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AUGUST 2016

Internet Marketing or
Digital Marketing - The
Modern Business Facet

MEET SARAH BLOY,
REAL MEALS

Dexter Bowers



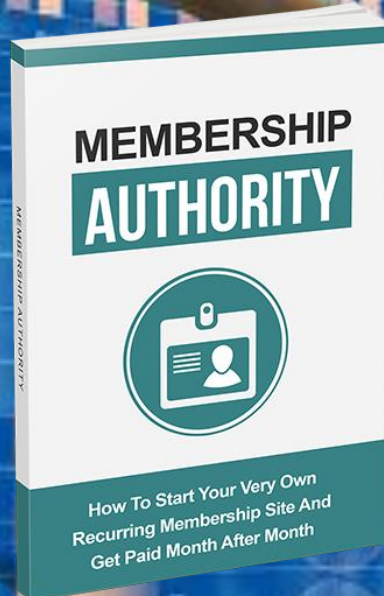
Sarah Bloy



Ruby Dixon



Ben Oren



The Importance of
Internet Marketing
for Freelancers

EXPERT INTERVIEW WITH SEO AND
SEI CONTRIBUTOR **BEN OREN**

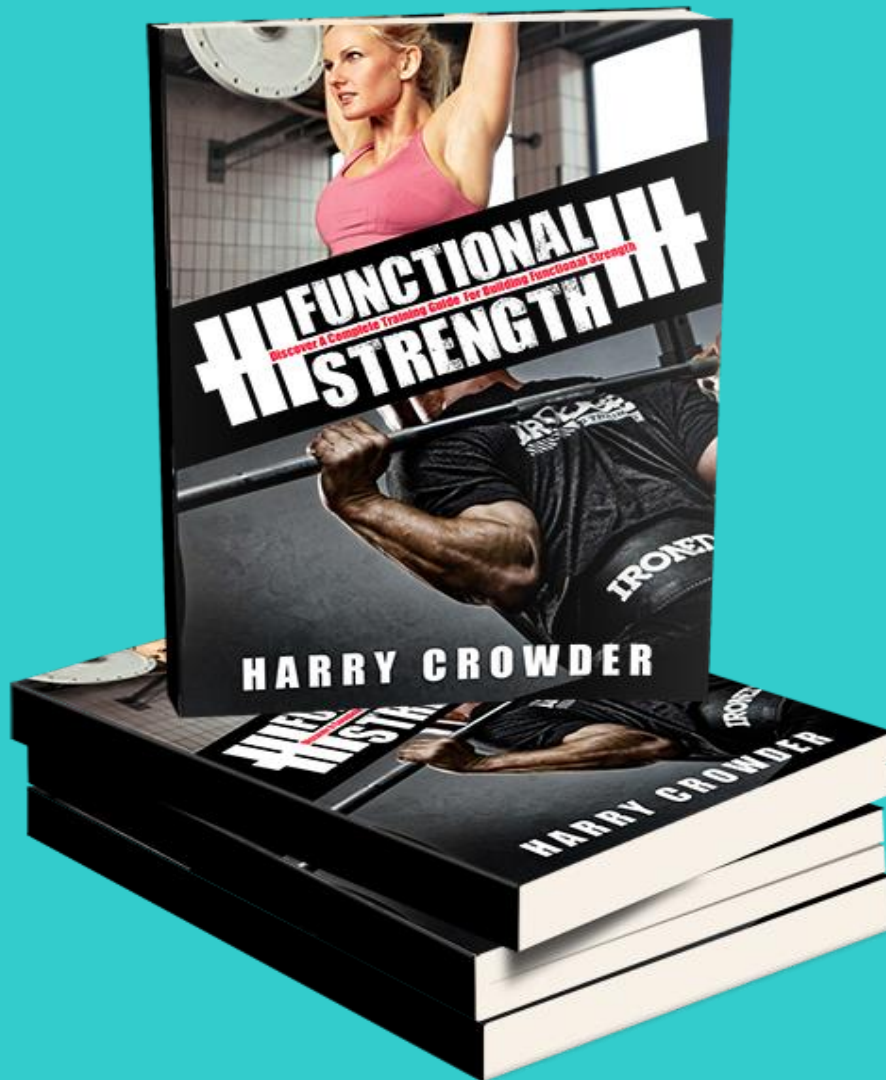
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Welcome to the **AUGUST 2016 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and personal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

Internet Marketing for a Better Business By: Miriam Morrison - **Internet Marketing or Digital Marketing - The Modern Business Facet** By: Dexter Bowers - **Internet Marketing - A New Era** By: Ruby Dixon **Internet Marketing – Why We Need It** By: Preston Moss - **Marketing the Smart Way and the Right Way** By: Dexter Bowers - **Marketing Your Gig Online On a Short Budget** By: Ivan Copeland - **Social Media Marketing** By: Miriam Morrison - **The Importance of Internet Marketing for Freelancers** By: Ruby Dixon - **The Skill Set of the Future: Internet Marketing** By: Ivan Copeland
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- **MWM Back Story – Meet Jennifer Wilson, Vonbon, her Micro-Marketing Strategies Attract Big Time Business Interest.**

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

Remember we have over 53 Great Back Issues too!

Talk to me



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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**

Editor Harry Crowder

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Contributors

Various experts in their fields
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MWM inbox



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

What worked for you or what you think sucks, then we can make Making Web Money an even better magazine.

So, send me an email with your feedback and let me know.
harry@harrycrowder.com

Press Release Software



What is 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: The internet accrued 50 million users in just 5 years. It took TV 13 years to do that.

MWM what's on

BLOGHER >

AUG

4-6

#BlogHer16: Experts Among Us

Join an exhilarating mix of content creators, social media stars, entrepreneurs, top brands, activists and fans at #BlogHer16!

You'll experience inspiring keynotes, up-to-the-minute educational tracks, and of course, fabulous opportunities to network with YOUR community!

AUG

12-14



HippoCamp

a conference for creative nonfiction writers

Hippocampus Magazine's goal is to entertain, educate and engage writers and readers of creative nonfiction. HippoCamp is an extension of our three-fold mission.

This three-day creative writing conference event features 40+ notable speakers, engaging sessions in three tracks, interactive panels, readings, social activities, networking opps and optional, intimate pre-conference workshops in Lancaster, Pa., a city rich in history, arts and culture. All of this, plus meals and snacks, bundled into a great conference rate.

what's on



An Event Apart >

AUG

29-31

Set yourself apart.

An Event Apart Chicago is three days of intense focus on digital design, UX, and more. If you care about creating the best possible experiences for the people who use your work, and crave concentrated time to level up your skills in the company of your peers, An Event Apart is the conference you've been waiting for.

TECHMUNCH



WHEN: August 26 @ 9:00 am - 6:00 pm

TECHmunch is the traveling food media/blogger conference that combines networking, panels, tastings and demos to inspire even the most seasoned culinary influencer. Launched in 2010, the conference has traveled to more than 25 cities across North America.

TECHmunch SF will feature the most accomplished culinary and digital media experts in the Bay Area. Each will be focused on sharing the hands-on tools and tactics food bloggers and culinary content creators need to create great content, build a loyal audience and turn their passion into profit.

Like all previous TECHmunch conferences, the format at TECHmunch SF. will be fast-paced, no-nonsense and dedicated entirely to making food blogging a deliciously rewarding experience. Culinary marketing, PR and branding professionals are also invited to attend and learn how to work effectively with local food bloggers.

Connect with TECHmunch on Facebook at www.facebook.com/TECHmunch

WHO SHOULD ATTEND: Anyone serious about creating great culinary content (e.g., food and lifestyle bloggers, recipe writers, traditional content developers and cookbook authors) as well as the brand marketers/PR reps and food/lifestyle startups who want to work with them.

PRODUCED BY: The traveling TECHmunch conference is produced by Webby and IACP honored BakeSpace.com — a leader in online food content and community with a tasty grassroots approach. TECHmunch San Francisco is co-produced locally by Sean Timberlake (Founder, PunkDomestics.com)



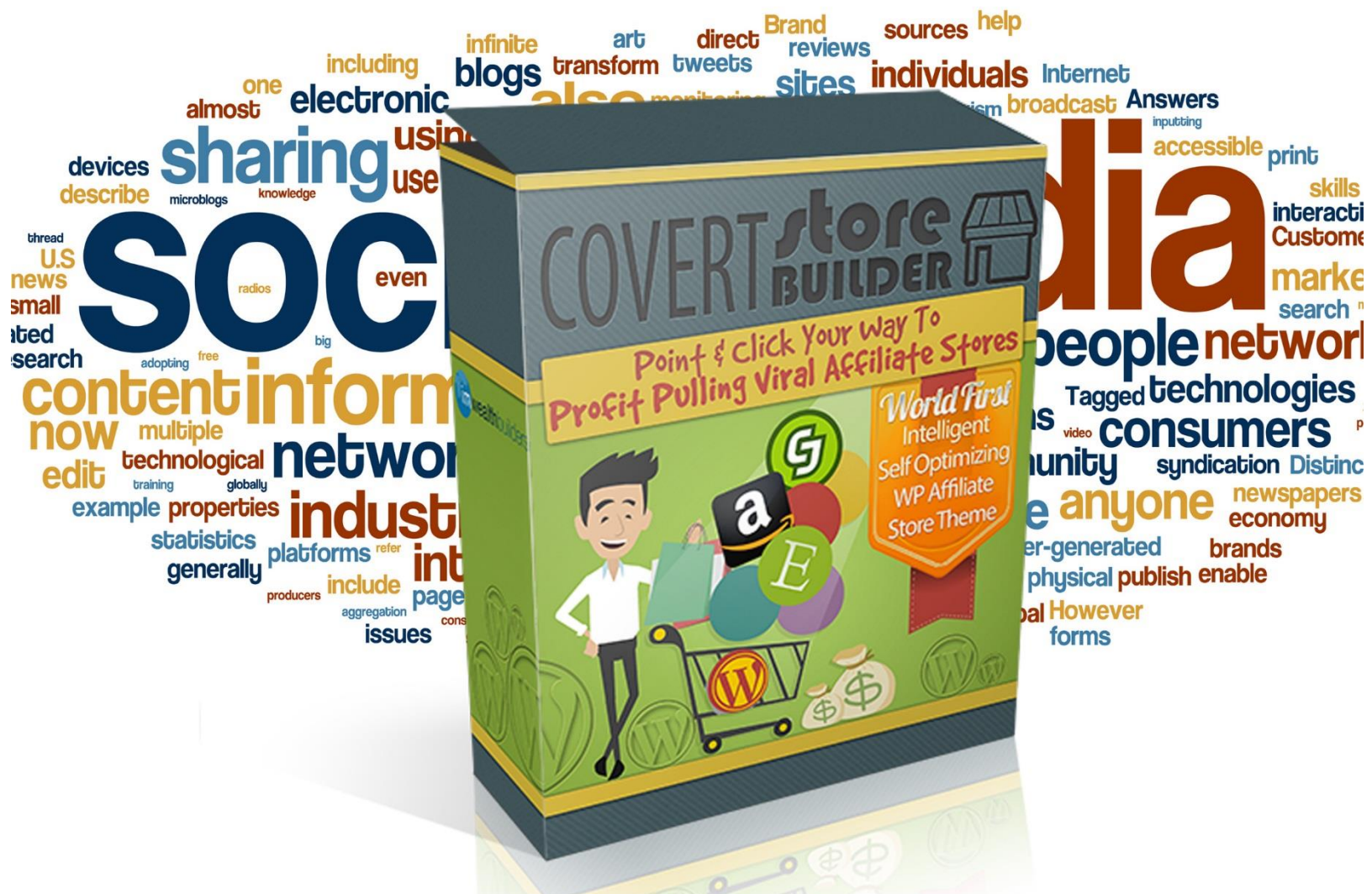
Quotable: “Oh, Wikipedia, with your tension between those who would share knowledge and those who would destroy it.”

— John Green

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INSTAGRAM'S BUSINESS FEATURES COULD ANNOY LOYAL USERS



It finally happened. Instagram announced that it will offer business tools, which include business profiles, analytics and promoted posts. Instagram has firmly positioned itself as a social media marketing network. After all, there is arguably no better place to target millennials and other hip crowds.

"After hundreds of interviews with businesses, three key needs became clear -- stand out, get insights and find new customers," the release on official Instagram blog says. So, to allow businesses to stand out, the platform will offer free business profiles that enable managers to choose a preferred way of getting in touch with them -- call, text or email with a tap of the contact button. Analytics and ads will also be available to business profiles.

The analytics, which are called Insights, will provide information about the most engaging posts, best times to publish, follower base growth, all among other cool statistics right in the app. This is the first time marketers will get this information from the first source, instead of third-party apps.

Finally, the ability to promote will be similar to the current option of boosting posts on Facebook -- by simply clicking a button, you can promote your select posts. One thing worth mentioning is the capability to choose targeting yourself or let Instagram suggest an audience for a post, which is unique to the platform. The big brother Facebook doesn't have this "auto-suggest" feature (yet).

According to the post, the new features will be first rolled out to users in the United States, Australia and New Zealand. The social network is planning to make new tools available to all users by the end of the year.

These new features were long in order for marketers and small business owners. The relatively small number of reliable third-party analytics apps was frustrating them for a while. So, the latest update will definitely help people who are on Instagram to get exposure, reach new audiences and find new clients.

However, it also puts more pressure on marketers. Recent Instagram strategy definitely reminds Facebook moves circa 2013, when business accounts were hit with significantly lower organic reach rates. First, Instagram retires its chronological feed in favor of an algorithm-based order. Next, it changes its logo (which was beloved by so many) in favor of a trendy flat design. Now, the business accounts and tools will definitely separate commercial accounts from non-commercial accounts.

Instagram is running a very thin line here if their next move will be to suppress organic reach of posts from business pages. After all, this is a primary reason why Instagram became one of the most popular marketing platforms -- the power to reach as many people as you possibly can, without any limits on the number of people, or the times they see a specific post.

MARKETING CLOUD GIANTS JOIN FORCES AS ORACLE SNAPS UP NETSUITE

Marketing cloud giant Oracle has announced that it will acquire NetSuite for \$9.3bn.

It's entered into a definitive agreement which is set to close this year, and the sale is worth about \$109.00 per share in cash.

Both NetSuite and Oracle are big players in the cloud marketing landscape. Oracle has an entire cloud-based marketing package that focuses on automation and analytics and NetSuite has a strong marketing automation portfolio which includes an integrated CRM.

The products however won't be merging into one, as according to Oracle's co-CEO Mark Hurd: "Oracle and NetSuite cloud applications are complementary, and will coexist in the marketplace forever."

Oracle's marketing tech is already in competition with the likes of Adobe Cloud - which has already added many new features and functionality this year - IBM, and Salesforce. What will be interesting to see is what the investment means for NetSuite and Oracle's individual marketing cloud products and how they'll face up to competitors in the marketplace.

In NetSuite's case, the company been working on developing a single system to run a business in the cloud for the past 18 years, including sales, marketing, accounting and financial software. It'll perhaps benefit from being part of the Oracle family due to the cloud giant's vast reach and immersion in markets worldwide.

Indeed, that's one reason for the move as cited by Zach Nelson, NetSuite's CEO.

"NetSuite will benefit from Oracle's global scale and reach to accelerate the availability of our cloud solutions in more industries and more countries," he said.

"We are excited to join Oracle and accelerate our pace of innovation."

This is the sixth acquisition this year for the Oracle Corporation and the third marketing-related one, having acquired both AddThis and Opower so far in 2016.

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INTERNET MARKETING FOR A BETTER BUSINESS

By: Miriam Morrison

With the inclusion of the web in almost every aspect of our lives, it becomes difficult to function without the use of the World Wide Web in everything that we do. And if the internet is what people want, then there is no doubt why businesses are turning to Internet Marketing.

Market the Way You Want To!

When it comes to online or internet marketing, there is no particular path to go on. You are the master of your marketing strategy.

Website Marketing

The simplest thing you can do as a part of your internet marketing is building a website. A website is the best way for your prospective or existing customers to reach you, to provide your contact details, or to exhibit your work.

Another advantage of having a website is that you can also showcase any promotions or special offers. Customer service can also be improved by providing a feedback form to visitors.

Just creating a website is not enough of course. Simple things like printing your web address on company stationery and choosing an unusual name will help too.

Email Marketing

Creating and sending emails are a cost effective way of advertising your business. You can use emails to communicate with your customers, to send details of special offers and promotions, and to provide customer support and service.

Email marketing is quite popular with businesses mainly due to the advantage of low costs.

Social Media Marketing

Another great way to go about marketing is through the use of social media. Social media sites like Facebook and Twitter have proven their worth in internet marketing. You can easily promote yourself on these locations, thus increasing your potential customers.

You can also promote your company through the use of blogs, online forums, discussion panels, and much more.

At the end of the day, it's up to you to decide what internet marketing strategy is the best for your company. So be sure to make the right choice!

MWM success story

MEET SARAH BLOY, REAL MEALS



*“I’m no different
than most working
moms.”*

One hard truth in business is that no amount of passion will get your laundry done. Achieving a healthy mix of professional and personal commitments is a challenge that all entrepreneurs and business owners face. Being your own boss is incredibly rewarding, but it’s also a full-time job that fights for free time that you may not have.

When it comes finding to a solution, one may think to ask Sarah Bloy, Founder of Real Meals. Her Maple Ridge business prepares and delivers frozen meals focused on using organic, local ingredients to people who are too busy working or otherwise unable to make healthy meals.

Work-life balance is part of Sarah’s business model, and it’s clear that it’s top of mind for her, as well. During the interview, she refers to her home life frequently. But when asked about how she mastered becoming a working mom, the entrepreneur quickly points out that she’s far from perfect.

Quotable:

“

“Google can bring you back 100,000 answers. A librarian can bring you back the right one.”

— Neil Gaiman

“I’m no different than most working moms,” she insists, “If I have to pull an all-nighter to finish paper work, return emails, work on the website or whatever it might be so I can attend a school function, then that’s what I do.”

Despite her modesty, it’s easy to admire Sarah. In addition to being a devoted wife and mother who also works as a fitness teacher and head server, Real Meals is already receiving orders from around the world.

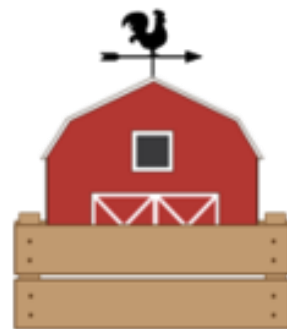
Get insight into Sarah’s business success and her thoughts on managing her home and work lives here.

Balancing the Work-Life Balance

Attaining the perfect combination of personal and professional roles is a ubiquitous obstacle in business, but few people are driven to attain it like Sarah. One of the main reasons she founded Real Meals was so she could be home at night with her children.

And while Sarah is clear when she says, “My kids and family always take top priority, and I work my schedule around them,” her business undoubtedly aims to improve its customers’ lives, too. By making healthy food convenient to busy people, Real Meals goes a long way to aiding people juggling multiple responsibilities, too.

Make sure you’re prioritizing your short-term and long-term goals. Knowing what you value most is the first step of achieving a healthy work-life balance.



Real Meals

Base Your Business on What You Know

Sarah knew that she wasn’t alone in struggling with a hectic schedule. Her experiences showed her that there was a need in the market that her business could fill.

“We chose this business model because we can relate to it,” she states. “We’re our own target market, which I believe gives us an upper hand on staying on top of customers’ needs and wants.”

Having insider knowledge of your target audience is a valuable tool when you’re planning to start a business. If you don’t have personal insight into who your customers are, take extra care to ensure the validity of your business model.

“We’re our own target market, which I believe gives us an upper hand on staying on top of customers’ needs and wants.”



Using Smart Resources

Local resources were essential to starting and growing Real Meals. Sarah took advantage of Small Business BC's popular start-up seminars that guide entrepreneurs and small business owners through the basics of launching their business.

She also fine-tuned her business model during a one-on-one consultation with an experienced Small Business BC Business Plan Advisor. Their expert advice assisted her in adjusting the plan so that Real Meals had the right goals and plans to achieve them, allowing her to grow the business.

Sarah also received funding from both Futurpreneur and Vancity.

There are many free and accessible business resources available to entrepreneurs and business owners across BC. Contact Small Business BC for information on how to start and grow your business, and check out the many financing opportunities and free tools available to you locally, online and at the Canada Business Network.

Dream Big, Act Realistically

Providing convenient, healthy prepared frozen meals with a focus on organic, local ingredients is a great business concept, and it would be tempting for any entrepreneur to start working on it right away. However, for Sarah, starting off smart was all about timing.

The Founder and her husband approached Real Meals pragmatically. Waiting until after their children were in school allowed them to work the demanding hours of a start-up during regular business hours, contributing to the business' continued success.

As Sarah puts it, when the time was right, they "took [their] crazy idea sitting in their back pocket and flew with it." Thinking ahead transformed a great idea into a realistic business that was able to grow.

The best business concepts aspire to accomplish great things and act strategically to achieve them. Following the Real Meals team's strategy will help you stay practical while dreaming big.





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MWM ask the expert

EXPERT INTERVIEW WITH SEO AND SEJ CONTRIBUTOR BEN OREN

With over 10 years of experience handling SEO at the highest levels, Ben Oren has seen it all and done it all, twice. He has worked in medium and large agencies managing the internet marketing strategy for super brands like WSOP, Babylon and more, which he now combines with consulting and strategy for various medium and large clients after co-founding an internet marketing agency. Ben has also tackled marketing under start-up conditions, as he is the co-founder and CEO of an innovative e-commerce app.

Ben has truly tackled online marketing from every angle – conversion, SEO, PPC, E-mail, UX, content, and more – and the insights he's accumulated have made him a regular contributor at leading industry publication Search Engine Journal.



*My recommendation to any start up interested in using social media is to **build a sustainable strategy and be realistic** about what it entails in terms of budget and man-power.*

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To Your Blog!



Q: Over the years, you've worn many 'hats' and fulfilled different functions for different clients: in-house, agency, consultant, auditor. How do you feel that has contributed to your professional development?

A: I believe anyone interested in ascending to the top of their field today can't settle for only one type of working experience, be it in-house, agency, consultant or other.

Personally, this variation in work type has greatly contributed to my professional development, and particularly, enhanced my ability to adopt a broad perspective when assessing problems and ways to tackle them.

There are usually two main variables to consider when faced with a business dilemma: the first is the industry itself, which in our case is internet marketing. It's dynamic by nature and constantly evolving, meaning that there are countless solutions to every problem.

The second variable is the client's niche, and everything having to do with their positioning within it – company size, marketing budget, online readiness, online state (penalties, priors, filters, etc).

Every single stakeholder has their own interests, limitations and special considerations when facing a business decision, and having an in-depth understanding of these can only help communicate and strategize better to reach an optimal solution.

Social media is a tremendous, powerful vehicle with many advantages, but for those to materialize it takes serious performance, patience and persistence.

Q: As an experienced marketer and entrepreneur, what is the greatest misconception you've come across among start-ups trying to use social media in order to 'break'?

A: I can actually think of two basic assumptions which are misconceptions that lead start-up heads to choose social media marketing.

The first wrong assumption is that it's free, and if we invest efforts into building a large audience then it'll be free to advertise to said audience whenever we'd like to push our product and company. The second wrong assumption is that building a large, loyal follower base is relatively easy.

To address the first assumption, social media marketing is far from free, both when considering (1) the cost of producing high quality content by a dedicated content professional, and (2) the drastic downsizing of organic post reach in favor of paid advertising, carried out by social networks such as Facebook.

The current trend is to move towards a paid model, whether it's by impressions or clicks – meaning that posts on a business page will only reach a very small percentage of that page's followers unless you pay – ending up in a miniscule chance for a positive ROI.

As to the second assumption, a truly engaged, sizable, real audience that's interested in a product or service rather than only having followed in exchange for a one-time offer, is challenging to achieve. Community growth takes time, resources, clear strategy and long term commitment towards gaining potential customers through social media, and retaining existing customers through social media. It necessitates a level of social media presence that not every start up realizes: real time response, professional outputs and engaging storytelling.

Unfortunately, time and again I see start-ups entrust no-one with the task of maintaining social accounts, ending up with deserted business pages that never took off and serve as a sad, outdated reminder. In the worst examples, the page is also flooded with questions and complaints that go unanswered, several damaging reputation.

In short, my recommendation to any start up interested in using social media is to build a sustainable strategy and be realistic about what it entails in terms of budget and man-power. Social media is a tremendous, powerful vehicle with many advantages, but for those to materialize it takes serious performance, patience and persistence.

Q: In your early days in the online marketing industry, you mainly handled SEO, but now you've branched out into content, user experience, conversion and a well-rounded understanding of marketing for large organizations. Do you believe that SEO's future is questionable, and is that why you've

A: I didn't leave or distance myself from SEO. SEO is here to stay and will be around for a very long time; it's just changing and developing, requiring us to adapt our methods and practices accordingly.

In my career development, I chose to expand my knowledge by tackling different aspects of online marketing, never neglecting SEO. I don't think the future of SEO is questionable, but I don't think it's necessary or appropriate for any business.

SEO has undergone a transformation both in the way it's performed and in the way it's perceived. It is no longer regarded as a stand-alone channel, but rather as an integral part of a holistic marketing strategy. As a result, an SEO professional needs to be considerably knowledgeable about content strategy and social media, otherwise effectiveness will be hard to assess or measure.

Another component that's constantly changing is Google's algorithm, growing more and more sophisticated with every passing day. Links don't behave as they used to, relevance is no longer measured the way it was, and engagement level holds greater weight, leading to the marginalization of spammy practices. If one fails to keep up regularly with all of these changes, it can be impossible to move forward and understand exactly what works and how.

Q: You've started and managed a start-up; do you have any tips to share from your experience, particularly regarding marketing a start-up?

A: Co-founding and managing my start-up, I encountered three main limitations:

- having a limited budget
- limited man-power
- limited time

On one hand, you're constantly feeling like you're behind and that, any moment now, you'll stumble on an article about an unknown competitor doing exactly what you're trying to do, but better. On the other hand, you lack the budget and financial justification to recruit more personnel in order to accelerate development. These two lead to a shortage in time – there's never enough time when working on a start-up!

This is shared by all start-ups I know, and it often leads to the irresponsible misplacement of valuable funds in dubious marketing shortcuts publicized in who-knows-where. The combination of lacking real marketing know-how and not investing in expert guidance, is a sure way to throw time and money down the drain without any results to speak of. Therefore, my best recommendation is to hire a marketing consultant – someone with rich, varied experience and results under his/her belt – to guide the existing team on the best uses for their time and money.

Marketing efforts will still be carried out by the existing team members; however, they'll be monitored by a professional and form part of a strategy that's been tailored to the start-up's niche, state, budget and competitors. Sure, it's an expense, but it yields results and, more importantly, it can be thought of as an investment: empowering the existing team to handle marketing and slowly decrease dependency on external consultants and agencies.

Q: Outside of your experience with start-ups and small businesses, you've handled online marketing endeavors for enormous, international corporations such as WSOP, Caesar's Entertainment, Babylon, Bouclair Home and more. Please highlight the professional methodological and executional differences when working with both types of companies.

A: Methodologically, surprisingly enough, there isn't much of a difference. The difference lies in the ability to execute more advanced methods, and the subsequent quality of said execution. Larger companies have a clear advantage thanks to their budgets and recognizability, lending them greater possibilities that small and medium businesses don't have access to.

For instance, if a large, leading corporation is interested in a partnership with a well known figure, its clout and deep pockets mean it's likely it will come to fruition as long as there's agreement between both sides. Small and medium businesses often don't have the means or access necessary to even garner initial interest.

On the other hand, small businesses benefit greatly from a shorter decision process and a quicker, more efficient turnaround time. Corporations often struggle with miscommunication between different departments, sometimes yielding mediocre execution for otherwise brilliant campaigns. For example, the content and marketing department may not have direct, ongoing communication with the sales department, ending with a marketing campaign that isn't optimally geared towards the company's actual end clients.

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INTERNET MARKETING OR DIGITAL MARKETING - THE MODERN BUSINESS FACET

By: Dexter Bowers



Google's very own blog spot is one of its best-known applications that went well with new and novice businesses that wanted ads which paid them through AdSense but not burst into the whole web page, Google decided which ad was relevant, put it there, paid the owner for the clicks later.

Digital marketing is an all-encompassing term for commercialization of products and services using digital technologies - which mainly means the internet but also does include mobile phones, display advertising, and any other digital medium.

How Did it Begin?

When you held your first personal computer with an optical wire connecting to the internet - it had all already started. People had started putting up private banner advertisements, and commercial space was being sold in the virtual world. It directly meant space on the website - on the website's domain address server, on the page's corner or center - the area was being sold for a lump sum or a rental like any other "real" advertising space.

You Said Phones...

With phones came caller tunes, ring tunes and freedom from monotonous beepers. People could talk to each other, communicate with voice and hear tones and interact with humans per se. This revolution was a major thing for the world; companies bought caller tune rights, developed their own business ringtones and official circle's operating communication devices - who were then heavily paid to advertise on.

The Revolution Came With Which Company or at What Point in All This?

Of course, Microsoft was too traditional and safe-better. So it was Google which blasted itself on to the scene in the 1990s and the very early 2000s that brought Google AdSense with it. This technology cum marketing tool was a boon for consumers and business marketing agents alike. It was balanced. It was sensitive to everyone's needs. By design, it took into account the content of your website thoroughly before posting relevant advertisements for the end consumer or reader of the site. This changed everything, no more private rentals, no more confused ads that were static - this was all dynamic - all ads changed over time and with the content too if that was relevant. Amazon is one of it's biggest supporters; it is an e-commerce website that invests in such advertising. Google's very own blog spot is one of its best-known applications that went well with new and novice businesses that wanted ads which paid them through AdSense but not burst into the whole web page, Google decided which ad was relevant, put it there, paid the owner for the clicks later.

Isn't Google or Alphabet Now in Trouble?

Yes, Europeans never really appreciated a good business model! They have applied their anti- monopoly laws that prevent any company from becoming the only player in the field. This is all still ongoing, so it best to sit back and watch.

INTERNET MARKETING - A NEW ERA

By: Ruby Dixon



The internet has indeed transformed our lives. In today's technology-oriented lifestyle, not a single task goes by without the use of the World Wide Web. So it's not a surprise that almost every modern day business has taken to the internet to market its products and services. Termed as Internet Marketing, it has added new dimensions to marketing like never before. And if you had any doubts about Internet Marketing, you have come to the right place.

What is Internet Marketing?

Over the years many businesses have started online stores to sell their products. There has been a rapid increase of online stores on the internet, and it is an ever growing number.

At the same time, the no of businesses that have taken to Internet Marketing to advertise and promote their stores has also increased rapidly.

Internet Marketing or Online Marketing is the use of the web and email to promote or market products and services.

Internet Marketing can be classified three types:

- Web Marketing

This includes e-commerce websites, marketing websites, promotional websites, advertising on search engines.

- Social Media Marketing

This includes the use of social media sites like Twitter and Facebook for the purpose of advertising and marketing.

- Email Marketing

This includes the use of emails for promotional and advertising purposes.

Internet marketing also helps you perform a range of other marketing activities ranging from market research to customer service.

Why Do I Need Internet Marketing?

Long gone are the days when people used to spend money on advertisements in the newspapers or television and radio. The internet is what's happening right now!

While online marketing is, of course, useful when it comes to promoting your brand name, it can also be helpful when it comes to interacting with prospective customers.

Customer interaction and satisfaction are of utmost importance to any business no matter what. And internet marketing could help you reach new heights in your consumer relationships.



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MWM gadgets & toys

SAY HELLO TO ASTRO'S NEW A40TR HEADSET AND MIXAMP BUNDLES

If you're an Xbox One gamer, and are looking to add some audio points to your skill tree, this may be just what you've been waiting for.

Astro Gaming's MixAmp M80 bundle comes with a A40 TR headset and headset which you can transform from an open-back to a closed-back noise-cancelling headset by swapping components like Speaker Tags, microphone, and ear cushions — all of which you can pick up in Astro Mod Kits.



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THE MODOBAG WILL LET YOU ZIP THRU THE AIRPORT AT 8 MPH

This luggage uses a belt-driven 150 Watt electric motor, lithium batteries, a CNC-machined steering column with telescoping aluminum handlebars, motorcycle grade foot pegs, has a dual-wheel braking system, and a Dupont ballistic nylon shell. You'll get around 85% of your regular storage space any other carry on would have, as the extra 15% is what gets you around faster. Speaking of which, you'll also be able to go 8 mph through the outdoor setting. The battery can be charged in less than 2 hours, and can carry up to 260 pounds, but keep in mind that it weighs 19 pounds on its own. This is no cheap buy at \$995, but for those who believe time is money, it would certainly be worth the dough.

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

You want it

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

THE DEVIALET PHANTOM – CAN YOU RECOGNIZE QUALITY SOUND?

When you watch a video on YouTube, you can tell when quality is lacking. The image on your screen is pixelated, the sound is tinny, and while you can figure out what's happening, you know searching for another of the same video will likely yield better results. Can you tell when a speaker at home is lacking quality? Do you keep an ear out for how it handles highs and lows?

If you not only notice that sort of thing but are appalled when it doesn't live up to your expectations, then you're likely on the hunt for a better speaker. If Devialet isn't all talk, it seems as though the Phantom might have something to offer. Their creation is a 3000 Watt speaker that is said to give an ultra-dense sound that you can feel. They tout no distortion, saturation, or background noise from 16-25khz.



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

GARMIN'S NEW GPS TRACKS UP TO 20 DOGS



Garmin's GPS dog tracking system has some new features that take puppy wrangling to an extreme. For example, the new Astro 430 — a GPS and Glonass dog tracking handheld that can track up to 20 dogs at a range of up to seven kilometres, and is capable of updating their location every 2.5 seconds.

The unit can be used in conjunction with the new DriveTrack 70 LMT, a seven inch touchscreen dashboard navigator that tracks dogs from inside a vehicle and navigates to them. In addition, you can now see you dogs' whereabouts on any fenix 3 watch. The capabilities extend to existing Alpha tracking and training systems as well.

Adam Howarth, General Manager of Garmin Australasia says the device is a first for the Australian market.

In addition to increased dog capacity and faster update rate, the Astro 430 comes pre-loaded with TOPO Lite Australia and New Zealand and a free one-year subscription to BirdsEye Satellite Imagery. The new handheld also includes enhanced dog performance data like distance travelled and time afield.

The Astro 430 is sold separately or in a bundle with a T5 dog device. In addition, the Astro 430 is compatible with the TT 15 devices which provide tracking only.

The [Astro 430](#) is priced at \$699 or \$1049 for the Astro 430/T5 bundle. The [DriveTrack 70 LMT](#) will be priced at \$599.

These devices are part of Garmin's expanding outdoor segment, which focuses on developing technologies and innovations to enhance users' outdoor experiences.

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

Did you
know



Approximately 3.2 billion people use the internet. Out of this, 1.7 billion of internet users are Asians. In fact, it is estimated that approximately 200 billion emails and 3 billion Google search would have to wait if the internet goes down for a day.

INTERNET MARKETING

– WHY WE NEED IT

By: Preston Moss

Get GLOCAL

Digital marketing or Internet marketing ensures that your message travels far and wide. One can sit and work on the digital marketing strategy locally and have it do its magic globally. That's how we get GLOCAL. The extremely broad and extensive reach that the Internet has is an advantage that only Internet marketing can be associated with. Potential customers can be targeted through a plethora of options such as social media, email marketing, and blogs, to name a few.

Change – Yes We Can

Altering a digital marketing plan is so much simpler than reworking a traditional one. A marketing campaign can only be amended with a few clicks without disrupting any services offering or enduring any downtime. You can also track the effectiveness of your digital marketing strategy using pay-per-click (PPC) advertising.

Time is Money & So Is Money

Not only does one save money with a cost-effective Internet marketing strategy in place, but one can save on time as well. And as everyone knows that time is money; you get to save money twice. Internet marketing also has the added benefit of having a business running round the clock without having to pay staff any overtime charges.



Building a Customer Database

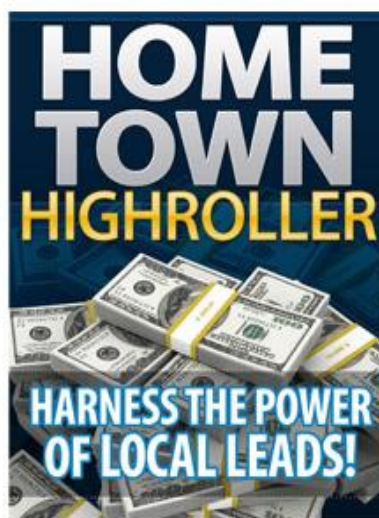
With traditional marketing techniques, one needed to create a database of clients and prospects. However, with Internet marketing, this not only can be automated, but customized recommendations can be provided to customers based on their previous visits to a website thus adding a personalized touch to the whole experience.

One needs to be well versed with the tricks of the trade. Internet Marketing, while being much simpler than traditional marketing, requires smart thinking and the know-how as well. Understanding the importance of keywords is a vital aspect of digital marketing. With everything on the Internet, marketing has already jumped onto the bandwagon. Have you?

A marketing campaign can only be amended with a few clicks without disrupting any services offering or enduring any downtime. You can also track the effectiveness of your digital marketing strategy using pay-per-click (PPC) advertising.

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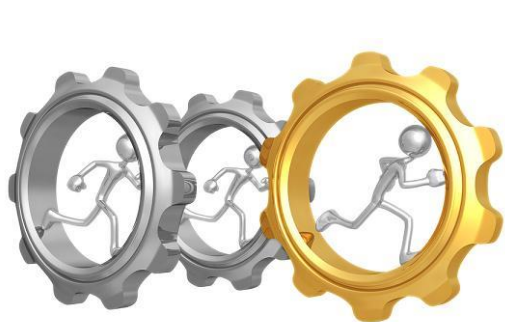
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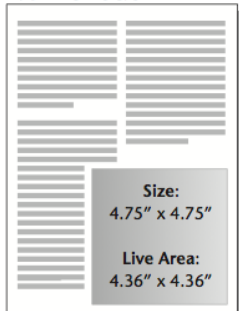


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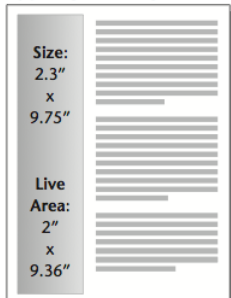
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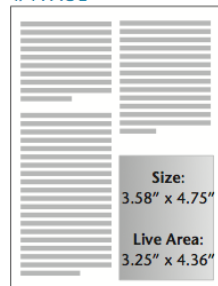
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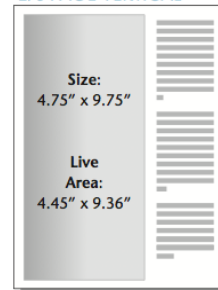
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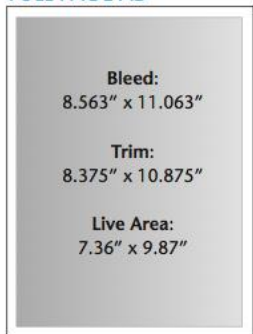
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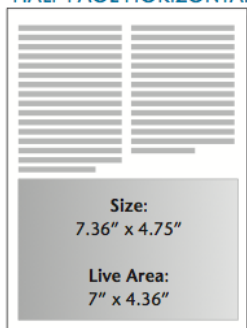
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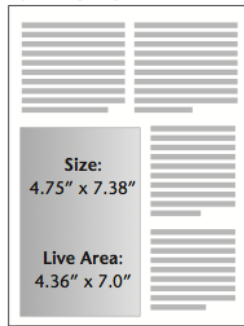
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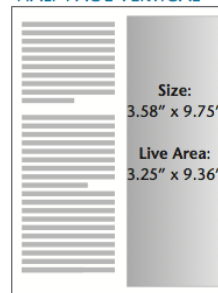
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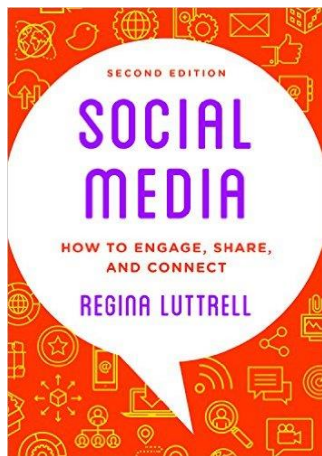


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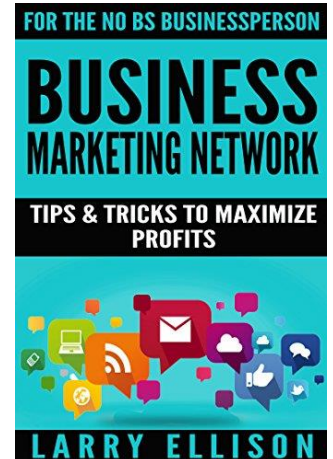
Social Media: How to Engage, Share, and Connect 2nd Edition By: Regina Luttrell

Updated to reflect the latest technological innovations—and challenges—the second edition of Social Media: How to Engage, Share, and Connect will help readers understand and successfully use today's social media tools. Luttrell's text offers:

- a thorough history of social media and pioneers of the field;
- chapters on specific subjects such as photo-sharing, video, crisis communication, ethics, and “sticky social,” among others;
- discussions on appropriate use of social media in public relations, where the profession stands today and where it is headed in the future; and
- real-world examples of successful social media campaigns.

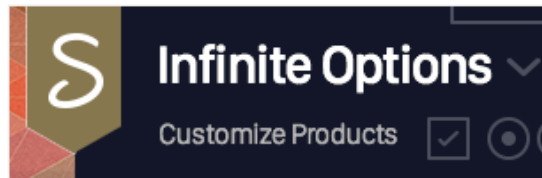
This book will become your go-to reference guide for all things social media-related as it applies to public relations and the everyday duties of PR professionals.

Business Marketing Network: Tips and Tricks to Maximize Profits By: Larry Ellison



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- ✓ Create unlimited product options for any product configurations
- ✓ Point and click interface to add text and number inputs.

Infinite Options Developed by ShopPad

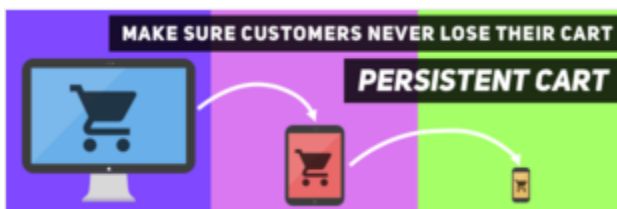


If you're a business owner, you already know that a lot of effort goes into promoting your company. If you want to increase your company's revenue by a substantial amount, you need to evaluate the quality of your marketing and networking campaign. You may already have a campaign in place, but that doesn't mean that you are using all the right resources and tools available to really boost your business' exposure. You also need to make sure that you are using a variety of marketing platforms to promote your company through. It's important to promote your products or services to the right demographic or audience of people. In this book, you will learn the best tips and tricks on how to substantially increase your company's profits and your business' overall exposure.

You will also learn the following:

- How to find your target audience
- How to network with colleagues and future business associates
- How to personalize your marketing campaign to better cater to your business
- Where to find the tools and resources that are available to you
- How to use free resources to save money and earn more money
- How to promote yourself on social media
- How to stand out among competitors
- How to build a stellar business network
- The benefits of doing your own marketing and networking
- And so much more!

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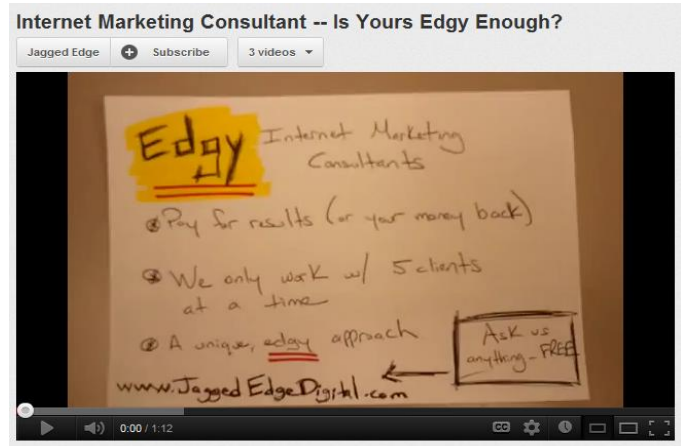
What A Difference 12 Months Can Make [Click Here](#)

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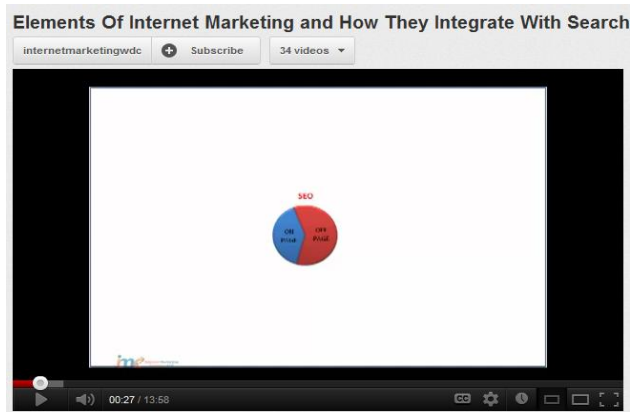
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MARKETING THE SMART WAY AND THE RIGHT WAY

The Digital Era

Gone are the days when marketing required the use of flyers and brochures that needed to be distributed through various means to reach the consumer. In this entirely digital era, everything is online.

The concept of "Internet of Things" is a rapidly expanding market and is clear evidence that the Internet is the smart way. Initially having a website was what Internet Marketing entailed.

Then came the need to post advertisements in the form of banners on other frequently used websites to draw customers to one's website. However, today, Internet Marketing or Online/Digital Marketing is that and a whole lot more.

Words are the key to Internet marketing. One needs to be well versed with search engine optimization to ensure that the marketing strategy being adopted is effective.

The Internet of "Everything"!

While marketing on the Internet is much more cost effective, the need for it to be done "smartly" is of paramount importance to be able to succeed in this immensely competitive world. With everything and everyone on the Internet, one can only imagine the kind of competition out there. Making the Internet Marketing strategy work requires a lot of hard as well as smart work. Social media websites are another avenue for companies to target as part of their online marketing strategy.

Words say it all: Ad words and Key words!

Words are the key to Internet marketing. One needs to be well versed with search engine optimization to ensure that the marketing strategy being adopted is effective. There are other things that need to be known about such as pay-per-click advertising (PPC), Google AdWords, AdSense and so on. While from the outside, online marketing seems like a piece of cake, when one gets down to it, things look very different. The way a website is designed, the words used are extremely vital components of an Internet Marketing strategy.

The effectiveness of the marketing strategy needs to be closely monitored, and there also needs to be flexibility in a will to alter the policy as per the results. Small and large companies alike are increasingly adopting Internet Marketing.



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How to create a potential hot-selling eBook

- Know how to alter things like price, cover image and more in order to **optimize your sales**
- Understand **how to drive more traffic** to your landing page using SEO, PPC, e-mail marketing and social media
- Understand affiliate programs and tools like JVZoo, ClickBank and WSO Pro
- Know how to **build an army of affiliate marketers** who can drastically increase your sales and profits
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MWM Q & A

ADWORDS EXPERT RICK ARCHER SHARE THE SECRETS OF HIS PPC SUCCESS

By: Elisa Gabbert

I got the chance to interview Rick Archer. Rick is the founder of Search Summit, an independent search consultancy based in Iowa. You can reach Rick at rick@searchsummit.com.

“My goals are on behalf of my clients – I work to meet their goals.”



Tell us a bit about yourself. How long have you been using AdWords? Are you an Agency or an Advertiser?

I've been using AdWords for about 10 years. I also work with adCenter, and I used to play with smaller networks as well.

I'm an SEO and PPC consultant, currently working with 20 to 25 clients. My biggest client has a ~\$7000 monthly spend; the typical client spends about \$300 per month.

What is your primary goal for AdWords marketing?

My goals are on behalf of my clients – I work to meet their goals.

There are tons of metrics in AdWords – what are your top three key performance metrics in AdWords and why?

I pay a lot of attention to the search query report – that shows you what keywords people use to find you, and it's invaluable for finding negative keywords. I also keep an eye on Quality Score. Every once in a while I will cull out campaigns with low Quality Scores. I also check geographic reports. I don't measure conversions for all my clients – not all of them are e-commerce, for some "conversions" are phone calls.

Can you describe your AdWords management strategy?

Here are some of my main strategies: Make ad groups as granular as possible.

Pay a lot of attention to negative keywords, looking at the search query report for opportunities there.

Keyword research – I used to use Wordtracker, now I just use Google's keyword tool.

Look at keywords that are extensions for existing campaign keywords and expand there.

When it comes to match types I use phrase match most often.

For landing pages, I advise on content, and encourage clients to make them more keyword-rich. Sometimes I'll use prices to scare away non-qualified clicks.

How do you set your campaign objectives, and how do you know what's realistic or not?

I make sure my clients understand that conversions are only going to be a fraction of total clicks.

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

I just dig in – I have no specific workflow. If anything I start with the search query report and identifying negative keywords. For landing pages, I advise on content, and encourage clients to make them more keyword-rich. Sometimes I'll use prices to scare away non-qualified clicks.

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

Don't set up an account and expect it to just run on auto-pilot and do well. PPC is kind of like driving a car – you have to keep steering. The work of fine-tuning never stops, and there is always going to be something that crops up that you'll need to tweak to keep your account running as well as possible.

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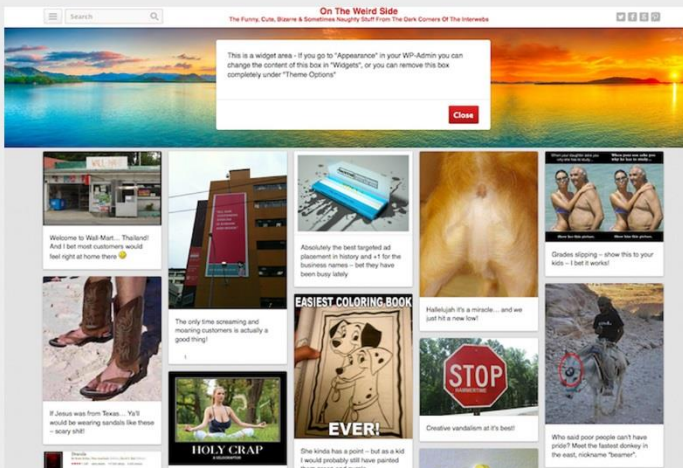


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- **The Latest Golf Equipment**
- [Lawn Mowers In ALL SizEs](#)
- **Caring for Your Yard and Garden**
- **Special Lawn Care Products**
- **Spring Cleaning Supplies and Tips**
- **Get Fit and Keep Yourself in Shape**
- **Ways You Can Really Loose Weight**
- [Ways to Help You Stop Smoking](#)
- [Luxury Beauty and Cosmetics Store](#)
- [Music Players and More](#)
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- [Ipod Music Sources](#)
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MARKETING YOUR GIG ONLINE ON A SHORT BUDGET

By: Ivan Copeland



As per Asia Entrepreneur, about 400 million people in this world are business persons. If you are one of them, you must be very well acquainted with the importance of marketing your product or service on the digital platform.

While marketing in itself is a big deal and requires additional and professional help, digital platform marketing can be a whole another pain. Especially if you are on a tight budget.

Here are a quick few tips to ensure justifiable use of every penny you put in marketing online.

Get Blogged

Blogs are a famous way of putting ideas out there for everyone to go through. While there are many blogs on the web, you can choose those who belong to your area of business.

Contact your niche blog owners. Give them something to base their reviews on. Wait it out with patience and ask them, to be honest.

Become a YouTuber

YouTube is an easy way of making people notice you. Make a short, smart and creative video about your product or service and upload it on your channel.

Not only can you gain access to an audience base of over eight hundred million, but you also market your business for free.

Get Promoted By a Local Figure

A local face will be more reliable for the target market of the area in question because they will be readily believed by people, and they won't cost you a fortune either.

Get Published

Collect all your newsletters and articles and compile a small book. Post it on Amazon for a minimal fee and endorse your business.

Go Social

Social platforms are a brilliant way for promotion. Just don't go singing your praises. Put your idea out there. Put your product or service in the eye of the public and wait for the response.

You might want to hire a professional team or have a go at it yourself. These tricks will help you and your budget either way.

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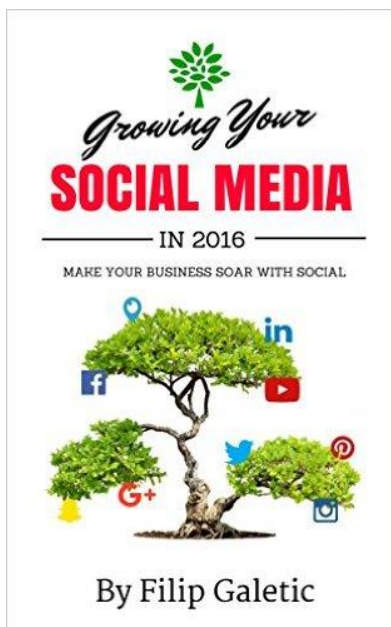
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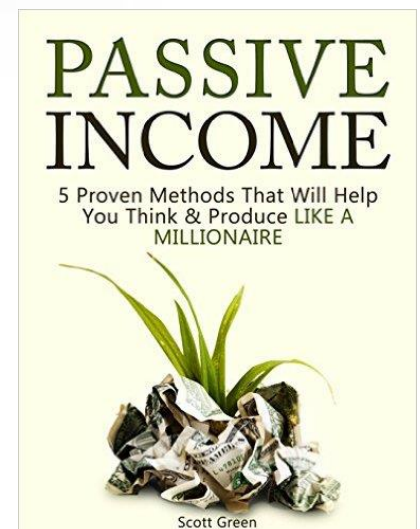
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[Growing Your Social Media in 2016: Make Your Business Soar with Social](#)

By: Filip Galetic



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

By: Scott Green



Quotable:

“The Internet has been the most fundamental change during my lifetime and for hundreds of years.” ~Rupert Murdoch



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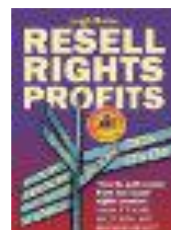
MWM featured products

MWM 41

Resell Rights Profits

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

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



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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

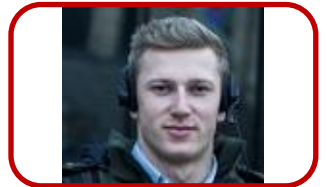
Dexter Bowers

Dexter Bowers runs his own company based in Melbourne, Australia. After finishing his degree in Information Technology, he worked as a web developer for a US company and improved his skills. He now caters to different businesses, including advertising, property investment and medical fields.



Ivan Copeland

Ivan Copeland has been an SEO specialist for 4 years but his skills are impressive. He works full-time but he doesn't forget to enjoy. During his free time, he plays with his band and travels as much as he can.



Ruby Dixon

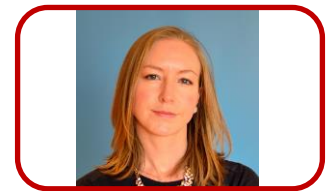
Ruby Dixon is a stay-at-home Mom and she learned Internet marketing to make the most of her time. She now works as a freelance writer for a wide range of topics, from child health, law to aged care.



MWM contributors

Elisa Gabbert

Elisa Gabbert is the Content Marketing Manager at WordStream, where she manages the WordStream Internet Marketing Blog, social media and other content marketing efforts. She is a regular contributor to the WordStream blog, where she covers topics including content marketing, SEO copywriting, PPC, link building, keyword research, and other search marketing strategies. She has contributed to industry websites, blogs and magazines including Website Magazine, Search Marketing Standard, Marketing Profs, Search Engine Journal, Search Engine People, PPC Hero and others.



Miriam Morrison

Miriam Morrison has been a freelance writer for over 6 years. She manages her own blog and writes for various businesses.



Preston Moss

Preston Moss is an engineer by profession but his passion is digital marketing. He has his own company that provides services around the US.



SOCIAL MEDIA MARKETING

By: Miriam Morrison

Internet marketing has changed the way marketing was practiced. With the advents of Facebook, Twitter, LinkedIn, Google Plus and many much platforms, **Social Media Marketing (SMM)** is the most popular Internet/Online Marketing techniques of this time. SMM is the internet marketing technique which uses social media websites as their marketing tool.

Marketing with Facebook

Facebook has a user base of over a billion now. Whenever you post anything on Facebook, it gives you the option to boost your post on certain parameters.

We can choose to raise a post on the basis of demography, age group, etc. We will allocate a fund and time duration for which you want to advertise.

Rest, analyzing things for you are taken care of by the Facebook!

Other Major Platforms for Online Marketing

Twitter is another major player which comprises of millions of active users. The more followers you have, the post, will reach more people.

LinkedIn, the largest professional networking platform, which is recently acquired by Microsoft. With a premium account with LinkedIn, you can unlock various features which help you market your product in a better way.



SMM is very efficient when used in conjunction with other online marketing tools. For example, Search Engine Optimization. SEO are strategies and techniques used to increase an amount of visitors on a website.

Google Plus, is used by many organizations to market their products with a huge amount of audience.

Hundreds of other social networks exist across demographics. They include Instagram, YouTube, Pinterest, etc.

Techniques to Increase Efficiency

SMM is very efficient when used in conjunction with other online marketing tools. For example, Search Engine Optimization. SEO are strategies and techniques used to increase an amount of visitors on a website. This means using effective keywords to improve the page ranking, which is maintained by search engines.

Other simple techniques are very basic, like posting regularly and engaging content which can hold down the nerves of your target user. The Proper ratio of words in images, appropriate use of language.

Once you master these simple techniques, you can very effectively use SMM for business expansion to the next level.

Stay tuned to understand much more Internet marketing techniques for your business.



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✓ INSTANT ACCESS

THE IMPORTANCE OF INTERNET MARKETING FOR FREELANCERS

By: Ruby Dixon

As a freelancer, we all look for easy ways to make a few extra bucks, and we hope to do so with the same credentials that we have for our primary job. In this article, we shall discuss why to consider Internet Marketing as a freelance opportunity and how to learn how to do it without spending a Dollar!

Whom to Look to For Inspiration

Neil Patel is a blogger who runs a website dedicated to educating freelancers on Digital Marketing and its benefits. He's done down to level zero to explain how exactly it works and finds his inspiration from 21-year-old Chandler Bolt, who started Self-Publishing School; a website that allows you to publish your literary works to Amazon.

In a world full of introverts with bustling ideas, Online Marketing is the newest way to take the commercial world by storm and earn twice as much as you do from your primary job.

Often enough, people give up their primary jobs just to focus more on their online endeavors as they are more fruitful.

In a world full of introverts with bustling ideas, Online Marketing is the newest way to take the commercial world by storm and earn twice as much as you do from your primary job.

Types of Opportunities

Internet Marketing has developed into an essential type of advertisement technique as a large audience is available via social platforms and gives companies a further reach than it normal would by simple physical methods.

Not only is the reach farther, but also faster. This gives business ventures a chance to flourish exponentially and find the right audience with minimal work.

The types of online promotion are:

- **Web Marketing:** It is the kind of marketing that involves affiliate marketing, i.e. promoting a website on various search engines via Search Engine Oriented (SEO) articles and blog posts.
- **Email Marketing:** It is a means by which you propagate a venture by sending out an email to all your associates and asking them to forward it to their list of associates and so on. It is not as useful as other Internet Marketing means.
- **Social Media Marketing:** It is a way of online advertisement in which the venture is promoted on various social media platforms via posts, pages, and paid advertisements.

In short, you don't have to be a commerce graduate to slay the market via advertising; it's only a matter of acquired skill and knowing your strengths. So, go out there and make some extra cash.

Feature Article .

THE SKILL SET OF THE FUTURE: INTERNET MARKETING

By: Ivan Copeland

*There are about three types of people out there today: those who can barely change the channel on the TV, those who have mastered the TV but struggle with laptops and even worse with smart phones and lastly, those who can handle it all and more. These three types are slowly converging, shifting their focus from the TV and to the internet which is why **Internet Marketing** is so important.*

Why It's Important

It is the year 2016, and it's a time of transition, so it is wise to get ahead and make yourself a desirable asset in the commercial world, even if it's just for you. It is the era of the introvert, as making connections isn't about going out and mingling with others, but more inclined to meeting persons of interest via business connecting websites right from the comfort of your couch.

Even though more personal connections can take you a long way, great ideas and digital advertising on various social platforms are just as good.

Even though more personal connections can take you a long way, great ideas and digital advertising on various social platforms are just as good.

It's not enough to just put up a status and ask your friends to pass on the world, more than often it isn't fruitful at all. Making dedicated social media accounts, using custom hashtags along with traditional ones, creating blogs and even specialized pages or a website are a good way to get started.

To boost these social media ventures, it also helps to buy advertisement space online to increase your Internet Marketing technique.

Learning from the Masters

Since Online Marketing is the game-changer of the century, Digital Marketing Certified Associate Training (DMCA) was founded. It can be taken both as a subject in universities and correspondence if you're pursuing another course or already working.

Even if you're a freelancer looking to do some simple copy-paste kind of online promotions, this course, and others are most helpful for results.

With the changing times adapting is survival of the most-skilled, so get learning and become a pro at Internet Marketing and beat the odds.



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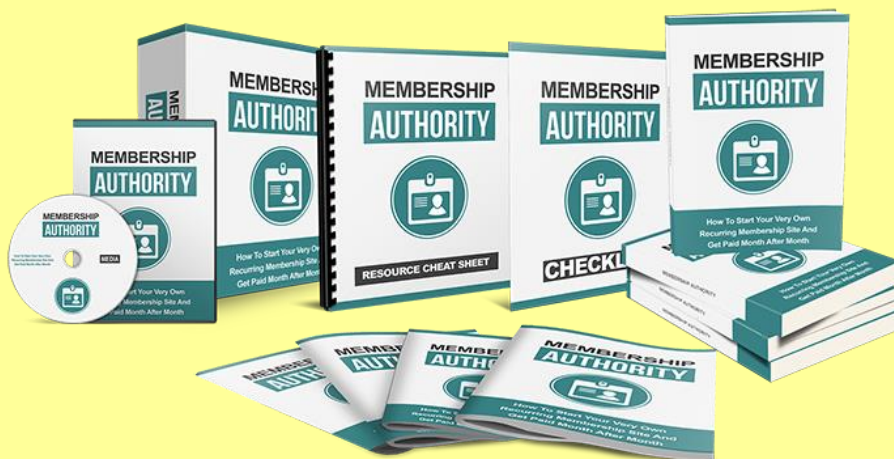
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MWM back story

VONBON



MEET JENNIFER

Jennifer Wilson didn't set out to become an entrepreneur. She simply wanted the freedom to work from home, doing something she loved, while raising a family.

Feeling the effects of a physically demanding career, Jennifer knew she had to leave her well-paying job as a dental hygienist. But where to start?

The Gift of Giving

With many of her family or friends starting to have babies, Jennifer found herself endlessly searching for the perfect gift, that she could not find. So she decided to create it herself. In 2013, she created VONBON, a collection of modern baby and children's clothing and accessories, made with certified organic cotton and eco-friendly inks.

She wanted something that represented her style, but was also earth conscious. Focusing on her love of neutral palettes, Jennifer turned to her sister, Kirstin, for help putting her ideas into a digital format.

First running her business from home alongside her job as a dental hygienist, she quickly realized she was on to something. With the support of her parents, who have run their own business for 30 years, her sister, who had launched her own business a year earlier, and her husband, Jennifer quit her day job and dedicated herself wholly to her business.

Finding a Community

Jennifer discovered early on about Vancouver's amazing entrepreneurial community that she could learn from as she grew her business. "When I started my business, I asked other business owners lots of questions" she remembers. "It's amazing what questions people are willing to answer and how the community all helps and supports each other."

She also joined a Mastermind Group that met once a month, where she heard and supported the struggles and successes of other entrepreneurs, providing a great learning curve of what to do and not to do in business.

"What I never expected to gain from becoming an entrepreneur was the amazing network of other talented young entrepreneurs," she says. "I have been so lucky to grow a fabulous network of like-minded young women who have supported both me and my business."

The Power of Online Marketing

Once she had created her brand and first prototypes, Jennifer sent some of her products to local blogger, Monika Hibbs, who was pregnant at the time. She unexpectedly shared her products on her Instagram account. Within a couple of hours the photo had reached 600 likes with followers asking where they could buy the goods for their own babies. It was then that Jennifer recognized the power of social media for her business.

A natural born people person, Jennifer loves to be social and connect with her customers. She used these skills to build relationships with bloggers, established brands to build her brand awareness and create digital marketing campaigns, such as giveaway promotions and third party product reviews.

Although she didn't forget about her own organic community, who she turns to for direct feedback and insight into her client's needs. She also encourages her customers to share their feedback and photos of their little ones in VONBON products on social media, which she then shares with the whole community. A tactic she has found strengthens her relationships and builds brand loyalty at the same time.

By developing these relationships, many of those customer and community contacts are now long lasting friends and of course fantastic brand advocates.

Micro-Marketing Strategies Attract Big Business Interest

Ultimately, these micro-marketing strategies lead Jennifer to create a strong and respected online presence, which then gained the interest of well established brands including Chapter's Indigo who asked her to become an online vendor and Pottery Barn Kids who asked her to hold a pop-up shop in one of their Vancouver stores.





New Product Tester Provides Business Insight

Little did Jennifer know that just 18 months after starting her business, she would have her very own muse and tester for her products. Her daughter, Esti, arrived at the end of 2014 around the same time Jennifer nominated her business for Best Online Marketer at the Small Business BC Awards.. It was a crazy time. Early motherhood, a developing business and an intense award process, caused her many times to wonder if she taken on too much. But her perseverance paid off. On February 26, 2015, Jennifer was named the winner of the Best Online Marketer Award.

Being recognized as a leader in her field, despite having no business or marketing education or experience, gave her the confidence to take her business to new heights and pursue new opportunities. It also gave her the opportunity to use Small Business BC's seminars and webinars free for a year, which she fully intends to use. "I now use Small Business BC as my go-to guide for all things small business!"

Her daughter's arrival also brought about other changes to the business. "It made me even more passionate about what I do and how I connect with my customers," she says. "I created VONBON from a gift givers perspective. Now I am designing with a mother's view. It's been a cool experience that has helped grown and improve our product line."

Inspiring Passion

Developing VONBON has been a fast and intense process, but she says she finds inspiration in all the mothers who are succeeding in balancing business and family. Since first approaching Monika Hibbs at the start of her business and then Garcy Fry of Eco Diva Beauty, both local mothers who run successful businesses in Vancouver, they have been a constant source of inspiration and support to Jennifer. Allowing her to bounce ideas and provide experienced insight into the next big idea.

Looking back on her own journey of success, Jennifer's advice to budding entrepreneurs is to simply: Go for it. "When you're passionate about something, you want it to be perfect. But you could wait years waiting for that perfection," she says. "Instead, just go for it. Learn from your customers and your mistakes. Your business will evolve and was once perfect will not stay the same for long, as you change to keep with today's market."

What's Next for VONBON?

Having just celebrated her company's second birthday and the launch of her new collection, including a collaboration with fellow mompreneur, Minimocs, the future is bright for VONBON.

As the Small Business BC Awards judges felt that for someone who had no business experience, Jennifer is obviously a natural entrepreneur. Having come such a long way in a short space of time, she has managed to intimately understand how to both market and engage her community online.

While she will continue to develop her online marketing campaigns, Jennifer is now building her business education by using her free access to Small Business BC's seminar and webinars and engaging with a mentor through Futurpreneur to help work through some of her challenges and improve her overall business model.

And, it's with that drive and passion that she will continue to grow both her brand and her business. "I count each and every day a success, as I get to live out my dreams as an entrepreneur and mother."

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