigns

Why: In one full day each attendee will learn tactical tips and trends they can use in their business to be more successful in campaigns.

Where: Microsoft Los Angeles Headquarters, 13031 W. Jefferson Boulevard #200, LA 90094

When: Spring 2017

- Checkin: 9:00am to 9:30am
- Breakfast & Networking: 9:00am-10:00am
- Panel #1 starts promptly at 10:00am (Please don't be late)
- Lunch at 12:30pm
- Wine reception starts at 3:00pm

Who: Join 100+ digital brand marketers and influencers (bloggers and vloggers) who dialog/pitch/share their goals when creating a successful campaign. This conference will focus on family-friendly brands and influencers who have a message that's in line with those brand goals.



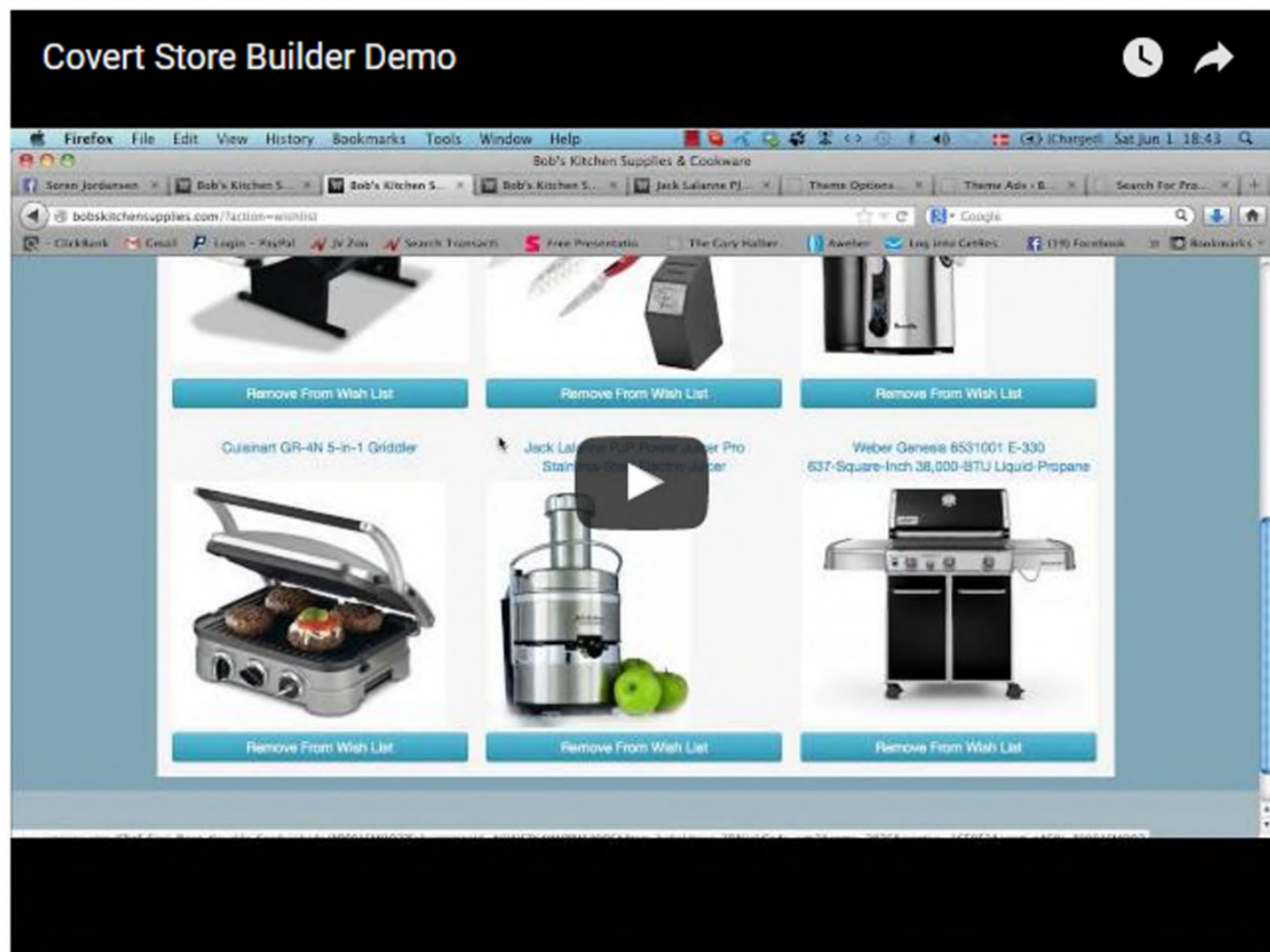
Quotable:

“Content is fire, social media is gasoline.”

~Jay Baer

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CUTTING-EDGE MARTECH? 65% OF BRANDS HAVE NO PLANS TO INVEST THIS YEAR

In a new survey, marketers say technologies like virtual reality and machine learning will have a huge impact in coming years, but they don't plan to invest in them just yet.

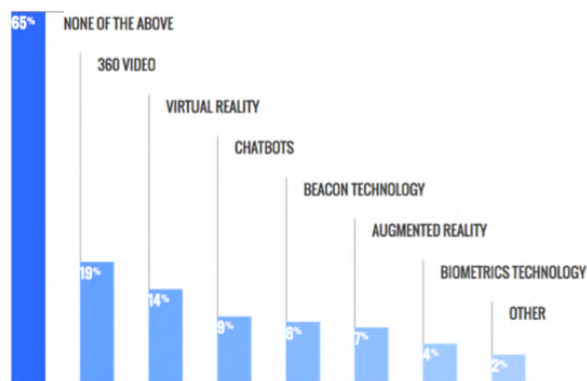
Marketers know that change is coming, thanks to new technologies like machine learning and virtual reality. But in a recent survey, almost two-thirds said they're not planning to invest in those cutting-edge technologies in 2017.

The data are from Bynder's just-released "State of Branding 2017" report, which surveyed 562 "global brand managers and CMOs" in December 2016. Of those surveyed, 78 percent are based in North America, and 53 percent work at companies with more than 200 employees. Responses from B2B and B2C brands were almost evenly split.

Respondents said virtual reality (24 percent) and machine learning (23 percent) will have the biggest impact on marketing during the next five years. Augmented reality (17 percent), beacons and chatbots (12 percent each) round out the top five.

But only 43 percent of respondents called their companies early adopters when it comes to new marketing technologies. And very few of them said they're planning to invest in these kinds of technologies despite knowing the impact they'll have in the near future. Given a list of new martech tools and platforms, almost two-thirds said "nope" when asked their plans to invest in them this year.

Which of the following **technologies** will you **invest** in for marketing purposes in 2017?



RETAIL CEOS INCREASING TECH INVESTMENTS: IOT, BEACONS, BIG DATA AT FOREFRONT

More than two thirds of retail executives polled by JDA Software Group and PricewaterhouseCoopers (PwC) say they plan to increase their technology investments to enhance their customer experience.

The study, which polled more than 350 CEOs in the retail and consumer goods space, found that for bricks and mortar implementations, almost four in five (79%) chief execs have invested in smart mobile devices for staff in store, while beacons (76%) and clienteling (76%) – using data to enhance long-term relationships with customers – were also frequently cited.

Go out and about, however, and further investments are being made, from big data, cited by 86% of respondents, to mobile-enabled applications (85%) and social media (85%). Given the maturity and near ubiquity of such technologies it is perhaps a surprise that the numbers aren't completely saturated – yet the Internet of Things (IoT) and automation are bubbling under.

Despite the potential, there are various areas which retailers still need to address. The fear of items being out of stock is the primary concern for more than a third (37%) of retailers with regard to the supply chain, while more than half (57%) said they will at least plan to increase charges for online orders.

"We have witnessed unprecedented change sweeping the retail industry that continues in earnest as retailers reimagine their strategies to transform the customer experience, making it seamless and personalised, no matter how they shop," said Lee Gill, JDA group vice president of global retail strategy. "Supply chain complexities and cost will continue to challenge retailers, and the difference between winners and non-winners will be how much, or how little, retailers understand their customers moving forward."

The portents for IoT technologies influencing the future of retail are evident. According to a 2015 report from Juniper Research predicted retailers are set to spend \$2.5 billion on the Internet of Things by 2020, while a research paper released by this publication and Digimarc last year argued that developers and brands "need to think further ahead, assess requirements and truly consider the impact on consumers for the potential of a connected world to be fully realised."

Quotable:

"What, exactly, is the internet? Basically it is a global network exchanging digitized data in such a way that any computer, anywhere, that is equipped with a device called a 'modem', can make a noise like a duck choking on a kazoo." ~Dave Barry

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MWM success story

THE ENTREPRENEUR: JAMES BRUETON, ENVIROBUILD

In two years, Brueton has built a £1.5m construction business. He reflects on life as an entrepreneur; from managing cashflow to learning on the job

Co-founder: James Brueton

Company: EnviroBuild

Website: www.envirobuild.com

Description in one line: Distributor of composite decking, cladding and fencing, with installation guides and technical specifications.

Previous companies: Brueton ran an investment management company and solar company.

Turnover: £1.5m

12 month target: £4m



ENVIRO
BUILD

Business growth

Describe your business model and what makes your business unique:

- We provide lean outsourced logistics which allow for scalability.
- Our cloud-systems and operations also enable flexibility.
- We offer a service driven business model, we're able to deliver what the customer requires and when they require it.

Quotable:

“

“We've heard that a million monkeys at a million keyboards could produce the complete works of Shakespeare; now, thanks to the Internet, we know that is not true.” ~Robert Wilensky, 1996

What is your greatest business achievement to date?

Selling into some of the largest house builders and builders merchants in the first trading year.

What numbers do you look at every day in your business?

Operating expense, average sales values, and inventory.

To what extent does your business trade internationally and what are your plans?

We do a small amount of international sales, but our plans to grow this way will be in two to three years time.

Describe your growth funding path:

We have been self-funded so far (supported by a flexible overdraft), but we plan to raise capital within the next 12 months to aid future planned growth of the business.

What technology has made the biggest difference to your business?

There are some great cloud based resources available today. We use Shopify as our back-end commerce platform, which can integrate well with our accounting systems, our CRM system and email marketing system, for example.

We also use Zapier to connect these platforms in a way that can create event driven tasks for the team.

Where would you like your business to be in three years?

In three years time, we plan to be fully established in the UK with ongoing relationships with all the major home builders.

Once established, we plan to replicate the business internationally. It is hard to estimate turnover however, so wouldn't want to guess at this stage!





Growth challenges

What is the hardest thing you have ever done in business?

Running an investment management firm from a small start-up position.

Managing cashflow in a business with such high regulatory costs was a constant struggle, there's a real barrier to entry in the construction industry.

What was your biggest business mistake?

Starting the investment management firm with such a small asset base to begin with!

We did actually grow the funds under management to £50m after one and a half years, but looking back it was too much of a gamble.

Piece of Red Tape that hampers growth most:

Red tape is something that we haven't really been hampered by, but the real hurdle for fast growing start-ups is access to capital to manage cash flow and stock, etc.

Most banks and lenders require two years of accounts, which really penalises those successful, new companies.

What is the most common serious mistake you see entrepreneurs make?

I have been told that keeping under-performing staff for too long is one of the biggest mistakes you can make as a growing business; you need to deploy your limited resources as effectively as possible.

For me personally, though, I would have to say that watching revenue and not cashflow is one of the biggest mistakes people make; it leads to a frantic time where business owners are scrambling around for funding and not being able to focus on growing the business.

How will your market look in three years?

Who can tell with Brexit! With the ever increasing focus on sustainability in construction, I feel we are well-positioned to weather all market conditions regardless.

What is the single most important piece of advice you would offer to a less experienced entrepreneur?

Keep your operations lean, this will give you more money to invest in growth and ability to react quickly when required.

Personal growth

Biggest luxury:

Desk cactus!

Executive education or learn it on the job?

Learn everything on the job. I have gone from having no coding knowledge to being reasonably proficient in html/css coding since I started the company.

This goes for many other aspects required for running the business.

What would make you a better leader?

More time to professionally develop each individual in the business.

What one thing do you wish you'd known when you started?

Haha, everything I learnt on the job!

One business app and one personal app you can't do without:

Google Drive for business and Uber for personal.



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INTERNET MARKETING AND HOW TO OPTIMIZE DIGITAL MARKETING LEADS FOR SALES PURPOSES – WE ASK HARRIS SCHACHTER OF OPTIMIZE PRIME ABOUT IT!

By: David C Aaronson

“I love digital marketing because it combines two of my best skills: data analysis and creativity.”



Harris Schachter is a content marketing manager at Capital One by day, and the founder and owner of OptimizePrime, an internet marketing agency. We had a chance to chat with Harris about how companies can employ digital marketing techniques to improve the quality and quantity of sales leads that they receive.

Why are you so passionate about digital marketing?

I love digital marketing because it combines two of my best skills: data analysis and creativity. I was a psychology student in college, and it gave me the ability to step into other people's shoes. In a marketing context, this means understanding and constantly testing how to help people accomplish what they're trying to do - whether it be to purchase an e-commerce product, learn something new, or simply laugh.

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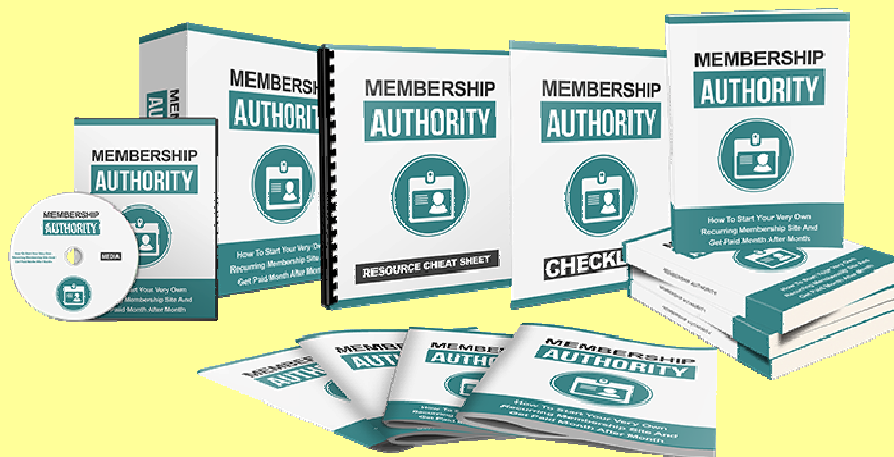
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MWM ask the expert



How important is keyword research in successful search engine optimization?

Keyword research is extremely important for SEO; but in large part, I consider it as more about topic/subject research. Understanding what your customers are looking for is one thing, but providing something they truly find useful even if they weren't looking for it is another. The only way to accomplish the latter is to understand the needs and buyer journey relating to specific keywords.

How would you respond to the following statement: "Local SEO is just standard organic SEO with a city or geographic term added to the keyword."

That is just silly. Most people don't include the location-as-keyword anymore now that Google's localized search results have habituated people to just search for what they're looking for and let Google take care of the location. Local search requires an entirely new set of skills and tasks to consider, as local search results are entirely different.

When is it more beneficial to concentrate more on paid search marketing and less on organic SEO?

I find it is more beneficial to focus on paid search if your goal is to convert people immediately, whether that is to generate a lead or to sell something. Paid search is typically lower in the funnel than organic search, but the entire experience is equally important in the long run.

Another time to focus more on paid search is shortly after the kickoff of a new business website. You might set up all the core pages and landing pages as well as some standard technical SEO rules or system, but be waiting around for content to be created. Since SEO happens over a long period of time, once you set up a site initially and have content generation queued up, paid search is a great way to bring in traffic during the slow SEO ramp-up.

Is there more to an integrated digital marketing campaign than simply posting the same content on multiple online channels?

Integrated marketing campaigns mean channels talk to each other in an ongoing conversation as opposed to them saying the same thing over and over again. The idea is to use technology and tracking to understand what creatives and channels people have seen, and then craft experiences which move people down the funnel using all of this data.

Understanding what your customers are looking for is one thing, but providing something they truly find useful even if they weren't looking for it is another.

“Data is crucial for understanding what is working and what is not, but the variable and test selection still comes back to how well you know your customer.”



How can you tell which aspects of a digital marketing campaign are working and which ones are not?

Simple: measure them. Data is crucial for understanding what is working and what is not, but the variable and test selection still comes back to how well you know your customer. Also, even though something may be working doesn't mean you should anchor to that and only that. This is one discipline where there can be many right answers.

What do you see for the future of organic search? Will it largely be overshadowed by paid search and web ads?

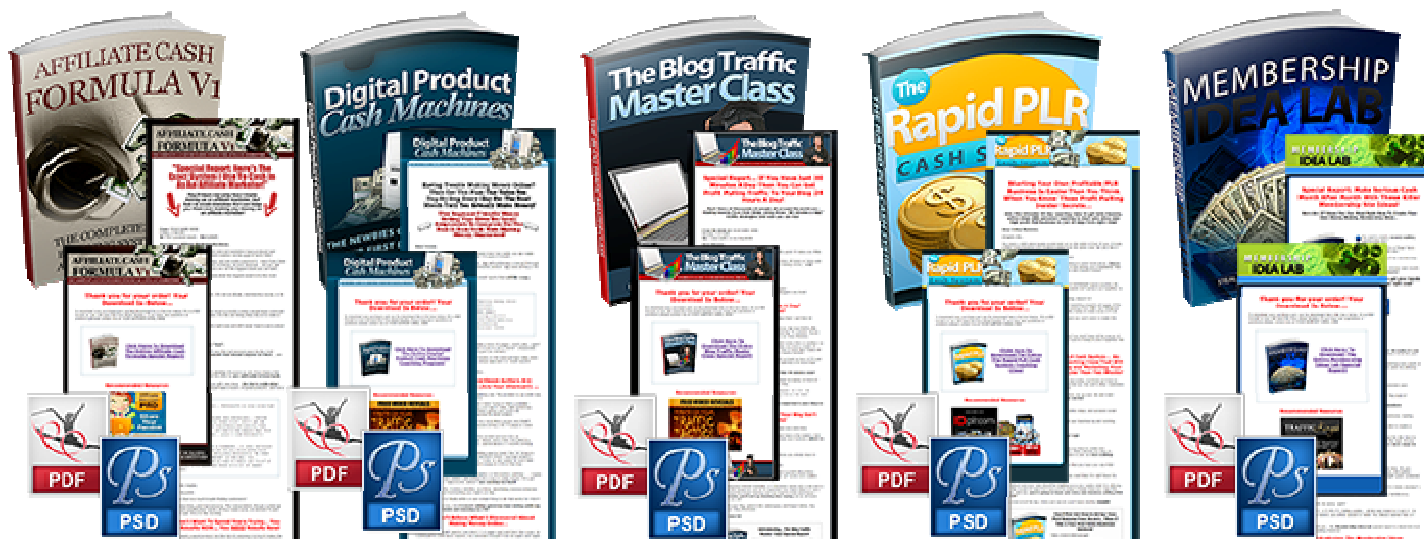
No, I think there will always be organic search because that is inherently what people want. No one would use Google if all they served were ads and there were no organic results. While they are a company and will try to monetize everything, I think they are aware of this dichotomy.

The future of organic search is actually quite interesting because I think of all the marketing channels, it will undergo the greatest amount of change. For one, the medium will change from typed to spoken (and it already has). Instead of typing or even going to a Google search page, the internet-connected homes and devices will enable a more "personal assistant" or voice-enabled search experience which might not even include a search result page at all. Second, artificial intelligence and machine learning will continue to increase the quality of these search results and make them personalized for each searcher. So, in short, the future of search is more passive information gathering and greater quality through personalization.

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A pair of hands, one on the left and one on the right, are holding two paper airplanes. The left hand holds a purple airplane, and the right hand holds a yellow one. Both airplanes are pointed towards the center of the frame, as if they are about to be launched. The background is a solid light blue.

FIVE TRICKS TO GET SOCIAL MEDIA TO TURN YOUR DIGITAL MARKETING WHEELS

By: Meredith Reid

Digital marketing covers a lot of spheres but one of its most tapped on aspect is social media. Marketers use a lot of paid or unpaid internet marketing tools to capture the audience present on social platforms. Apart from cost efficiency it also increases the reach of the campaign.

Social media refers to various platforms where people connect with each other. Since there is no boundary or time-distance lag, people from all over the globe converge on social networking sites such as Facebook, Twitter, Instagram and much more. Due to this, social media becomes an inexpensive or rather viable source for promoting any business, product or service.

Here we have five tips to help you grab attention from social media marketing

1. Share your content as often as you can. The more you are seen in the live feed of the user, the better for your business. Moreover, nobody notices with the magnitude of data available
2. Innovate your content. From videos to questions, keep the tone different but same motive. Redirect your user to your website. It is ideal to maintain a content plan on a monthly or weekly basis to help you track what you are posting. Also, analytics can contribute to understanding which content was preferred more by the users
3. Optimize your content for mobiles, so that user doesn't leave your website just because it is not readable on their phone
4. Associate with a cause. You can be specific or latch on to the trending topics with your content. This will help your posts to get more visibility
5. Always monitor your audience. Based on analytics you can devise many successful campaigns. Do not limit yourself to only one channel. If you know your target audience's interest, you can promote your business on the related pages

It is ideal to maintain a content plan on a monthly or weekly basis to help you track what you are posting. Also, analytics can contribute to understanding which content was preferred more by the users.



FIVE-WAY BOOST YOUR DIGITAL CONVERSION

By: Bobby Woods

All your marketing jargons and spells go for a toss if you don't have a good conversion rate. In simple terms, there will be hundred users who will visit your website; out of this only twenty might be your actual customers. This is called conversion rate i.e., the ratio between your potential customers and actual customers. Good marketers always know where to maximize their customers, all they need is a CTA

Call to Actions or CTAs are small buttons that you see on the website. They can of various types such as

1. Visit Now – to redirect traffic from mobile or elsewhere to actual website
2. Login Now – to focus on real users
3. Sign Up Now- to generate more leads

There are many others too, but the motive is to encourage the user to take actions. We have four ways to help your internet marketing campaign liven up

1. Keep your CTAs in a different color from the entire environment. If you are sharing plans for subscriptions, keep the stars in a different color from the dogs
2. CTAs are a button, but you can innovate them with pictures to capture your audience. The subtle show triggers the user to click on it
3. Follow a set pattern for CTA button. Online content marketing has a few tips on keeps your CTAs in a determined pattern. This consistency enables the users to differentiate quickly between the Action buttons and rest of the content
4. Use first person language against your CTAs such as “I want to_____” or “Sign me up”. This helps the message to be more assertive with the users
5. POCs or point of conversions is crucial. They are the deciding factors for users. It is best to place testimonies, guarantees, or any other benefits such as free-shipping, discount offers et cetera



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e-Commerce is growing like never before!

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

Dear Online or Offline Business Owner,

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

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

- Are you still trying to sell your products and services physically?
- Have you spent a lot of money and time, but never achieved your objective?

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

Look at astonishing stats:

- U.S. Online sales will be **\$523 Billion** by 2020
- E-Retail spending to go up by **62% this year**
- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com
- eCommerce salaries in the UK have increased by over **14,000** euros in **2015**, and by the end of 2016, grew by more than **3,000** euros.
- The average amount spent by each consumer is expected to rise from **\$1,207** per annum to **\$1,738** per person.



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

Get Your copy of your "eCommerce Made Easy" Training Guide. Be ready to apply these really easy-to-follow strategies right away before your competitors do!

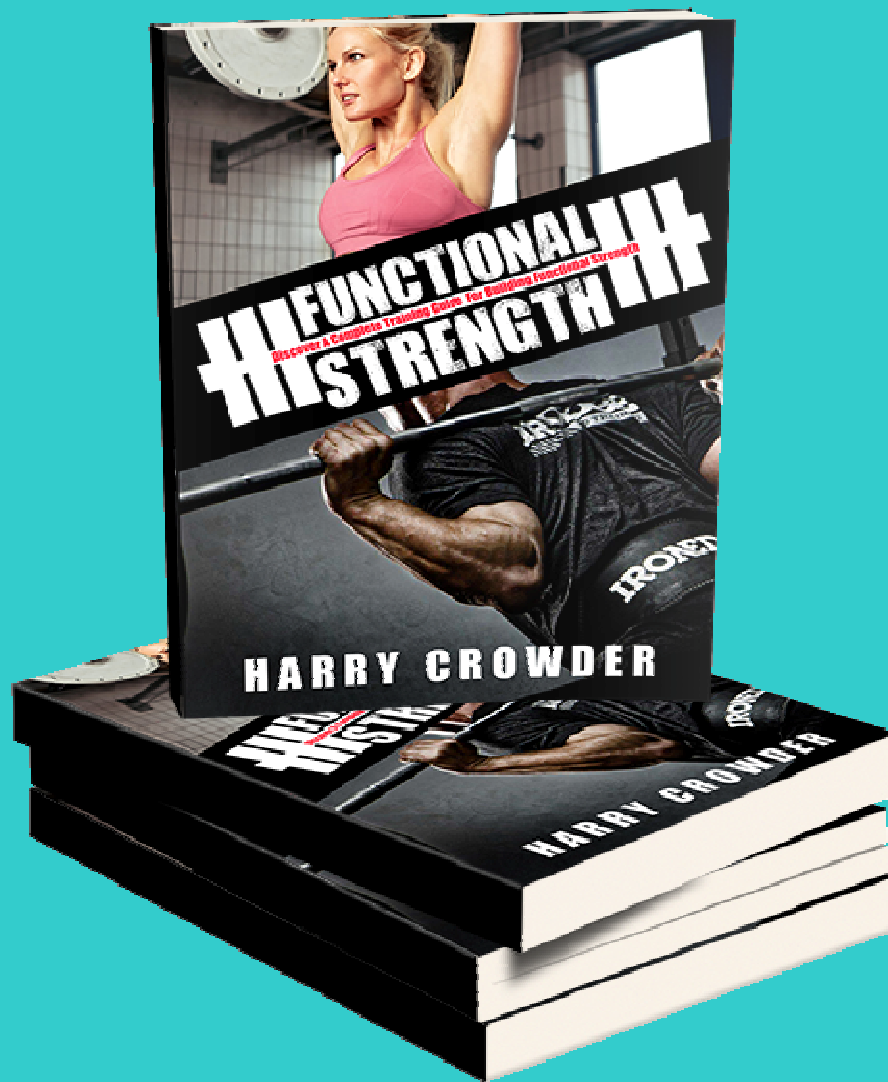
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MWM gadgets & toys

Prynt

Instant Moving Pictures

- Smartphone photo printer meets video meets augmented reality
- View your photo in the Prynt app to reveal hidden video content
- Like holding a Snapchat or Boomerang in the palm of your hand
- Super easy to set up and use
- Raised over \$1.5 million on Kickstarter
- Bundled with a 10 pack of photo paper, 40 packs also available



<http://www.firebox.com/>

Miro Portable Entertainment



massive APPs

alarm clock

premium sound

immersive view

smart control

game experience

Micro is a new portable music and video entertainment system which is being created by a team of developers based in China and is now available to back via the Indiegogo crowdfunding website with pledges starting from \$209 for earlybird backers.

Miro is a video and sound system "born from the dream of bringing your digital entertainment into next stage, smart compact, yet powerful multi-media solution", explain its developers.

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

You want it

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

Polar H10 heart rate sensor is now

If you are a fitness buff who would like to keep track of your exercise regime while making sure that everything is on track to meet your performance standards, then you would probably eat the right stuff that suits the path to your fitness goals. Some of us might even



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

enlist the assistance of hardware and apps to aid us along. After all, if something can be measured, it can be improved, right? The Polar H10 is one such device, being a newly available heart rate sensor that is also touted to be the most accurate of its kind in the world today.

THE POKKET MINI DJ MIXER TAKES YOUR SHOW ON THE ROAD



When you have a passion for something, it's generally on your mind for about ten minutes or more every day. If it's an activity or hobby, you think of what your next project will be, or how you can work through issues that you face on the project you're currently working on. For those that live and breathe being a DJ, every moment you're awake could be spent mixing a new song or figuring out the logistics of your playlist.

For all the times that you aren't mixing your next masterpiece, you want to practice the performance side of things. Since you don't want to carry an entire pro-grade mixer around with you, this Pokket Mini DJ Mixer will do just fine for impromptu gigs. This measures 6 x 3.8 x 1.7", and can easily be put in your bag or pocket so you'll be able to put on a show at a moment's notice.

You will need to have your MP3's, iPhones, or whatever your music players of choice are, plug into your amp, headphones, and you're ready to go. The only cable you should need is for your amp, but if you don't have that from the get-go then you likely have other purchases to make before setting your sights on this \$109 device. Best of all is that you won't need to constantly replace batteries or plug this in for charging on a regular basis.

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

Did you know



53% of millennials would rather lose their sense of smell than their technology.

FOUR FACTS ABOUT INTERNET MARKETING YOU DIDN'T KNOW

By: Meredith Reid

Internet marketing is a mother of many startups and businesses. People have seen the opportunities cyberspace can provide beyond online dating and chat rooms. It is a blessing for small business owners. So how this began?

It is not easy to determine what exactly became the game-changing moment in the history of internet marketing. Many believe that online marketing started as a home delivery service for the elderly in the neighborhood. But sequentially, here are some of the evens

1. The email Chain

In 1983, the first commercial email product was available; before this only military had access to internet messaging. Although people didn't use it for business purposes, email marketing was already making a hold on people through 'chain emails'

2. The Web

Around ten years later, a 'browser' was made available for people to use on hypertext protocol page. This is the time when many people made money mostly through unscrupulous spamming activities.

3. E-commerce Penetration

At the end of 2000, very few companies thought that their business would do only good over the internet. People didn't want to go online for "security issues". Still, a few companies used the website to aware people



The latest trend in internet marketing is to take the business to mobile. With smartphones being readily available, people like to access everything on the go.

4. Search Engine Marketing

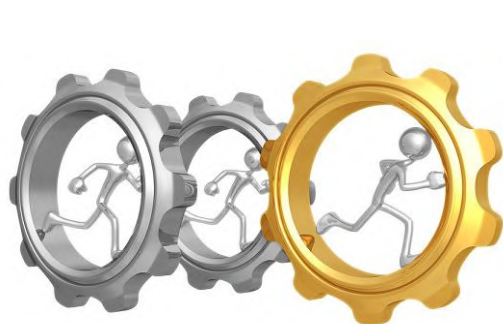
People slowly started to figure a way to get money for their content in late 2005s. It now became a priority to have content as per the rules laid down by Google. Even Google themselves kept updating their policies to eliminate spammers online.

5. Mobile Apps

The latest trend in internet marketing is to take the business to mobile. With smartphones being readily available, people like to access everything on the go. Web sites still play a major role, but by 2007, the game flipped in the hands of mobile applications.

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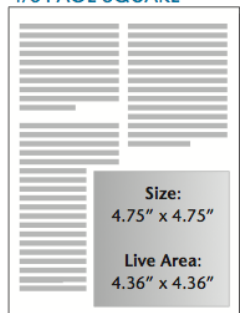


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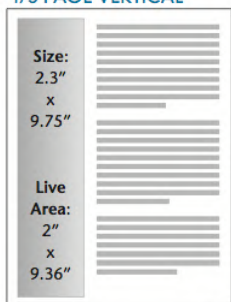
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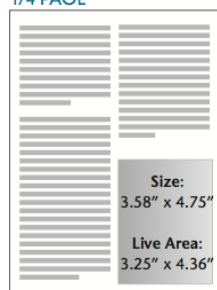
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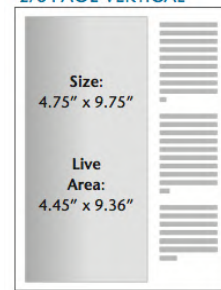
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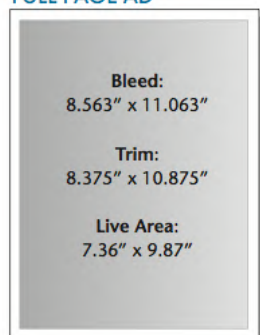
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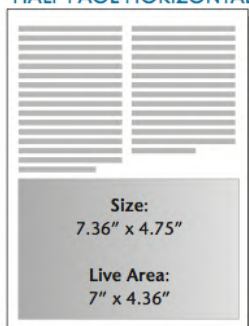
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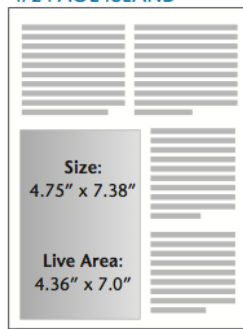
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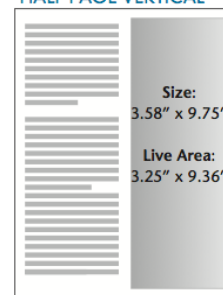
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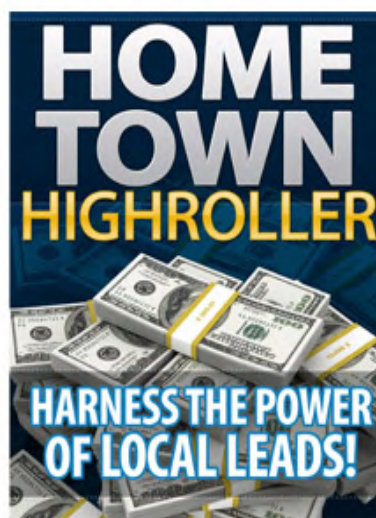
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For example:

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- How to earn full time online
- Affiliate marketing ABC
- SEO ABC
- 50 proven strategies of Free Traffic

Grab your copy of this Must Have 30-page eBook. They are saying I'm giving away more information than I should with this book so take advantage of it!

Digital Marketing Checklist by Mohan Sarma



New for 2017! A Top 10 checklist for anyone in digital marketing. Whether you are a student, entrepreneur, starting a new job in digital marketing, or an experienced practitioner, this checklist is here to help. Includes a list of digital marketing links. Based upon Mr. Sarma's ten years of digital marketing and consulting experience.



Clever Adwords, Easy Integration

Developed by Clever Ecommerce

- ✓ Reach the right buyers for your products at the right time on Google.
- ✓ Your ads generated from all your collections and products.
- ✓ Automatic creation and optimization oriented to your business.



Return Magic Developed by Alveo.io

- ✓ Generate your own branded portal and automate shipping labels!
- ✓ Increase gift card refunds. Also supports cash refunds and exchanges.
- ✓ Advanced analytics & custom rules engine to personalize the return experience. Increase customer LTV and profit!

Did you know:



Each day around 70 million photos and videos are uploaded to Instagram.

ATTENTION OFFLINE MARKETERS

Gone are the days when YOUR business would grow by you JUST reading books!



If you are an OFFLINE MARKETER

In order to BEAT your competitors today, you need to be Online and use Internet Marketing effectively for success in all facets of your business.

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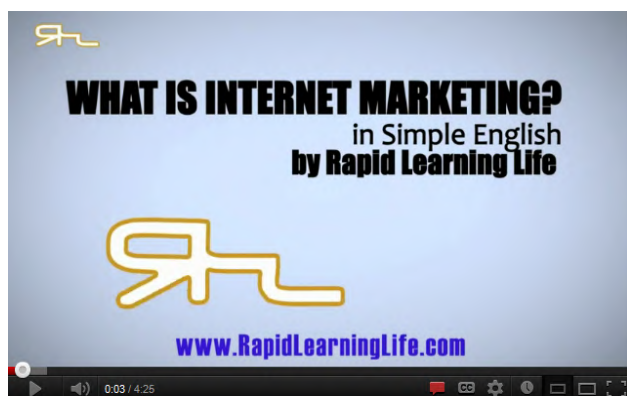
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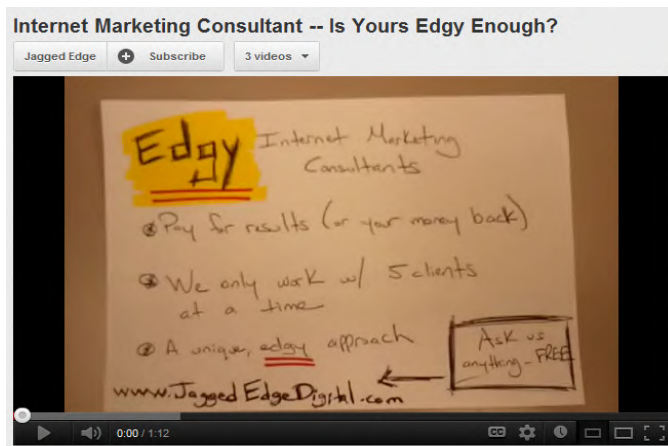
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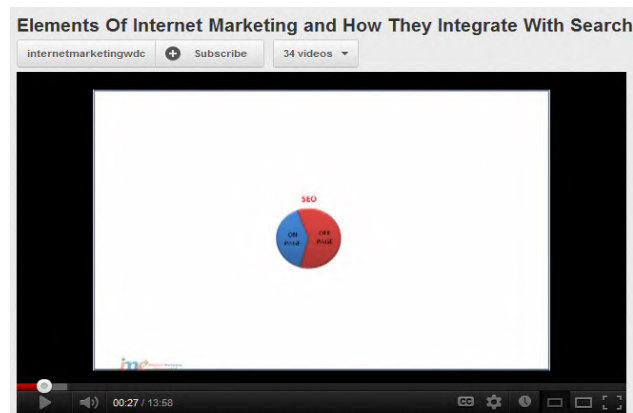
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COACHING

Your ONE Source For Learning
To Blog Profitably!

Make Money With Your Blogs

FOUR NEW INTERNET MARKETING TRENDS, YOUR COMPETITORS ARE FOLLOWING

By: Carlton Harvey



The most trending way to get your product/service visibility is through social sites. It is an inexpensive way to acquire customers all over the world.

The digital world is both a small place for people to converge or a vast ocean filled with opportunities to explore. Each day a new trend is being set to acquire the maximum number of customers, followers, subscriber et cetera. So what internet marketing trends you should be looking at?

Digital marketing trends are evolving rapidly. It was only a decade ago when people realized the importance of online presence. It has gradually emerged to be the highest contenders regarding reach, cost efficiency and visibility.

With time the tactics changed, and businesses have adapted themselves to the modification accordingly. Here are some of the trends lapping around digital marketplace

1. Affiliate Marketing

If you don't want to pay heftily for a single source of advertising, then affiliate marketing is your answer. This is more like performance-based marketing where many members will sell the product for you.

2. Pay per Click

If you are low on your budget, sign up for pay per click. Under this, you will be charged only when a user clicks on your ad instead of basing your cost on the reach.

3. Social Media Marketing

The most trending way to get your product/service visibility is through social sites. It is an inexpensive way to acquire customers all over the world.

4. Video Marketing

Online marketing has taken a new shape with video marketing with vlogs being made. It is easier to target users with a crisp 1-minute video than write a paragraph

5. SEO

Search engine optimization is a detailed process of getting your website on top search results through the use of specific keywords. In this content plays a vital role, so companies are willing to shell a lot for content and SEO specialists.



WARNING: STOP BUYING MORE PLR CONTENT!

“You Don't Need More PLR Articles, Reports, And Ebooks That Are Going To Take Up Hard Drive Space On Your Computer... Instead You Do Need To Take What You Already Have And Turn It Into Spendable Cash!”

LET ME SHOW YOU HOW YOU CAN TURN YOUR EXISTING PLR CONTENT INTO CASH MONEY IN DOZENS OF DIFFERENT WAYS!

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Starting today you can enroll in my new monthly coaching program where I will teach you how to turn PLR content into spendable cash using several underground methods.

Each and every month you'll get a new lesson showing you a different way to ***profit with the PLR products you already have***. Each month will be a different lesson (*sometimes delivered as a step-by-step PDF and sometimes delivered as video tutorial lessons, and even sometimes a mixture of both*) that you can download, view, and then implement to **start making money with PLR content**.

This **12 month coaching program** can help you feel good about every PLR purchase you've made (*even those "junky" ones because I will show you how to polish them 'til they shine!*). The **PLR Profits Coaching Club** can justify every penny you've spent. It can make those purchases worth something to you because you can put that content to work making money for you.

[Click Here to Start](#)

**THIS IS YOUR OPPORTUNITY TO MAKE EVERY
PLR PURCHASE YOU'VE EVER MADE WORTH
SOMETHING TO YOU!**

INTERVIEW WITH THE LADY OF SEO, JANE COPLAND

From years of agency experience, I have learned that you sometimes can't convince people to spend money on the right things.



JANE, BY LOOKING AT YOUR PROFESSIONAL BACKGROUND IT SEEMS LIKE A SMOOTH JOURNEY TO ME AS IF EVERYTHING WAS GOING BY THE PLAN, WAS IT REALLY LIKE THAT? AND HOW EXACTLY YOU GET IN TO THIS FIELD?

I was looking for a job after graduating from WSU in 2006, mainly using Craigslist. This was in Seattle; there were a few decent entry-level writing /editing jobs listed, but nothing really amazing. I was sending off cover letters and resumes early in the morning – about 2am. Basically applying for anything I could do. I was about to go to bed when I thought, “just one more.” I replied for a job at SEOmoz, which for some reason had been listed in the writing / editing section of Craigslist. They called me back later that week and after two interviews, I had the job. I had no intention of working in marketing (I only vaguely knew what SEO was beforehand) but the journey thus far has been quite smooth after that fortuitous job ad! It's crazy to think I nearly missed it, as it was the last ad I replied to that night.

YOU HAVE A VAST EXPERIENCE IN ORGANIC SEO AND THIS IS ONE AREA WHERE THINGS HAVE CHANGED A LOT, IN THE PAST YEARS. HOW DO YOU SEE SEO TODAY AS COMPARED TO PAST AND WHERE DO YOU THINK IT IS HEADING IN THE NEXT COUPLE OF YEARS?

The thing that seems most stunning about the industry is how many people can't or won't innovate or change how they operate, even though they're aware that the techniques they relied on three or four years ago are now outdated. It's going to seem heartbreaking if the methods you perfected in 2011 or even 2012/13 are now obsolete, and it's tiring. People put a lot of effort into the processes they used in the past and now many of them have to change. I see this as a case of if you can't or won't change, your lifespan in search marketing might be quite short.

JANE, YOU WERE A PART OF MOZ.COM BACK IN 2006/7 AND EVEN TODAY, YOU PARTICIPATE IN MOZ QNA FROM TIME TO TIME! WHAT ARE FEW (MAY BE 3) COMMON PROBLEMS THAT PEOPLE FACE ON REGULAR BASIS?

I was actually at Moz until the beginning of 2009! People often misdiagnose what is wrong with their rankings and find it hard to listen to evidence about what's actually going on. That's not limited to Q&A folks though – clients armed with a little bit of SEO knowledge can do the same thing. People are also often swayed by advice / knowledge from years ago that is very outdated, meaning we have to undo beliefs they've read on a popular blog in 2007 and still hold. Most recently, a lot of people are complaining about Google changing their title tags and meta descriptions – this is a complaint I see whenever I take a look at the forum.

3 SUGGESTIONS YOU WILL GIVE TO ANYONE WHO IS DEALING WITH ON-PAGE OPTIMIZATION (OTHER THAN THE COMMON FACTORS LIKE TITLE AND DESCRIPTION OPTIMIZATION)

Again, too many people are operating with a mindset of trickery when it come to on-page. I am not talking about agencies or SEOs or the types of folks who'll read this – “regular” people still think of Google as a primitive machine that can be fooled with eighty footer links that say “Florists in [Town]”. You have to explain how much more advanced Google should be expected to be.

LET'S QUICKLY TALK ABOUT LINK BUILDING! GOOGLE IS GETTING TOUGHER WHEN IT COMES TO BUILDING LINKS. WHAT WILL BE THE FEW TIPS FROM JANE COPLAND THAT CAN HELP PROFESSIONALS WITH LINK BUILDING?

For the love of god, stop using networks. It's amazing how many people actually believe that THIS is the one that doesn't have a footprint. Professionals and amateurs alike believe this. It's like believing that THIS is the miracle weightloss product that doesn't require you to diet or exercise and that the results will last forever. Since when has that ever been true?

LINK BUILDING IS MOVING TOWARDS PR? WHAT IS YOUR TAKE ON THIS?

Sure, but great link building always was. If you were doing PR-style link dev years ago, you're probably currently not being penalised for your old links, or scrambling to clean up link profiles for the future. A big difference now however is that the people you're contacting for links, or who choose to link to you, are also more likely to be aware of SEO.

CONTENT IS THE BACKBONE IN THE DIGITAL MARKETING GAME NOW HERE IS A SCENARIO, IF YOU ARE WORKING WITH THE CLIENT WHO IS NOT WILLING TO INVEST IN CONTENT MARKETING, HOW WILL YOU GO WITH THEM?

From years of agency experience, I have learned that you sometimes can't convince people to spend money on the right things. Speaking personally, I would now drop a client if they flat-out refused to invest in something integral to their campaign; if that something was content production and marketing, I'd do my best to explain why it was crucial but politely decline the work or not renew the contract if they could not be convinced.

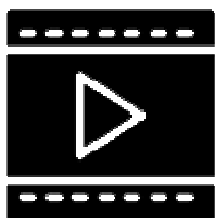
JANE, SEO IS NOT REALLY A POPULAR PROFESSIONAL AND MOST PEOPLE MAKE ODD FACES AFTER HEARING THIS! HOW DO YOU EXPLAIN IT TO YOUR NON INDUSTRY FRIENDS AND FAMILY ABOUT WHAT YOU EXACTLY DO?

I've been saying “I help website to receive more traffic from Google” for as long as I can remember. There's so much more to what we do, but that is generally understood by most people.

A big difference now however is that the people you're contacting for links, or who choose to link to you, are also more likely to be aware of SEO.



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



In Each Module You Get The Training Video, Presentation Slides, Transcript, And Your Action Checklist

[See It All Here](#)

FOUR *PROVEN* ONLINE MARKETING TACTICS

By: Marianne Christensen



Long gone are the days of paying heavy amounts for a little advertising space on TV or newspapers. The internet took the world by storm when people made bucks from websites. But a website is not enough to promise you a fortune. You need online marketing to back your business

Online marketing is referred with many names such as internet marketing, e-marketing or digital marketing. It essentially means to use web and email services for one or more of the following purposes

1. To increase customer retention or acquisition over cyberspace
2. To increase brand visibility/ awareness
3. To form a direct means of communication between end customers and the brand which in turn will reduce cost

As simple as it sounds, internet marketing is way more complicated. People are hiring professionals who have an in-depth understanding of SEO dynamics. Here are a few internet marketing tactics to help your business

a. Enhance your web design

A simple website is not enough to keep users engaged. They want dynamic content and interactive web designs. Some websites have live chat facilities to assist their customer

b. Use affiliate marketing

This is a time where your 'network' is considered more valuable than your 'net -worth'. Seek out bloggers, v-bloggers or sites where you can advertise your product. If you a cosmetics brand find influencers on Twitter or YouTube.

c. Actively email subscribers but don't spam them

It's nice to send your customers weekly newsletters. Also, keep a track of users who have unsubscribed from your newsletters. Their feedback can help you improve your retention management

d. Hash tags & SEO trends

SEO helps to improve your content by analyzing keywords in trends and helping your content to come up in user search list. You can search by hash tags and find the most popular content which can get your business in the limelight.

MWM marketplace



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Make an offer

A great brand name for an internet marketing Product or service

ViralInternetMarketing.com.

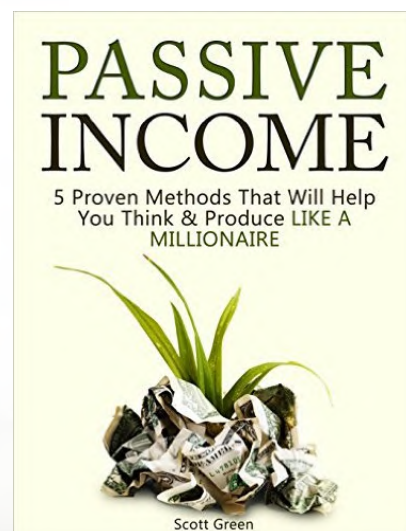
Your Ad here

Contact

ads@makingwebmoney.com

ContactUs

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



Quotable:

“

“Successful companies in social media function more like entertainment companies, publishers, or party planners than as traditional advertisers.” ~Erik Qualman

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WITH YOUR OWN PUSH-BUTTON
ECOMMERCE STORES THAT STAND OUT
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We're real full-time affiliates netting nearly
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Seller	Product	Clicks	Visitors	Sales	Conv	\$ per Visitor	\$ per Sale	Total
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		1,024	548	223	40.82%	\$8.98	\$14.87	\$3,270.50
		941	486	85	18.11%	\$6.07	\$33.50	\$2,948.00
		303	485	81	16.78%	\$4.41	\$23.50	\$2,138.50
		5	482	9	1.95%	\$0.48	\$23.50	\$211.50
		40	412	43	10.44%	\$3.26	\$31.21	\$1,342.00
		829	401	123	30.87%	\$5.98	\$19.41	\$2,388.00
		0	401	1	0.25%	\$0.02	\$8.50	\$8.50
		0	397	7	1.78%	\$0.24	\$13.50	\$94.50
		823	384	95	25.00%	\$6.26	\$25.05	\$2,405.50

YOU DON'T NEED TO BUY STOCK OR RISK ANY MONEY UPFRONT!



Drop 3 Dress Sizes in 7 Days?

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VenusFactor.com



5 Veggies that Kill Stomach Fat?

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venusfactor.com



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David C Aaronson

David Aaronson is the Managing Director at Digital Inbound. He brings a unique ability to interpret business and marketing needs and creating Digital Inbound Marketing solutions that work. David works on a company's complete Web Presence, creating more content in more places to get more of the right kind of traffic to the right place. David has 30+ years in the Marketing and Technology fields working in Sales and Product Marketing for General Electric, Oracle and Sun Microsystems



Marianne Christensen

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



Carlton Harvey

Carlton Harvey finished his degree in business and he wants to use his knowledge in boosting the brand of his clients. He is now one of the top internet marketers in Perth.



MWM contributors

Constance Manning

Constance Manning used to write for a top newspaper company in Florida. However, he decided to open up his own digital marketing company in 2010. He has helped many clients improve their online visibility and he continues to write articles – SEO-friendly, high-quality and simply awesome.



Meredith Reid

Meredith Reid works as a freelance writer and her favorite topics include internet marketing, social media and marketing tips.



Bobby Woods

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





INTERNET MARKETING – THE *NEW* PERSPECTIVE

By: Constance Manning

There is no point in investing internet marketing unless you could generate 'leads' from them. In the world of digital marketing, leads refer to your potential customers who are interested to buy your product and may buy them in future (actual acquisition). So what should you do to stay ahead?

The competition in the digital world is a lot. The days of die-hard loyal customers are gone. A client churn of 5% is the least even in the best businesses of the market. Even if you end up getting a lot of leads, the conversion ratio is only 50%, and out of them only 2 - 5% will end up being your true customers.

We have come up a list of internet marketing ideas to aid your business to grow in the next campaign

1. **Video representation** is sincerely the next hit in the digital world. Pictorial representation is old, and written content is ancient.
2. **Spamming** is an issue because of which many people do not sign up for the newsletter. You should turn the table with a message to assure the users of your security
3. Use **multiple channels** to promote your post. Carve your message for each platform. For example use pictures for Instagram, videos for a snap chat, tweet for twitter and long post on Facebook. In fact, now you have free online tools to control all from a single platform
4. Start an **incentive based referral program**. People love getting discounts; they will eagerly fetch more people to your website
5. Launch your **mobile application**. People have turned their cell phones in a storehouse of applications for their convenience. It ideal to launch a mobile application for easier access to your promotions. You can even introduce a smart live chat for customers to help them with any problem

**Use
multiple
channels
to promote
your post.
Carve your
message
for each
platform.**

YouTube Ads Made Easy!

Still burning your midnight lamps to get targeted traffic to your offer?

Would you be surprised to know that **YouTube Ads** are the magic stick to tap into a goldmine of targeted traffic and increase profits without making a hole in your pocket?

Now, let me prove that advertising on YouTube is the **ULTIMATE** need of the hour...

Training Guide

This is an all-in-one guide to generate massive traffic and conversions with YouTube ads that you've ever seen before.

It will take you by the hand and show you how to generate as much targeted traffic as you could ever want with YouTube advertising.



IS INTERNET MARKETING THE NEW SAILOR OF BUSINESS?

By: Bobby Woods

People have wholeheartedly embraced the internet now. They want to connect with people across the globe. Marketers too have capitalized on this opportunity to find customers across the world. With the Google's PANDA becoming more transparent, it is now easier for SEO engineers or any person to know how to play with words over the internet. But are words the only thing you should target?

Internet marketing is not limited to having the correct keywords to get your website on the top search list. It is a medium you can use to target the right audience for your product or service. In marketing terms, some would call it target marketing. But essentially it is just another use of internet marketing.

Here is a list of essentials you should keep in your mind if you want to capture the internet marketing sphere

1. Know your Target Audience's Social Circle

There are so many ways to reach your audience, but which one is the best? Facebook, LinkedIn, Twitter, Swarm, forums and much more platforms, all these or 1 of them could become your route to fortune.

IF YOU DON'T
WANT THE
HEADACHE OF
FINDING NEW
ADWORDS TO
TARGET, YOU CAN
JUST SIGN UP WITH
AN AGENCY OR
AFFILIATE WHO
WILL SPREAD THE
WORD FOR YOU.



2. Paid Channels for your Customers

If you don't want the headache of finding new AdWords to target, you can just sign up with an agency or affiliate who will spread the word for you. You will also be given statistics on your spends.

3. Monitor Analytics

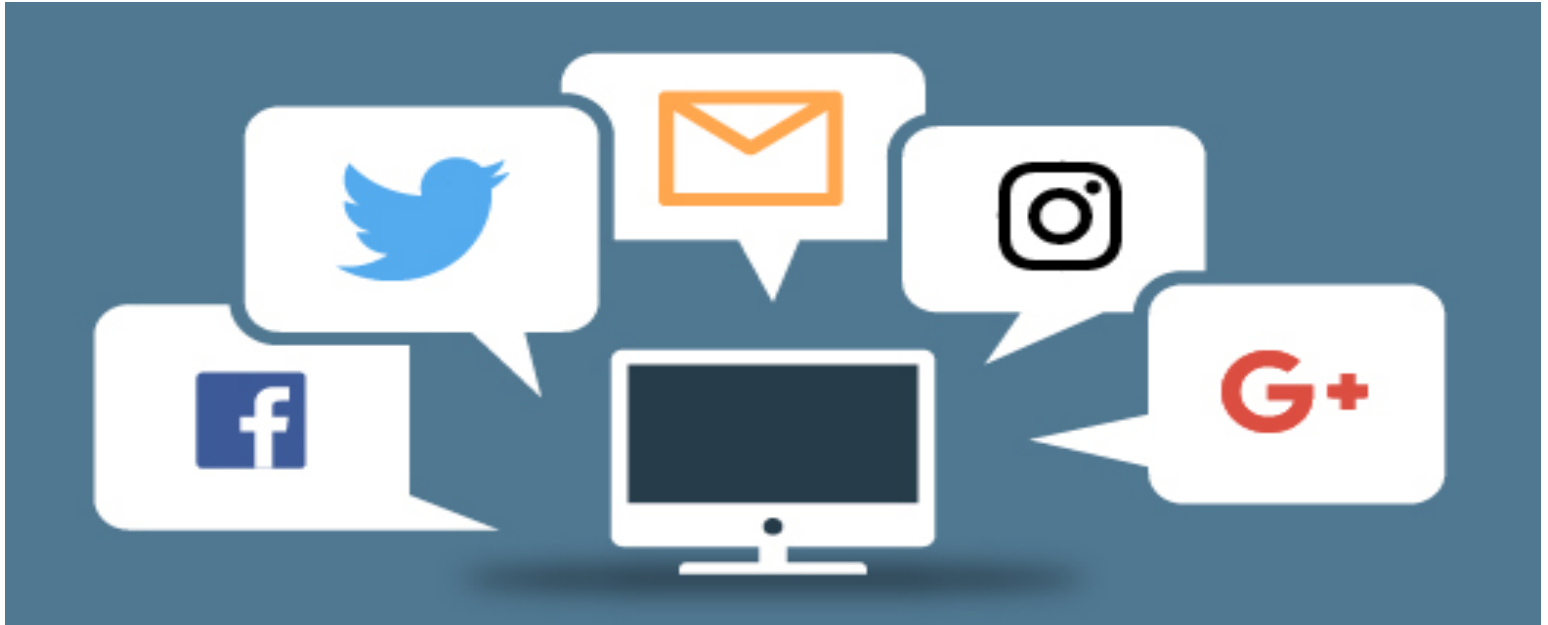
Facebook and Google provide free analytics to monitor your promotion. The analytics are right; you can know the collective preferences, age, interest and other information related to your target audience. You can increase your product's promotion on pages that share their interests.

4. Testimonials

Even though we have progressed as a race to take decisions, we still need "opinions" to do so. Cyberspace is exploding with people who wish to try but want opinions or references to justify their purchase. Always keep plentiful of testimonials on your page

TOP FIVE INTERNET MARKETING COURSES YOU SHOULD STUDY

By: Constance Manning



With internet marketing on hype, companies are recruiting people to manage online channels. They are ready to shell out as much as they can to get the right people to channel their product, service or business online. There are so many aspects to internet marketing that a layman might get confused to what is right for them

Internet marketing is a vast ocean that stretches across various panels. Social media, acquisition, SEO and many other are just one part of it that complete the entire internet marketing gamut. Here we have the list of courses you should go through before you can launch your full fledged online marketing channel.

1. SEO

This is your lifeline to getting your content up. Most people don't even go beyond the 2nd-page search result. In such a scenario your content is crucial. The correct words can get you in the top searches

2. Social media marketing

The most inexpensive way but one must know how to use it. Each social networking platform has its set of Dos and Don'ts that will help your promotions get maximum visibility. Before you start, it's ideal to read the rules in each case

3. Paid Advertising

If you choose an agency, they will charge you more for simple things you can do on your own. The paid advertising through Facebook, Twitter or YouTube can be set up quickly by your own. The rules are more transparent now, so a quick glance will help you understand the details quickly.

4. Networking

Since you are using the network to stay connected to people, it is ideal to promote your product online. While networking is crucial, it is also necessary to understand the concept of trending topics or hash tags that can help your business come in the top search results.



Instagram has 600 Million monthly active users and highest browsers to buyer ratio

Instagram advertising - A huge platform to showcase your offerings to millions of website visitors.

90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text.

With Instagram ads - Visual content becomes king and marketing is queen.

**"A picture is worth a thousand words and
a video is worth a Million"**

Training Guide

This unique and easy to understand training guide will supply you with the most accurate information needed to easily reach out to widely scattered customers and boost your profits like crazy.

This method is tried and tested and...

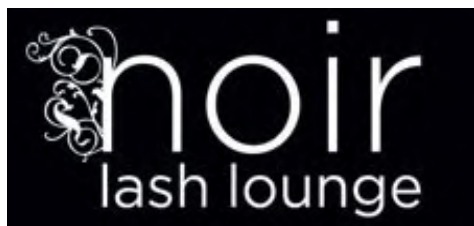
It works today...

It will work tomorrow...

It will work for months and years to come...

[CLICK HERE](#)





MEET JOYCE POON, NOIR LASH LOUNGE

"It never hurts to start out small and slowly, but you must be prepared for growth."

Everyone has that dream. The one where the hobby that you love, that you try to make time for, becomes a successful business. For Joyce Poon her dream became reality.

To Dream the Impossible Dream

Joyce started Noir Lash Lounge as a fun idea and a hobby. After graduating with a Bachelor of Science from UBC she went to work for Vancouver Coastal Health for almost 6 years, but was never content. She created Noir to fill that void and fulfill her own obsession with lashes.



A Pattern of Growth

Founded in May 2008, Joyce began Noir as a mobile and home-based business. The third job she was juggling at the time. When the Christmas season rolled around she found that her client list suddenly exploded, so went in search of a temporary property to accommodate her business.

Joyce remembers: “Yaletown was my dream location. I would drive by it wistfully thinking how it would be a-dream-come-true if I could open my lounge there”. First renting two couches in the lounge of Blo Blow Dry Bar, she then took the leap to a permanent location in March 2009. What made her take the leap? The support of the other local Yaletown businesses. In a time of economic uncertainty it was these neighbourhood businesses who gave her the confidence to take the leap of faith and create a store-front business.

“By default, if that’s all you do, then you become the best at it.”

Noir soon outgrew its location and Joyce opened her second location in South Granville less than a year later. Today Noir has 2 franchise locations and 3 corporate locations across BC, Alberta & the US.

Joyce comments that one of her most valuable lessons was “it never hurts to start out small and slowly, but you must be prepared for growth”, observing that she has seen many great ideas and concepts fall at the last hurdle because they cannot handle the volume.

Finding a Niche and Sticking with it

When Noir arrived in Yaletown it was an instant hit. All those women who had spent years curling, combing, and applying mascara to their eyelashes came knocking at the door.

Part of that popularity is its focus is on one thing: eyelashes. “By default, if that’s all you do, then you become the best at it” explains Joyce. While other salons see lashes as an add-on service, Joyce has gathered a full staff whose expertise are lashes only. That being said with over 100 choices of different types of lash and ‘dips’, that niche is a rather big one.



Putting the Customer First

The concept of Noir, in terms of its price point, service and ambience, was built upon the type of customer service that Joyce was seeking for her own needs, but could not find. She observes that one of the most common reasons for starting a business is because you saw a gap in the market for a product or type of service you wanted, so don't be afraid to put yourself back in those shoes to make your business decisions.



Adding, that putting your customers first will be your best form of marketing. No matter how big your marketing budget is, it will be your customer's feedback that will be the biggest influencer to potential clients. So remember to always make them a priority.

Riding on a Wave of Success

Since opening in 2008, Joyce has attracted much attention from the blogging and media world. Noir has been featured on Breakfast Television, CBC's Living Vancouver, in LouLou magazine, MORE magazine, 24 Hours, Business in Vancouver, CRAVE Vancouver 2010, Vancouver Is Awesome, and at the 2009 Juno Awards (Gifting Lounge). To name but a few.

One Last Piece of Advice?

"The one thing that a lot of people are afraid of when starting a business, is actually taking the leap to do it." Joyce explains: "When I first started doing this, it was my third job. Who starts out a company as their third job? If you really want to do something, you can."

"When I first started doing this, it was my third job. Who starts out a company as their third job? If you really want to do something, you can."

