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# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

AUGUST 2015

**EMAIL MARKETING**

**EXPERT INTERVIEW WITH  
JOHN RAMPTON:  
ATTRACTING TRAFFIC  
YOUR SITE**

John Rampton

Diane Hanson



***"It's hard to get to  
great unless you  
start at happy."***

**Robert Herjavec**



**- INTERVIEW WITH JOOST,  
FOUNDER OF YOAST**

Chad Rogers



Joost de Valk

**NETWORK MARKETING**

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# 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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- Top Sellers Uncovered ...

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And as a [bonus](#) it will also get related keywords from:

- Google Suggest Ebay Pulse Shopping.com Shop.com PriceGrabber.com

Until recently you as an Amazon [affiliate](#) was not allowed to optimize your website for mobile users. But **since early September 2013** Amazon decided to delete that rule from the TOS and **you are now allowed to optimize your website for mobile devices.**

But what if you are totally happy with the way your site looks right now?

That is where **Azon Mobile Pro** comes in. It is a **perfect tool** for any Amazon [affiliate](#) and by uploading Azon Mobile Pro to your site **the plugin will detect if the visitor is a mobile user. If that is the case it will display a highly optimized mobile website with inbuilt Amazon discount finder.**

**It's build 100% with mobile in mind so it's fast loading and responsive.**

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# COVERT VIDEO PRESS

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How **The Covert VideoPress Theme**  
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From **facebook** **twitter** **Google+**

**To Your Blog!**



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# MWM editors letter

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Welcome to the **AUGUST 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.*

**Blogging as Marketing Tool** By: Anna Wright - **Content Marketing** By: Chad Rogers - **Digital Public Relation (PR)** By: Anna Wright - **Email Marketing** By: Diane Hanson - **Internet Marketing Strategies** By: Raymond Roberson - **Network Marketing** By: Chad Rogers - **Pay per Click** By: Erma Rhodes - **Search Engine Optimization (SEO)** By: Raymond Roberson - **Social Media Marketing** By: Diane Hanson **MWM Success Story - Shark Tank's Robert Herjavec: In Business, Don't Forget That 'The Sun Always Rises Tomorrow' - MWM Ask the Expert** Interview Expert Interview with John Rampton: Attracting Traffic Your Site **MWM Q&A** Interview with **The Future Of Ecommerce – Interview with Joost, founder of Yoast MWM Back Story** Mmmm, Crickets: How Exo Protein Bars Found Its Wings

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.

## Talk to me



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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**

Editor Harry Crowder

**Advertising** See Above

**Contributors**

Various experts in their fields

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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



### TOP EMAIL

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

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

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

#### What is Offline Marketing?

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

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

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

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

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



Did you know: **20% of online viruses are released by organized crime units.**



# MWM what's on



**AUG**  
**2-4**

Affiliate Summit East 2015 is taking place August 2-4, 2015 at the New York Marriott Marquis in New York, NY.

Affiliate Summit East in NYC This three day conference included an exhibit hall with affiliates, merchants, vendors, and networks, as well as multiple tracks of educational sessions covering the latest trends and information from affiliate marketing experts.

**AUG**  
**10-12**

**ClickZ Live**  
SAN FRANCISCO

Educating marketers for over 15 years, ClickZ Live (formerly SES Conference & Expo) is the most cutting-edge, all-encompassing digital marketing event series in the world today. Join us August 10-12 as we return to San Francisco with our action-packed, educationally-focused agenda that will cover the latest digital marketing tips, tricks and tools that will blow your mind, make you rethink your strategy and provide actionable takeaways to revolutionize your marketing campaigns.

## what's on

**PROBLOGGER**

**TRAINING EVENT: Gold Coast**



**AUG**  
**14-15**

PBEVENT is Australia's biggest and longest running blogging conference. Last year saw an unprecedented number of tickets sell out in just hours, firmly establishing it the 'go to' event on the blogging community's calendar for training and networking.

In 2015 ProBlogger Training Event is presented by Olympus and will be relocating to the spacious RACV Royal Pines Resort on the Gold Coast, ready for over 650 bloggers. ProBlogger Darren Rowse is joined by four international speakers, including keynote Heather Armstrong of Dooce.com, and a host of local talent to deliver a two day multi track agenda packed with inspiration, practical training and networking.



**4 AUGUST 2015**  
**SOFITEL HOTEL**  
**BRISBANE**

**26 AUGUST 2015**  
**CENTRAL PIER 14**  
**DOCKLANDS**

JOIN US AT THE 2015 DIGITAL SUMMIT EVENTS

Learn, connect and be inspired.

The Interactive Minds Digital Summit is returning for 2015! Do not miss the opportunity to spend one day, immersed in the digital marketing community to learn, connect and be inspired.

After running for two successful years in Brisbane, the 2015 edition will also include a Melbourne conference. Both events will welcome experienced Marketers who will share their strategic insights on the latest campaigns, trends & technologies.

The Digital Summits will feature leading professionals from the digital marketing community and will include:

- An international keynote speaker
- A range of sessions covering critical issues for digital marketers
- Question & answer time with each speaker
- Formal networking opportunities throughout the day
- A VIP package to benefit from additional time with the keynote speaker, a sit down lunch & other perks

The Digital Summits are proudly curated by Interactive Minds – an independent digital organisation who has been inspiring the digital community to connect and learn since 2008.



**Quotable:**

**"Computers have become more friendly, understandable, and lots of years and thought have been put into developing software to convince people that they want and need a computer."**

**~Roberta Williams**

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## GOOGLE SUSPENDS SEVERAL APPS AFTER RELEASE OF IN-APP FRAUD REPORT

*Forensiq study detailed ways malicious app developers have adopted fraud tactics seen in display advertising.*

Ad Age is reporting that Google has pulled several apps from the Play Store after the release of a report on in-app ad fraud.

The report highlighted the migration of the ongoing battle in display advertising to the apps ecosystem. Published by ad monitoring firm Forensiq, the study described several ways the company observed malicious apps defrauding advertisers and draining users' smartphone data plans and batteries. Chief among the tactics seen was apps running constantly in the background, endlessly serving ads in high volume throughout the day. Forensiq estimated the annual loss to advertisers as the result of malicious apps could approach \$1 billion globally this year.

Ad Age says it tried to contact the makers of two apps that have been suspended — Celebrity Baby and Vampire Doctor — but that the email addresses listed in the Play store were invalid. A Google spokesperson confirmed the removal of several apps but did not comment on the Forensiq report or provide additional details.

While the instances of malicious activity detected in Android apps was highest, Forensiq also found similar activity on iOS and Windows Phone apps. Below is the breakdown of the levels of fraud Forensiq observed by platform. We have contacted Apple and Microsoft and will update here when and if we get a response.

| Platform       | Fraud Risk % | Total Apps | Flagged Apps | % of Apps Flagged | Traffic Distribution |
|----------------|--------------|------------|--------------|-------------------|----------------------|
| Android        | 14.80%       | 10,503     | 2,857        | 27.20%            | 54.72%               |
| iOS            | 11.69%       | 9,007      | 900          | 9.99%             | 42.62%               |
| Windows Mobile | 8.79%        | 15,733     | 1,404        | 8.92%             | 2.66%                |
| Total          | 13.32%       | 35,243     | 5,161        | 14.64%            | 100.00%              |

## AOL EXTENDS PREMIUM AD SOLUTIONS INTO VIDEO

Earlier today, AOL rolled out five premium video ad solutions that combine engaging visual content with data intelligence.

Just a few months after being acquired by Verizon, AOL has made its first big post-acquisition push into the video space with five new linear premium ad formats.

Different from traditional pre-roll ads, AOL's data-driven video solutions - Linear Expandable, Linear Modules, Linear Sequence, Branded Slate, Branded Skip - leverage the convergence of interactive video and display advertising, according to David Miller, vice president of advertising product management for AOL.

"Premium advertising has been important for us for a long time; it has been built around exposure, conversation and ultimately conversion," Miller says. "What we are trying to do here is combine the power of video and traditional pre-roll: leverage the emotion of video and add the relevancy, engagement, and data that generally come with the traditional display advertising."

He continues that today's offering enables advertisers to deliver immersive video experiences. For example, advertisers can build interactive elements - including polls, Twitter feeds and photo galleries - into a video ad. They can also give viewers the option to continue watching or skipping a branded video, and collect relevant data to see where their target audience spend the majority of their time.

"All of our data insights can be sent back to advertisers so they can work on their next round of advertising innovation or spend," Miller says.

The new video ad formats are available across AOL On, an online video content platform that houses video content from AOL's owned and operated properties, including The Huffington Post, TechCrunch, AOL.com and partner publishers. Meanwhile, they are programmatically accessible via the ONE by AOL platform.

AOL's five premium video units are primarily focused on desktop. The company will expand the video experience into mobile by the end of this year.



Quotable:

**"Today, computers help us making the music. It's really a tool." ~Yael Naim**



# COVERT PIN PRESS

With This **Point & Click Simple** Wordpress Theme  
**YOU Can Do The Same!**

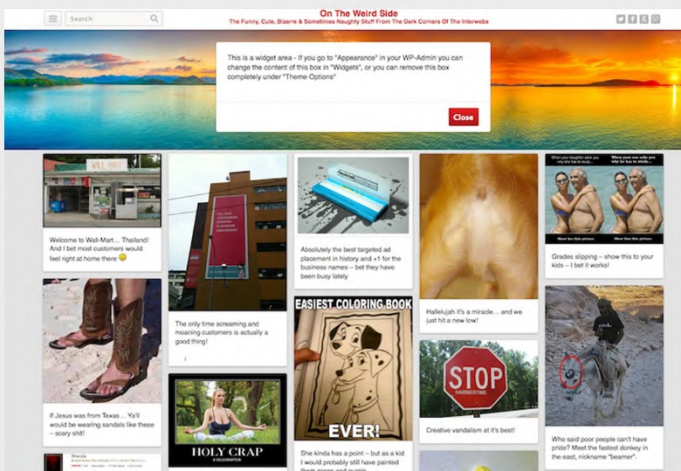
Tapping Into The **Most Buzzing Trend**  
On The Internet And Sucking **Free Traffic**  
From *Pinterest & Facebook* On  
**COMPLETE AUTOPILOT!**

**Covert PinPress 2.0 Is...**



**Fully Monetized**

Making It  
**SUPER EASY**  
For you To Profit From  
Your Free Traffic!



Use the Covert  
PinPress 2.0 to  
build pin sites  
in ANY niche  
you want!



# BLOGGING AS MARKETING TOOL

By: Anna Wright



A blog makes the customers feel like there is a real person who cares and not just some company selling their product.

A blog is just like a website with a few differences, one being it is easier than a website to update information on a blog. A person's blog is like his journal where he can add and edit information from whenever he wishes to. Also one can put links in to their blog so that the readers can access extra information the writer wants them to read about.

Blog is relatively informal as compared to a website and one can write posts and information in their own voice. A blog makes the customers feel like there is a real person who cares and not just some company selling their product.

People who already have a website can use the blog to draw attention to the website. People reading the blog can be redirected to the website selling the products.

Getting the readers engaged in the blog is very important. Interest can be built by welcoming comments of the readers at the blog at the end of it. Each commenter should be thanked personally and a further comment must be made on what the reader said if necessary.

A blog will be considered good when it is well planned and researched. The blog must be written by someone who has a good command on the language and has complete knowledge of whatever he or she is writing about.

A blog can be an efficient technique to create an association between the product and the customer through amusing and scholastic content.

A blog can be famous by means of a word-of-mouth where the readers can be responsible for its fame. It is a way for the writer to mention their work and tell the story following it. One can teach their customers about their products and not being very preachy about it. A blog functions perfectly for people in creative professions as it makes putting content to an prevailing Web site speedy and simple.

# MWM success story

---

## SHARK TANK'S ROBERT HERJAVEC: IN BUSINESS, DON'T FORGET THAT 'THE SUN ALWAYS RISES TOMORROW'

By: Nina Zipkin



*Love what you do. Do it for a reason greater than yourself because if you're passionate about it, and you're doing it for the right reasons, even if it doesn't work out, you're going to be happy to go to work every day.*

### Quotable:

““

“One thing that humans still do better than computers is recognize images.”

~Peter Diamandis





# HERJAVEC GROUP

Robert Herjavec knows what it's like to build from the ground up. Born in Croatia, he and his family immigrated to Canada when he was a young boy, with little money or grasp of English.

Always ambitious, he persevered; working as a waiter and selling computer parts among other odd jobs, until he launched his first company, BRAK Systems, from his basement in the early '90s -- and sold it to AT&T 10 years later for \$30.2 million.

He is currently the founder and CEO of the Herjavec Group, a 12-year-old global company specializing in cyber security. Herjavec is also an investor and a leading shark on ABC's Shark Tank, which just wrapped its sixth season. He also happens to be a bestselling author, races cars in the Ferrari Challenge North America Series and competed on season 20 of Dancing with the Stars.

We caught up with Herjavec to talk about not letting fear paralyze you, making sure you go into business for the right reasons, and what entrepreneurs can do to prep for a big pitch meeting.

Q: Knowing what you know now, what would you have done differently when you were first starting out?

A: I would have believed that the sun always rises tomorrow. I think I had a certain level of anxiety about getting things done in the moment, which is good, but I would have had a longer-term view.

Q: How do you cope with that anxiety?

A: One thing is experience. I think when you get old like me, you realize the sun really does rise the next day. I think the other thing is fear. If you let your fear dictate how you feel about others or things that are going on, it can paralyze you.

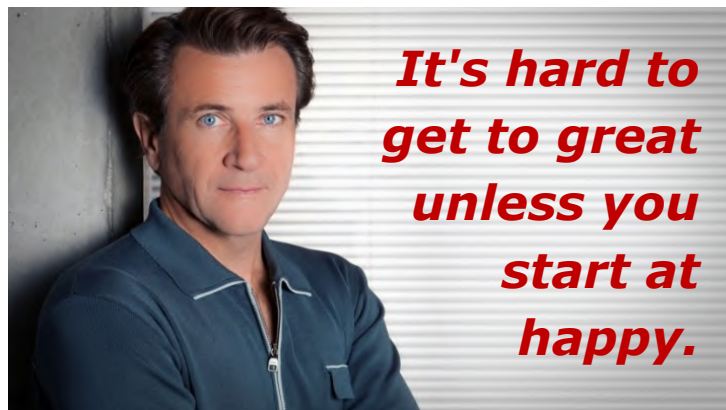
***If you let your fear dictate how you feel about others or things that are going on, it can paralyze you.***

Q: How can young entrepreneurs benefit from this knowledge in their lives?

A: If you want to build a business, do it for the right reasons and to build something great. And if you happen to sell it along the way to Google for a billion dollars, that's okay, too.

Q: What are you glad you didn't know then that you know now?

A: I think the other thing you do when you get to my age is you realize that things can go really bad. I had no fear when I was younger. I had no responsibility. You know, there's a reason why it's good to start a business when you're younger, because you don't have as much to lose. That adage is really true. Sometimes when you love something so much and afraid you're going to lose it you tend to get a little freaked out.



Q: You've heard countless pitches on Shark Tank. What makes a pitch stand out to you? What should entrepreneurs do to prepare?

A: The first thing we look for is someone who can grab our attention. We sit there 12 hours a day, 17 days in a row. We get bored and hungry and antsy. You've got to grab our attention. My best advice after being on Dancing with the Stars and having to learn how to pitch myself every week is learn your business and your numbers so well that you can just forget it. And then go out and sell the dance.

[Dance] like business, is a competitive sport. Typically in any business for you to win, someone has to lose. There are very few businesses that are a net sum game. So that level of competition never goes away. When you're small, you love it because you're competing against really big companies. But when you're big you tend to gravitate towards stability. As Mark Cuban said to me a long time ago, every day somebody wakes up with the sole intention of kicking your ass.

Q: What's your best advice for someone who is starting their own business?

A: Love what you do. Do it for a reason greater than yourself because if you're passionate about it, and you're doing it for the right reasons, even if it doesn't work out, you're going to be happy to go to work every day. It's hard to get to great unless you start at happy.

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# MWM ask the expert

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## INTERVIEW WITH JOHN RAMPTON: ATTRACTING TRAFFIC YOUR SITE



For business owners and web marketers, it can seem like best practices to drive traffic to a site change by the minute. And there's a reason for that, says John Rampton, founder of the Search Engine Journal -- the web itself changes daily.

"Each and every second there are millions of data points created on the Internet," says Rampton. "We are always evolving and becoming better."

Rampton maintains that in order to keep up with the ever-changing nature of the web, both businesses and search engines must continually evolve as well and create new best practices for managing their sites.

Anyone wanting to stay up to date with all the trends and news in the SEO industry should be reading Search Engine Journal, says Rampton.

Did you know:

?

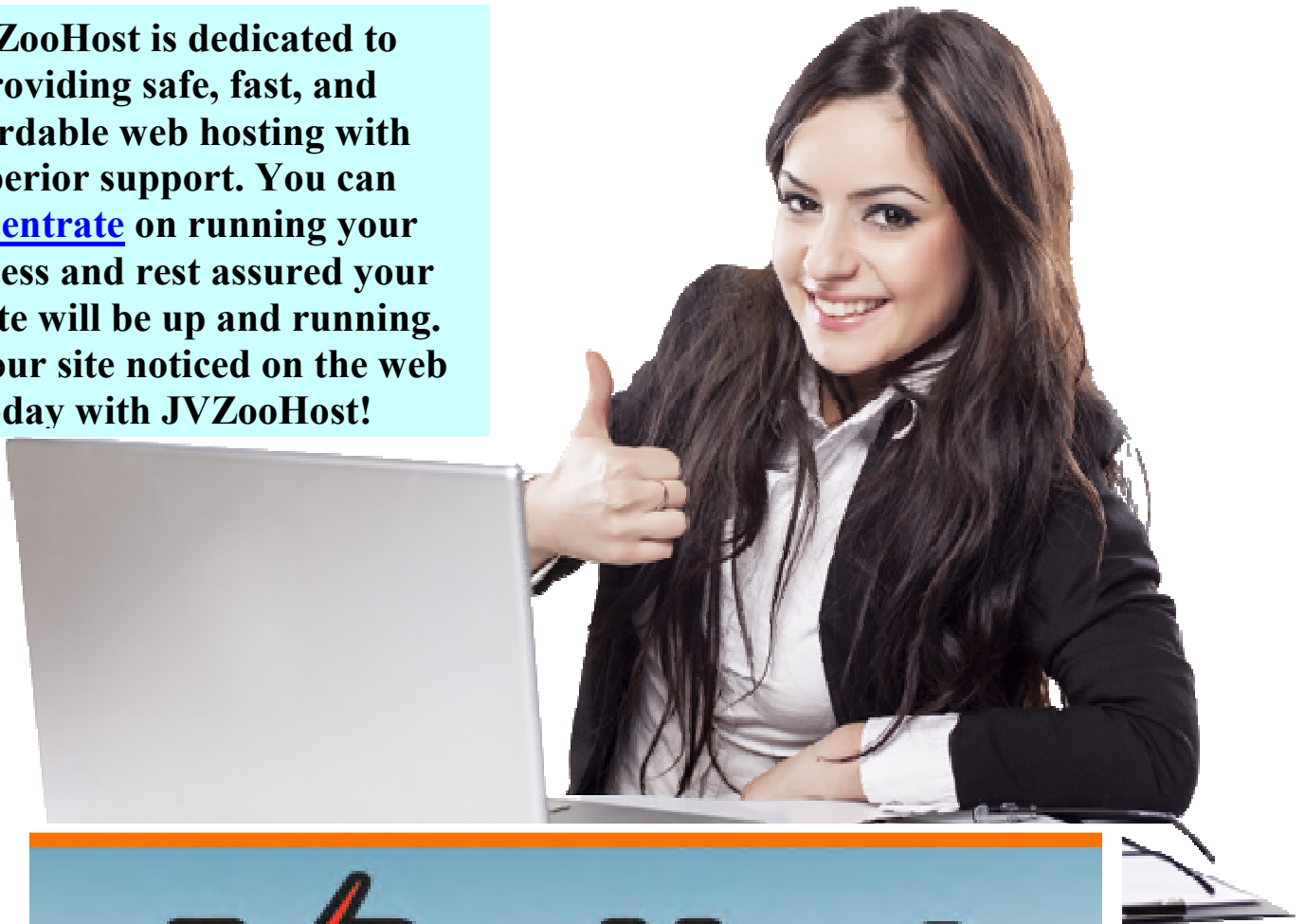
With it's 800 million interent users, Facebook would be the third largest country in the World.



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Here, he offers his advice on helping your site gain traffic.

**Why do SEO best practices change so frequently? How can a business owner stay up to date with the latest changes?**

Why? Because the web is changing daily. Each and every second there are millions of data points created on the Internet. We are always evolving and becoming better. If we do the same thing over and over and over and don't change anything how can we expect different results? We have to be continually changing and evolving. Much like us, a search engine must evolve as well. Same with a business, it has to change over time to evolve. It has to stay up on best practices to be able to help its business. Read our site; we report on all things SEO and help them keep up with trends that are happening in the industry.

**Tell us about yourself ... what's your professional background?**

If I had to choose one word to describe myself it would be "entrepreneur." I love building things. My professional career is in online marketing. I started back in 2002 at a startup, took that startup from five people to 150+ people in two years. That led me to where I am today!

We have to be continually changing and evolving. Much like us, a search engine must evolve as well. Same with a business, it has to change over time to evolve.

**What is the Search Engine Journal?**

Search Engine Journal is a website helping people learn the latest tips and tricks in the Search Marketing Industry.

**Who should be reading it?**

We help people learn what's going on in the industry around them. If you are not reading you may miss out on some of the best tips to keep your website ranked.

**What are some of your favorite articles that can help every new small business owner build a great site and boost traffic?**

- Penguin 2.1: What Changed Since 2.0, and How to Recover Search Engine Optimization
- Search Engine Optimization

The logo for Search Engine Journal (SEJ) is displayed on a dark background. The letters 'SEJ' are large and bold, with 'SE' in white and 'J' in a vibrant green. To the right of 'SEJ', the words 'SEARCH ENGINE JOURNAL' are stacked vertically in a smaller, white, sans-serif font. The word 'JOURNAL' is highlighted in the same green color as the 'J' in 'SEJ'.



### **What do you think are some common mistakes business owners make when it comes to trying to drive traffic to their site?**

They read blogs with people who have no clue what they are talking about; take their tips and apply them to their site. Then get mad because they didn't research behind it. Another thing they do is hire so-called SEO experts who have zero idea what they are talking about. Take a look at what the company is doing and ask for references. If companies are working with them for years and are still happy ... that's typically a very good sign.

### **What are the smartest things business owners can do to gain traffic?**

Put up amazing content that their customers want. Build products they want to use. Be a company people have to talk about.

### **How can a PPC campaign help a business?**

Basically, you can get to the top of the search engine instantly ... all you have to do is pay. When people click on your site, make sure you're making money off them. Then back that out into your numbers to make sure you're making money overall.

### **What are some best practices for running your first campaign?**

I personally recommend you start off slow. Don't go all in on day one. Start with a smaller budget, then build up. Also, be VERY specific in your keywords and searches you're paying for! You don't want to be bidding on keywords that could cost you tons of money. Be specific. Also, bid on exact match terms, this will tell Google exactly what to bid on, no guessing games!

### **How important is social media to the success of a business online?**

I think it's a key metric to success. What companies miss though is selling through social media. Stop pushing yourself and trying to sell. Top companies don't try and sell over social media. They don't have to. Their products sell themselves. Don't be the guy who always talks about yourself. Social media is a key to your success, but share in other success and it'll add even more to your success.

### **Why should a company monitor their online reputation - how can it help grow traffic?**

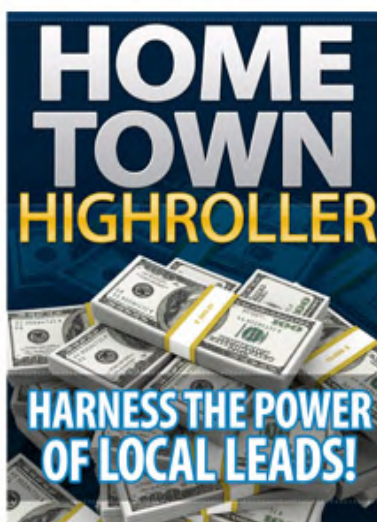
Your brand can be destroyed in a matter of seconds. If you're not monitoring this than how will you know to respond? By the time you figure out that shiz has hit the fan it'll be too late. You need to be pro-active about your reputation and build it now.



***Put up amazing content that their customers want. Build products they want to use. Be a company people have to talk about.***

# Hottest Marketing Topics Online...

[Just a few examples of our recent report packages]



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# CONTENT MARKETING

By: Chad Rogers

Content marketing is a tactical method of marketing and is concentrated on generating and issuing valuable, appropriate, and reliable matter to charm and maintain clearly described spectators and to push profitable client action.

The kind of matter that one stocks is carefully connected to what they are marketing. To put it simply, business men are enlightening people so that they like, trust and know, like, and trust one enough to do business with them.

A content marketer needs to be able to generate a stream of ideas, which are very unique and interesting at the same time and are valuable enough to grab and hold one's attention.

Content marketing is not just publishing a few articles and blogs. It requires one to give their full commitment of time and money. One can encounter a lot of obstacles that need to be dealt with appropriately. One can face problems such as writers block or not being able to manage the content properly. These struggles need to be dealt with appropriately.

The whole point of good content writing is to create an excellent content and ensuring that it is found over the Internet via the search engines very easily. One also needs to focus on the aspect of promoting the content to their followers.

One of the most effective content writing strategy is based on two most important points. One is a strong and strategic persona and second is an understanding of typical buyer behavior and their journey. Each aspect of the content must be applicable and appealing to its reader's persona at every stage of the journey where they are buying the product. The content should be such that it should push the people to the next stage.

Social media is one of the chief mediums for a content marketing crusade particularly the additional entry-level, interesting bits. There are three levels of social media raise for one's content, which are owned, paid or earned. Earned is the most difficult one to create and social media promotion happens when one shares the content with other networking websites.

**Each aspect of the content must be applicable and appealing to its reader's persona at every stage of the journey where they are buying the product.**







# DIGITAL PUBLIC RELATION (PR)

**By: Anna Wright**

Digital public relation is a new age public relation technique that is adopted by many. Digital PR combines the methods of traditional Public Relation and other marketing techniques as content marketing and social media. It aims at changing static news into conversation and communicating to the target audience directly.

With digital public relation large number of people can be reached simultaneously. Also the relevant audience can be targeted and the message can remain available for a longer period of time.

Depending on the type of business, its objectives and target audience one can choose a particular type of PR tactic which will yield best results. The best way to do this is finding a good story.

Also, the marketer has to find out the most appropriate media outlet for a particular brand or product. One needs to know the social media platform, which their customers read and follow.

Also, one can find out whether blogs are read more often or certain online newspapers and magazines. Also the impact of social networking sites should be studied on a particular population before choosing an outlet.

Another way of building excellent digital public relations is to be active on the social media. Being active can mean anything from participating in group discussion on social networking websites or tweeting and blogging.

Participating in the social web with an aim of public relations one will get attention for their brand. Attention on the Internet can be defined as the number of links one gets. The more number of links one gets is a proof that their posts are being noticed and liked.

Getting editorial links and links from public relations are much more powerful than links which are developed by using link building tactics. Digital public relations are important to protect and promote any sort of business online.

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## POLAR TAKES ANOTHER SHOT AT ACTIVITY

At first glance, it seems like Polar addressed a few concerning issues with its last wearable. This time the Loop 2 will launch with Android support, which was sorely missing when the OG Loop came around. Also, it ships data to other services like Google Fit, Apple Health and MyFitnessPal rather than just its own app (though that's still around too). It also has white and pink colour options in addition to the plain black.



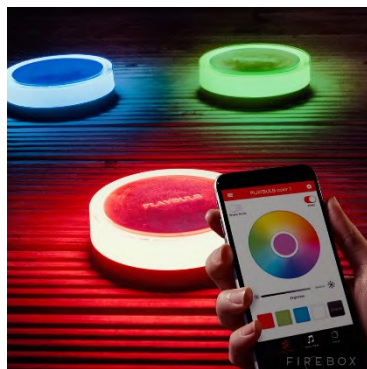
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## URPOWER IS A MINI LED SPEEDLITE FOR SPECTACULAR SELFIES



If you often find yourself at friendly gatherings in the evening and want to take pictures, you have one of two options before you. There's the option to leave the flash off and deal with grainy, awful photos, or you can turn on the flash and usually be stuck with another version of a terrible photo. Smartphones are not known for having a great flash, though they are pretty decent at picking up a good shot if there's enough light.

While the built-in flash in your phone isn't going to cut it, you can always get an accessory to take up the task. The URPOWER Mini LED Speedlite is a pocket-sized flash that you can plug into the audio jack of your phone to get well-lit photos. It is said that this will provide natural-looking skin tones, correct depth, and soft shadows.

This uses a built-in lithium-ion battery to function, and can give you 45 minutes of continuous LED light. There is, of course, a free app you can download, though it's not necessary. While it is very compact, the nub does not fold into the body, so do be careful with how rough you are with it. This is only going to cost you \$10.99, which certainly won't break the bank if you're looking to up your selfie game. I know we said it was for your friends, but let's be real about what it will be used for.

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

Did you know?  
?

The nVidia GeForce 6800 Ultra video card contains 222 million transistors.



# EMAIL MARKETING

By: Diane Hanson

A new trend in Internet marketing seen to be growing in the recent past is email marketing. In email marketing group of people are selected and are sent message about the product being promoted using an email.

The email can contain information, advertisements and donations along with a purpose of loyalty building for the product from clientele. Publicizing via email can be done by buying lists of emails from other marketing firms or using current available database.

One of the advantages of email marketing is that a company can send messages and promote their product in real-time. Companies can send unique messages to their customers on their birthdays and anniversaries making it more personalized.

Also, communication with customers becomes easier and more frequent. Offers can be sent as early as once a week instead of once a month. It takes less time to create emails and is relatively cheap.

One does not need a lot of employees or analysts in email marketing. Hence email marketing is one of the most economical ways of advertising on the Internet. There is no need to print the advertisements, have any phone lines or pay advertisers or websites to promote their product.



***One does not need a lot of employees or analysts in email marketing. Hence email marketing is one of the most economical ways of advertising on the Internet.***

It is important to have the right people to market the product. Putting the offers in appropriate ways and through proper marketing channels is a key element in email marketing.

If the emails can be written in a form of story it will attract more readers and their interest will remain in the email for a longer period of time. If the reader feels connected to the email, he may even wait for the further emails wanting to know what happens next. Also, having a theme can work in their favor and they can make it more readable.

There can be issues with email marketing that should be dealt with the advertiser beforehand. For example, sometimes the images are not opened in some browsers. Every advertiser should anticipate this problem, and clear messages must be included in the emails along with the image in order to ensure that the message is delivered even if the image does not load or open.

Email marketing is a relatively cheaper and more reliant way of Internet marketing the benefits of which are realized by many. Hence the increase in email marketers has seen to be increasing in the past few years.



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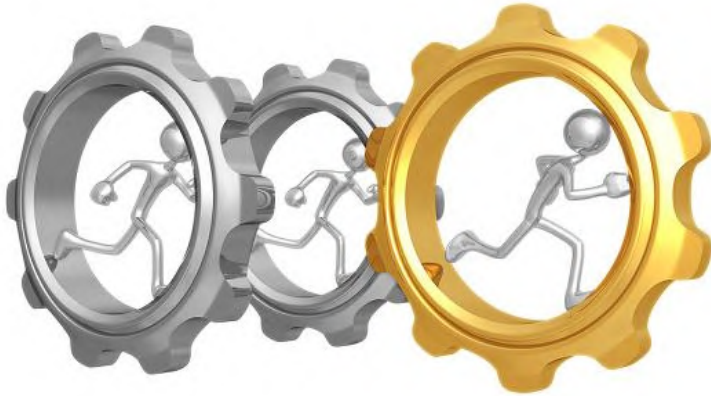
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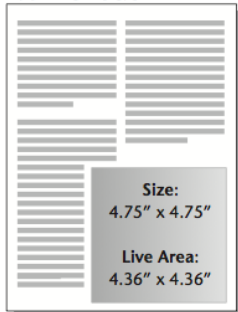


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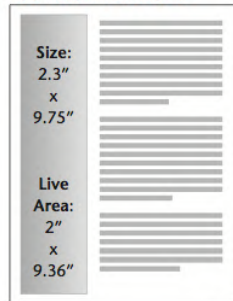
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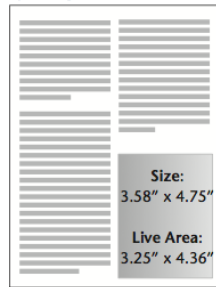
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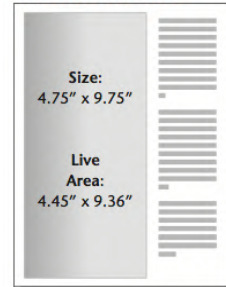
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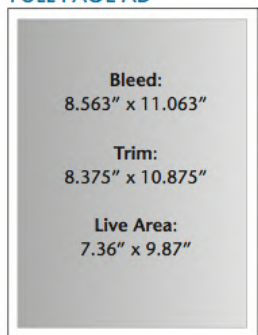
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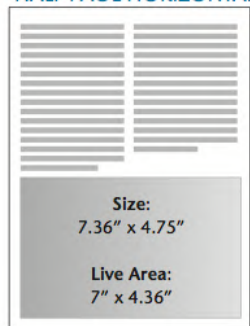
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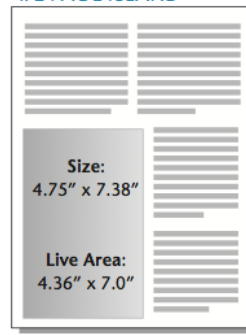
FULL PAGE AD



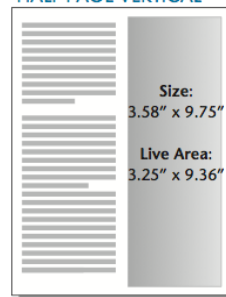
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1/2 PAGE ISLAND



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

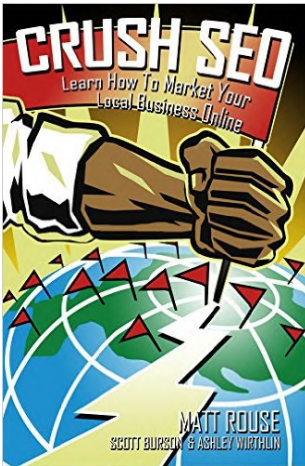


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## > Books, Courses, Software, Tools and other Resources to help you succeed online.

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Proven SEO techniques and content marketing strategies you can use to improve the search rank, exposure, social engagement, and visibility of your local business and your brand. Easy-to-follow steps with future-proof strategies and easy to understand action-items in every chapter!

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As we like to say, "You got this!"

### [10 Best Practical Tips for Online Marketing: The Great Ways of Online Marketing is Almost Free](#) by BOB Grg



Hi, myself Bob, as you know to grow one's business, online marketing plays a vital role. Online marketing allows online marketers & business owner the freedom to advertise and promote their business and receive immediate responses. All you need to do is choose an advertising medium that works for you and your businesses objectives. But the thing is, it's so vast within it that many people find it difficult choose ways to do it. In search of good ideas and strategy people waste lots of money and time. So to overcome that problem, I bring you a special edition of how to do online marketing. Now you can reap the benefits of this method of marketing as it is inexpensive and easy to start.



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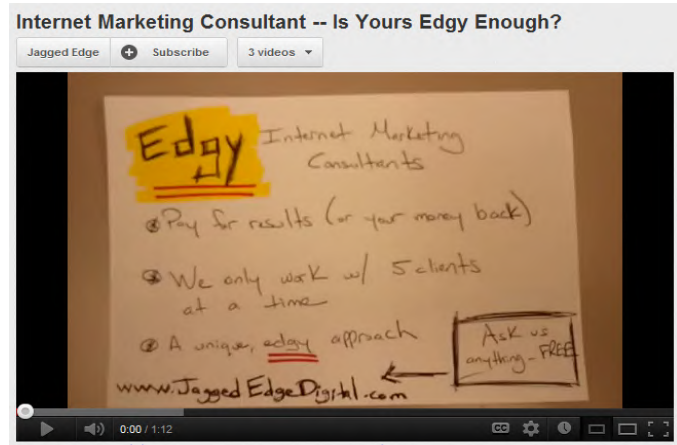
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- \*\* BEATS The Competition ( hands down ) - AssociatePress Has More Features Than WP Robot and WP Zon Builder COMBINED
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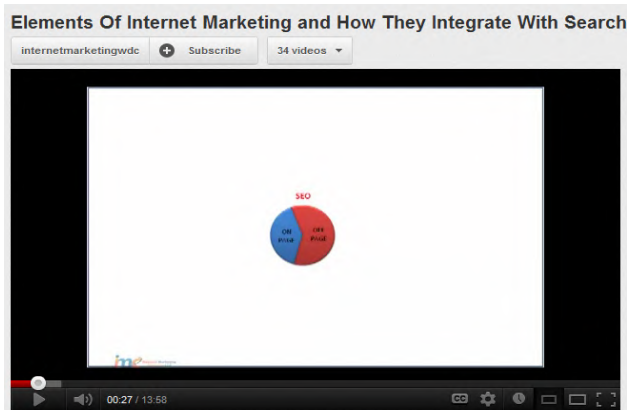
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# INTERNET MARKETING STRATEGIES

By: Raymond Roberson

Internet marketing also referred to, as online marketing is a way to advertise and market products by means of Web and email. The aim of Internet marketing is to derive straight sales by electronic market along with sales pointers from Web sites or emails.

Internet promotion and online publicity efforts are characteristically used in aggregation with conventional kinds of promotion like newspapers, radio, magazines and television.

Internet marketing can charm additional people to the websites, which can grow the number of clientele for one's business and improve branding of one's company and their products.

Online companies need Internet marketing tactics. A complete Internet advertising strategy can promote or raise deals significantly for business. Marketing over the Internet involves an understanding of blogs, social media, search engine optimization, emails and much more.

One of the most important Internet marketing strategies is to increase the recognition of one's brand. Launching more and more marketing advertisements and campaigns can do this.

People can create social media accounts and can update interesting material on it everyday. One has to update these accounts time to time in order to be efficient and noticed.

One can appoint a writer who can write articles that will mention the keywords, which are in relation to the product. The article should be such that it offers tips and advice to the one reading it while introducing the product.



People can also buy advertisements on their websites to attract the market and people. A brand image can be formed in these advertisements in order to cater to the right people.

Videos can be made of people using the product and information can be given out in the banner advertisements. One can appoint graphic designers to create advertisements, which are attractive and convincing.

Through these strategies one can attain success in marketing their business online via the internet.

One can appoint a writer who can write articles that will mention the keywords, which are in relation to the product. The article should be such that it offers tips and advice to the



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## THE FUTURE OF ECOMMERCE

### – INTERVIEW WITH JOOST, FOUNDER OF YOAST

Our featured guest this time probably doesn't need any introduction: Joost de Valk from Yoast!

Yoast is one of the biggest players in SEO optimisation and WordPress plugins.

Joost de Valk is the founder and owner of Yoast, and spends his time as a SEO consultant, blogger, and developer of awesome SEO plugins and tools.



*The biggest challenge is actually making the right choices and then just doing it. In many ways, lots of tactics will work if you actually follow through on them.*



## Let's see what he has to say about the future trends of ecommerce in 2015!

1. There have been many changes lately in the marketing world: Search engine algorithm changes, big changes at Google (not provided, publisher/author markup, TOS changes, G+ comments for Youtube), Facebook custom audiences, Twitter ads etc. What are your thoughts on these changes? How has the role of online/ecommerce marketing evolved in light of them?

*The role doesn't really change: we need to drive traffic and conversions.*

*The tactics change though, which isn't a bad thing but it means you have to continually adapt. It's also more and more becoming clear that what works for company A doesn't work for B. Not everyone needs an SEO campaign, not every product is good for Facebook, etc.*

*That's what makes it fun too :)*

2. What challenges do you think SMBs might face with online/ecommerce marketing in 2015? What can they do to overcome them?

*The biggest challenge is actually making the right choices and then just doing it. In many ways, lots of tactics will work if you actually follow through on them.*

3. 84% of consumers say they trust word-of-mouth the most. What are interesting/ innovative uses of word-of-mouth marketing you've seen? Any thoughts on how marketers could take advantage of word-of-mouth?

*Well it starts with encouraging it, with encouraging conversations and encouraging stuff by offering, for instance, refer-a-friend type functionality.*

*There's a lot to do there for everyone I think :)*

4. Finally, who do you think will win: Google or Facebook (whichever way you interpret the question)? Why?

*They're different companies that serve different purposes.*

*I hope Google at some point stops trying to be Facebook and gets back into focusing on their core product: search (and search advertising).*

*Facebook is a social network that I can't really see go away anytime soon because of its massive scale.*

*There's no winning here, both have their place and honestly, I'd be wary of a world in which either one of them takes both roles.*

## Points to ponder over:

- Although driving traffic and conversions are always important, adaptation is required for constantly evolving tactics. Every company is unique, and so the challenge is in finding out what works for your company.
- The hardest part of anything is making the right decisions, and having the determination to see it through.
- Businesses can drive word-of-mouth by encouraging conversations, interactions, and by offering rewards through referrals. Having a conducive environment like that will make word-of-mouth interactions more natural and comfortable!



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Answers to many of your weight loss questions 24/7 through these amazing diet programs! Learn how to balance your meals even after reaching your goal weight! Keep track of your goals and achievements with these incredible weight loss systems!

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# NETWORK MARKETING

By: Chad Rogers



**Network marketing** is a kind of industry where people get opportunity that is very widespread among people wanting to indulge in part-time and flexible businesses.

Network marketing areas of job report a small straight investment which is typically only a limited dollars for the acquisition of a product sample and the chance to sell a product line straight to ones own personal contacts.

Many of the network marketing programs question members to train other sales delegates. The employees start a representative's down line. Their sales create income for person's overhead of them in the program.

A social media marketer and a network marketer do more or less the same thing. The network marketer just goes a step further. Network marketing and social media marketing is very closely related and has more or less the same origins.

The network marketer's aim is to connect people in their own networks to each other. Social media marketer looks for smaller networks and deal with them as a group identifying the one's who influence. A **network marketer builds relations with these influential people.**

Network marketers job description also includes interacting on the internet via different forums, commenting on different blogs and basically being very active throughout.

Network marketer also has to ensure that the content is good and worthy of selling some products. They also need to deal with the content writers and distributors and build good relations with them.

Subsequently network-marketing plans are typically excused from business chances and rules and are not demarcated as contracts under state and federal franchise laws. One needs to do their own inquiry before financing any money.

In terms of a business standard one needs to install a supplier system is desirable to shape the business. Frequently these businesses are also multilevel marketing in type in that disbursements happen at additional one level.

# MWM marketplace

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Domain name or website  
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### Quotable:

“Why pay a fee for Internet content when a million free sites are just a click away? There's no incentive until people are too addicted to the Net to turn off their computers, yet are bored with what's available.”

~Nathan Myhrvold

## 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.

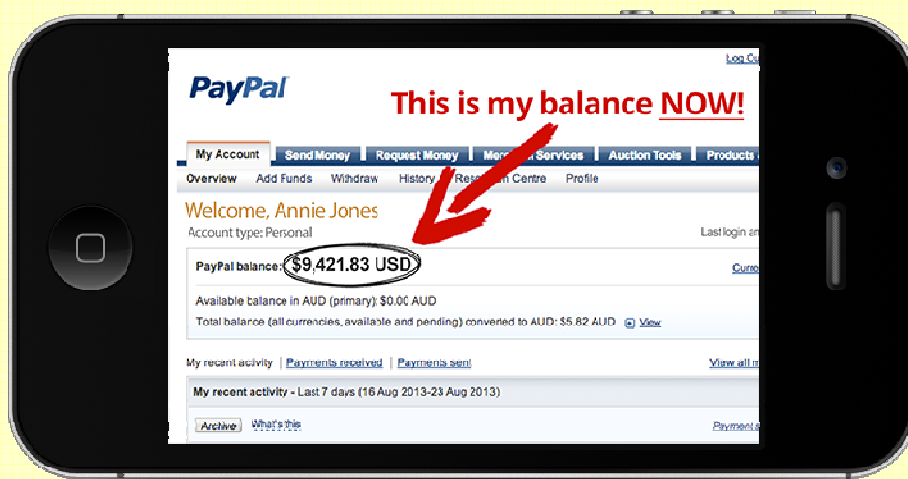
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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



**[Get started Today Click Here](#)**

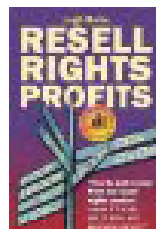


# MWM featured products

## Resell Rights Profits

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

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## iPad2

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

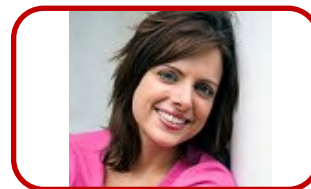


# MWM contributors

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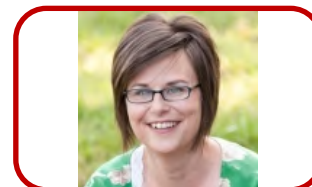
## **Diane Hanson**

Diane Hanson has been a writer for 10 years and she continues to explore this field. She loves social media and she helps clients stay “socially connected” too.



## **Jodi Helmer**

Jodi Helmer is a freelance writer living in Portland, Oregon. Visit her online at [www.jodihelmer.com](http://www.jodihelmer.com).



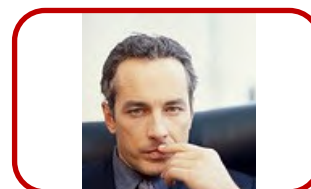
## **Erma Rhodes**

Erma Rhodes is an Internet marketing expert who specializes in Pay per Click or PPC. She enjoys directing traffic to her clients' websites.



## **Raymond Roberson**

Raymond Roberson is an Internet marketing guru. He offers trainings and workshops around the globe. Raymond also enjoys helping out businesses stay visible in the online world.

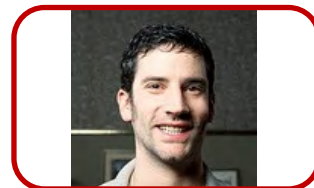


# MWM contributors

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## Chad Rogers

Chad Rogers still believes that “content is king.” He enjoys writing about different topics, from real estate to advertising. During his free time, he explores social media.



## Anna Wright

Anna Wright is one of the top bloggers in Australia. She writes about different things and she has no plans of limiting herself. While writing is her first love, she is also exploring the field of advertising.



## Nina Zipkin

Nina Zipkin is a staff reporter at Entrepreneur.com. She frequently covers media, tech, startups, culture and workplace trends.



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FROM JVZOOHOST

The advertisement features the JVZooHost.com logo at the top. Below the logo, a blue box contains the text "USE COUPON FREEMONTH FOR 1 MONTH OF TOTALLY FREE WEB HOSTING FROM JVZOOHOST". The background of the ad shows a row of server racks.



# PAY PER



# CLICK

**Because everyone offers on the comprehensive expressions, the price per click is usually very great. Odds of a change are low even after somebody clicks on their advertisement.**

Pay per click also known, as PPC is a form of Internet marketing where the one who wants to advertise makes payment when any one clicks on the advertisements. It is a method of purchasing visits to the website than earning the visits.

Advertising on the search engines is one the most known forms of pay per click. The advertisers get to propose a price for the advertisement placement in a search engine's links, which are sponsored.

Pay per click marketing can produce traffic immediately. It's simple, one needs to follow a few steps as expend enough money, get a good placement spot, and prospective clienteles will see the advertisement first. If people are looking for the key expressions on which one can offer and they have proposed a well-created advertisement, one will get clicks the instant the advertisement is stimulated.

A lot of people target their advertisement at the largest conceivable terms, for example "clothes," or "car portions," or even "search engine optimization." In the same time the clearer terms get extremely more explores.

Because everyone offers on the comprehensive expressions, the price per click is usually very great. Odds of a change are low even after somebody clicks on their advertisement.

Attention should be paid instead on slight, fixated keywords. For example party dresses', or 'road racing tires' or 'Seattle search engine optimization' is better words to improve possibility of clicks. These terms can cost less money and searchers who practice them will have more chances of buying it.

Pay-per-click, alongside cost per impression is used to evaluate the cost efficiency and productivity of Internet advertising. Pay-per-click has a benefit over cost per impression in that it states about how real the advertising was.

Clicks are a method to quantify attentiveness and awareness. If the key commitment of an advertisement is to produce a click on it then pay-per-click is the favored measure. When a definite amount of web imitations are realized, the excellence and location of the advertisement will mark click through charges and the subsequent pay-per-click

# MWM useful links

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- [Jewelry Deal Store](#)
- [Toy Reviews Today](#)
- [The Twitter Effect 2.0](#)

# SEARCH ENGINE OPTIMIZATION (SEO)

By: Raymond Roberson

Search engine optimization is a marketing technique that is focused on increasing the discernibility of the search results. However, the main aim of search engine optimization is to improve the traffic towards particular website's products, its position and knowledge. Search engine optimization can be attained from the kinds of words used on the website, links to other websites and so on.

The sole part compelling traffic to certain websites is not the part which meets the eyes but the wordings on the website. Search engines do not see the parts easily visible on the website, only the words are seen. Hence it is important that one focuses on this aspect.

Search engines need help in producing the results that they do. The aim of the search engines is improve the results that users get when searching a topic. They constantly attempt to advance the technology and make it even better. A right type of search engine optimization can get a user the most attention from visitors increasing their visibility on the Internet.

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*Search engine optimization (SEO) has no particular techniques or secrets. It just works on the ranking methodologies in order to help the website that offers values and beats other websites that can be a competition in the search results.*

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factors, which determine whether a particular website is relevant to the requested search. Some of these are 'on page' factors while others are based on the links from reputable websites and trust signals.

One of the simplest way to direct the traffic to one's website is by developing an association with other websites. People can personally ask the website owners to link with their sites one's own website. One just needs to ensure that the website is good and reputable.

Search engine optimization (SEO) has no particular techniques or secrets. It just works on the ranking methodologies in order to help the website that offers values and beats other websites that can be a competition in the search results.

The search engine optimization practice must be concentrated not only on optimizing the website but also trying to make it a website which is of good quality and attracts more links because of its content and is worthy of ranking.





# SOCIAL MEDIA MARKETING

**By: Diane Hanson**

Social media marketing is a method of Internet marketing that gears numerous social media systems in direction to attain marketing message and branding objectives. Social media marketing chiefly covers events linking social distribution of content, images and videos for the purposes of marketing.

By means of social media marketing one can gain attention on their websites through social networking websites. The main aim of social media marketing is to create content that is noticed by people and it encourages people to share it with their acquaintances by means of other social media tools.

A message when is spread from one user to another it is believed more often as it comes from a trusted third party and not some brand or company itself making it more authentic. Social media marketing works best on the word –of-mouth technique.

In order to do marketing online, one needs to have a proper plan developed like knowing the keywords important to the product and ideas about the content relevant to the product.



One needs to be sure that they are contributing valuable information that will be found interesting by the target audience. One can make use videos and images to enhance their topic content along with good text.

Various social networking websites, which can be used to market products by means of social media are Facebook, twitter, Google, YouTube, Reddit and so on.

Use of mobile phones also proves to be valuable for social media marketing. On mobile phones people are informed of the activities on social networking websites in real-time. Companies can constantly update people about their products and show them about its efficiency, uses and importance.

Social media has become a stage that is clearly available to anyone with Internet contact. Amplified communication for organizations raises brand awareness and frequently, better-quality client facility.

Furthermore, social media aids as a comparatively low-cost stand for organizations to device advertising promotions.



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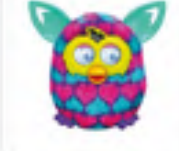
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Learning Walker  
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VTech Move and Crawl  
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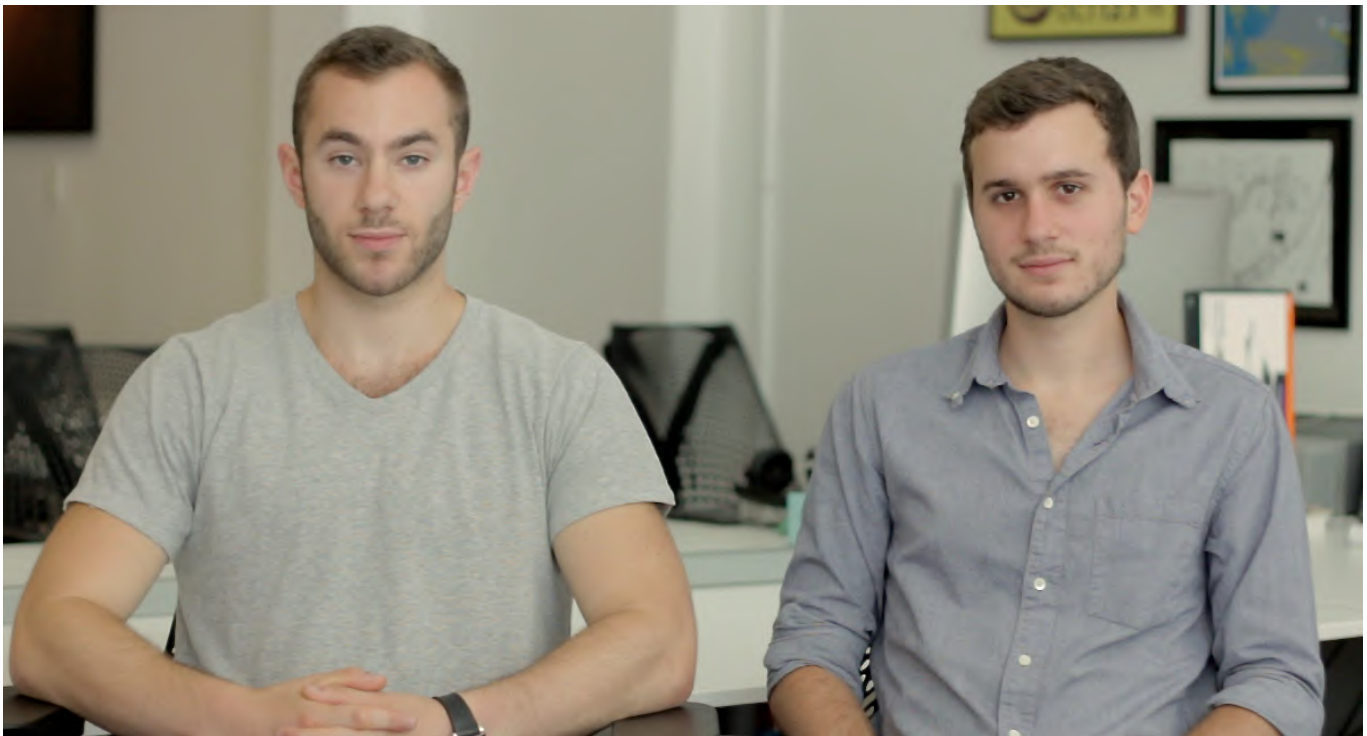
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## **MWM back story**

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# **MMMM, CRICKETS: HOW EXO PROTEIN BARS FOUND ITS WINGS**

**By: Jodi Helmer**



**Entrepreneurs: Twentysomethings Gabi Lewis and Greg Sewitz met while attending Brown University, where they were roommates. After graduation, Lewis turned down a job with a hedge fund and Sewitz deferred grad school so they could launch New York-based Exo, a company that manufactures cricket-based protein bars.**



**“Aha” moment:** Sewitz, who studied cognitive neuroscience and English at Brown, attended a conference at the Massachusetts Institute of Technology, where he learned about insects as a sustainable food source. (The Food and Agriculture Organization of the United Nations, among others, have pointed to insects as an inexpensive source of protein, calcium and iron that emits fewer greenhouse gases during production than livestock.) Sewitz suggested that Lewis, who was making homemade protein bars as an alternative to sugary mass-market versions, consider adding crickets to his DIY recipe.

**Bugging out:** The duo ordered a box of live crickets to their campus apartment and started experimenting. After drying the insects in the oven, they ground them into a fine powder. To their surprise, the inaugural recipe for cacao nut protein bars tasted great. But they knew that to make their product marketable, they’d have to overcome the ick factor associated with eating insects.

“We knew we needed to knock it out of the park with taste because we have the extra hurdle of perception to overcome,” Sewitz explains.

**Chirping in:** To test their concept, the pair distributed the bars at farmers markets and CrossFit gyms. They called the protein “cricket flour” (a term now ubiquitous in the growing insect food industry). The bars were a hit.

After a few months of selling handmade bars packaged in sandwich bags, Sewitz and Lewis made their business official. They launched a Kickstarter campaign to fund their first manufacturing run and reached their \$20,000 goal in less than 72 hours; the 30-day campaign raised a total of \$54,911. Exo launched in 2014.

**Buzz kill:** The entrepreneurs quickly discovered that it takes more than just consumer demand for a business to take flight. The first challenge: finding an organic cricket farm willing to raise crickets in separate facilities than those used for animal feed. After overcoming that hurdle, they still had to find a manufacturer willing to produce the cricket-based protein bars.

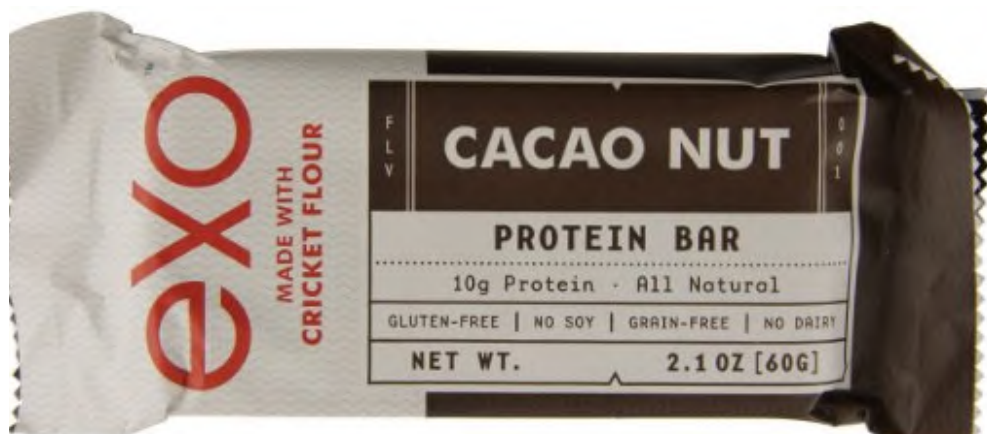
“There is a very slight overlap in allergens between crickets and shellfish,” Lewis explains. “It wasn’t just that we were asking manufacturers to take a chance on two recent college grads with a crazy idea and not much backing; we were also asking them to introduce a new allergen to their operations.”

With a domestic manufacturer secured, Exo ordered 50,000 bars in March 2014. Within weeks, the bars sold out on exoprotein.com, buoyed by buzz from the Kickstarter campaign. The partners then placed a second order for 100,000.

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**“We want to  
connect  
directly to  
consumers.”**

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**Swatting the competition:** Available in four flavors—cacao nut, peanut butter and jelly, apple cinnamon and blueberry vanilla—the gluten-free bars retail for \$3 each.

Although other startups make insect-based protein bars, many, according to Lewis, are still in conceptual stages or limited to regional sales. Exo is sold in several national retail outlets, including some Whole Foods locations.

“At any given store, there are 50 to 100 protein bars on the shelf, and they all look the same; it’s a very saturated market and very hard to stand out,” Lewis acknowledges. “We want to connect directly to consumers.”

The approach is working. Lewis declined to provide sales figures but says the startup, which raised \$1.2 million in venture capital in September and has grown to include six full-time staffers, has sold “a few hundred thousand” bars and achieved 10 percent month-over-month growth. Seventy-five percent of sales are direct to consumers via [exoprotein.com](http://exoprotein.com).

**What’s next:** In addition to spreading their “passionate evangelism” for insect proteins, Lewis and Sewitz are experimenting with new products made from cricket flour, including baked goods, shakes and pizza dough.

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