

SUBSCRIBE TO MAKING WEB MONEY MARKETING MAGAZINE TODAY P.15

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

AUGUST 2017

BEGINNERS GUIDE
TO INTERNET
MARKETING

ENTREPRENEUR:
ODED RAN,
TOUCHNOTE

Katrina Hawkins



SOCIAL MEDIA AS A
MARKETING TOOL

Christian Lawson



INTERNET
MARKETING
is a
POSITIVE BOON

Heidi Miller



Learn How People Are Making Web Money Online Today!

YouTube Ads Made Easy!

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

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

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

Training Guide

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

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



You Asked and We Listened. HELP is HERE



How Would You Like To Get Your Hands On My Proven Marketing Strategies That Have Created A Multiple Six Figure Online Business?

Now You Too Can Explode Your Business Income With Monthly Internet Marketing Training And Coaching!

If You Are Serious About Changing From A Failing Online Business To An Uber Profitable Online Business I Can Help You!

Listen, I know what it's like to have a strong desire to have a successful online business but have no real idea of HOW to market it...

I'm not making empty promises. One thing you will not find on this site is a promise of "easy riches". I make no claims of how much you can make. I make no claims that you'll make any money at all. I don't know you. I don't know if you're a thinker or a doer. How can I promise you'll make X dollars? I can't. And I don't. That SHOULD be a sign of trust to you.

There are many others out there making crazy income claims. I won't promise riches. I won't promise any results. I'll simply tell you that I will show you things you can do to get your online business rocking and rolling!

There is absolutely no risk. I'm even going to take away ALL RISK for you. It's pretty simple: if you don't like the Training, you don't pay. Period. You have nothing to risk and everything to gain.

Let me say it a different way...

You Don't Even Have To Say "Yes" To Get Started Right Away, Just Say "Maybe" And I'll Send Your First Lesson Instantly!

MWM contents

[AUGUST 2017]

Regular Columns

- 6 Editor's Letter**
Welcome to the August edition.
- 7 MWM Inbox**
Got something to say?
Tell us what you think.
- 8 What's On**
Seminars, Expos and more
- 11 MWM News**
Stuff you should know about.
- 15 MWM Success Story**
The Entrepreneur: Oded Ran, TouchNote
- 18 Subscribe**
Subscribe for FREE
- 19 Ask the Expert**
Marcus Miller – Email Marketing Expert
Interview
- 30 MWM Gadgets and Toys**
You know you want them.
- 33 Advertise in MWM**
Be seen by potential customers.
- 34 MWM Tools**
Books, Courses, Software etc.
- 37 MWM Videos**
Watch useful videos on internet marketing etc



15 Oded Ran



41 Heidi Miller

- 41 MWM Q & A**
Social Media as a Marketing Tool Expert
Interview – Heidi Miller
- 44 MWM Useful Links**
- 46 MWM Marketplace**
Buy & Sell domains and websites.
- 48 Contributors**
The people that helped make this
edition.
- 57 MWM Back Story**
The Entrepreneur(s): Tom Cowgill and
Ian Lancaster, Rewards4

Features

[AUGUST 2017]

**13 Clouding Doubts –
Disadvantages of Internet
Marketing**

By: Carlton Harvey

**26 A Beginner's Guide to Internet
Marketing**

By: Katrina Hawkins

**27 Importance of Internet
Marketing to Small Business
Houses**

By: Hector Jensen

**31 Strategies to the Rescue-
Internet Marketing Strategies**

By: Katrina Hawkins

**37 Internet Marketing – A
Positive Boon**

By: Christian Lawson

**45 The Pros and Cons of Social
Media Marketing**

By: Carlton Harvey

48 Contributors

**50 Internet Marketing – Era of
Social Media Marketing**

By: Doris Grant



**13 Clouding Doubts –
Disadvantages of
Internet Marketing**



**54 Optimization of Resources
– Internet Marketing**

**53 The Importance of Internet
Marketing**

By: Hector Jensen

**54 Optimization of Resources
– Internet Marketing**

By: Doris Grant



Welcome to the **AUGUST 2017 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online.

This month we have MORE great articles and personal success insights,

Clouding Doubts – Disadvantages of Internet Marketing - By: Carlton Harvey
A Beginner's Guide to Internet Marketing - By: Katrina Hawkins
Importance of Internet Marketing to Small Business Houses By: Hector Jensen
Strategies to the Rescue- Internet Marketing Strategies By: Katrina Hawkins
Internet Marketing – A Positive Boon - By: Christian Lawson
The Pros and Cons of Social Media Marketing - By: Carlton Harvey
Internet Marketing – Era of Social Media Marketing - By: Doris Grant
The Importance of Internet Marketing - By: Hector Jensen
Optimization of Resources – Internet Marketing -By: Doris Grant

- **MWM Success Story – The Entrepreneur: Oded Ran, TouchNote**

- **MWM Ask the Expert - Marcus Miller – Email Marketing Expert Interview**

- **MWM Q&A - Social Media as a Marketing Tool Expert Interview with Heidi Miller**

- **MWM Back Story – The Entrepreneur(s): Tom Cowgill and Ian Lancaster, Rewards4**

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



Talk to me

Facebook.com/harrycrowder

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.

Email me at: **harry@harrycrowder.com**

MakingWebMoney.com

Subscription enquires:

www.MakingWebMoney.com

Order the printed edition:

www.issuu.com

Advertising enquires:

www.MakingWebMoney.com

Contribute articles:

<http://MakingWebMoney.com>

Making Web Money Magazine

Published

12 times per year.

Copyright ♥

All rights reserved.

Reprinted with permission. No part of this publication may be reproduced, translated or converted into machine-readable form or language without the written consent of the publisher. Articles express the opinions of the authors and are not necessarily those of the publisher

Making Web Money Online Marketing Magazine

Editor Harry Crowder

Advertising See Above

facebook

Follow me on Facebook: <http://www.facebook.com/harrycrowder/>

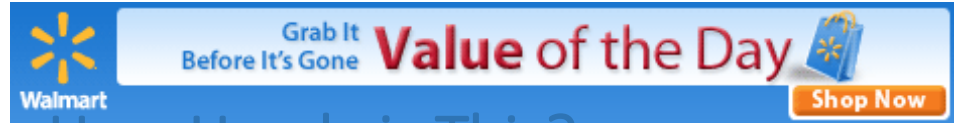
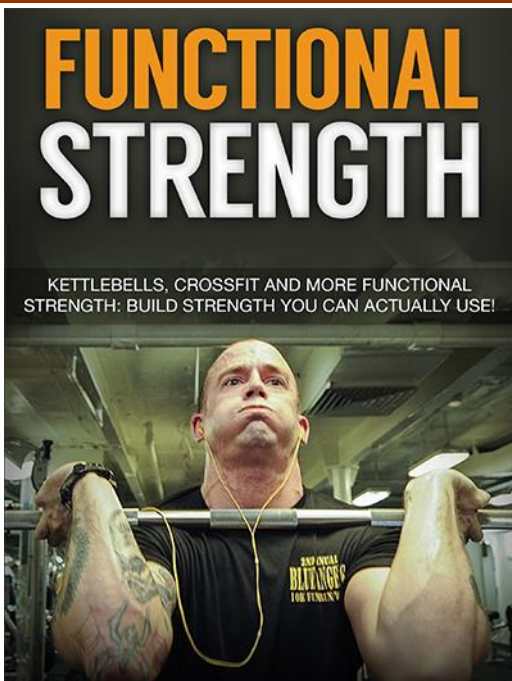


Both the paper and our printer meet the international standard ISO 14001 for environmental management. The paper comes from sources certified under the Programme for Endorsement of Forest Certification scheme (PEFC). Please recycle this magazine – or give it to a mate.



Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

So, send me an email with your feedback and let me know.



How Handy is This?

You can NOW **Shop Walmart Online**,
save a lot of **time, money** and **hassles**.

Pick from everything at Walmart and

**Then *choose* to have your order
Delivered to you by mail / freight**

OR

YOU can *Pick Your Order Up*

**at YOUR NEAREST
WALMART**

**Shop at home. Drive to the
store. Pick Up Your Order!**



MWM what's on



Learn email design, strategy, and development

With sessions on data-driven email design, lifecycle campaign planning, cross-channel strategies, tools to automate email development, and more—there's something for everyone. And since this isn't a user or customer conference, anyone is welcome to attend!



YOU'RE GOING TO LEARN A TON!

Digital Summit fills your brain and professional toolkit with thought leadership and practical solutions designed to supercharge your customer strategies. Sessions and topics featured at Digital Summit include: CONTENT, SEARCH + SEO, EMAIL, MOBILE + VIDEO, UX + DESIGN, SOCIAL STRATEGY

Plus so much more! Over 40 sessions with best practices and actionable takeaways to make your business fly!

what's on

Überflip PRESENTS



The Content Experience brings together like-minded people in content marketing, demand generation and sales in order to connect them with interesting and impactful players that understand and champion the importance of experience to the buyer journey.



Edinburgh, 2-3 August 2017

Why you need to be there...

World-class speakers

We're curating a diverse lineup of 50 speakers from companies like Google, GitHub, Heroku, Skyscanner, Y Combinator and Moz. You'll hear from technology, strategy and growth leaders at some of the world's most exciting technology businesses.

Unparalleled networking

Join your peers in a relaxed, informal setting for two days of insight and inspiration. We're bringing together a varied programme of keynotes, fireside chats, panel discussions and networking events designed to give you an unrivalled opportunity to learn and connect.

An amazing setting

Turing Fest takes place alongside the start of the world's largest cultural event: the Edinburgh festivals. Spend the day learning how to grow your business — and the evening experiencing one of Europe's most beautiful cities at its most exciting time.

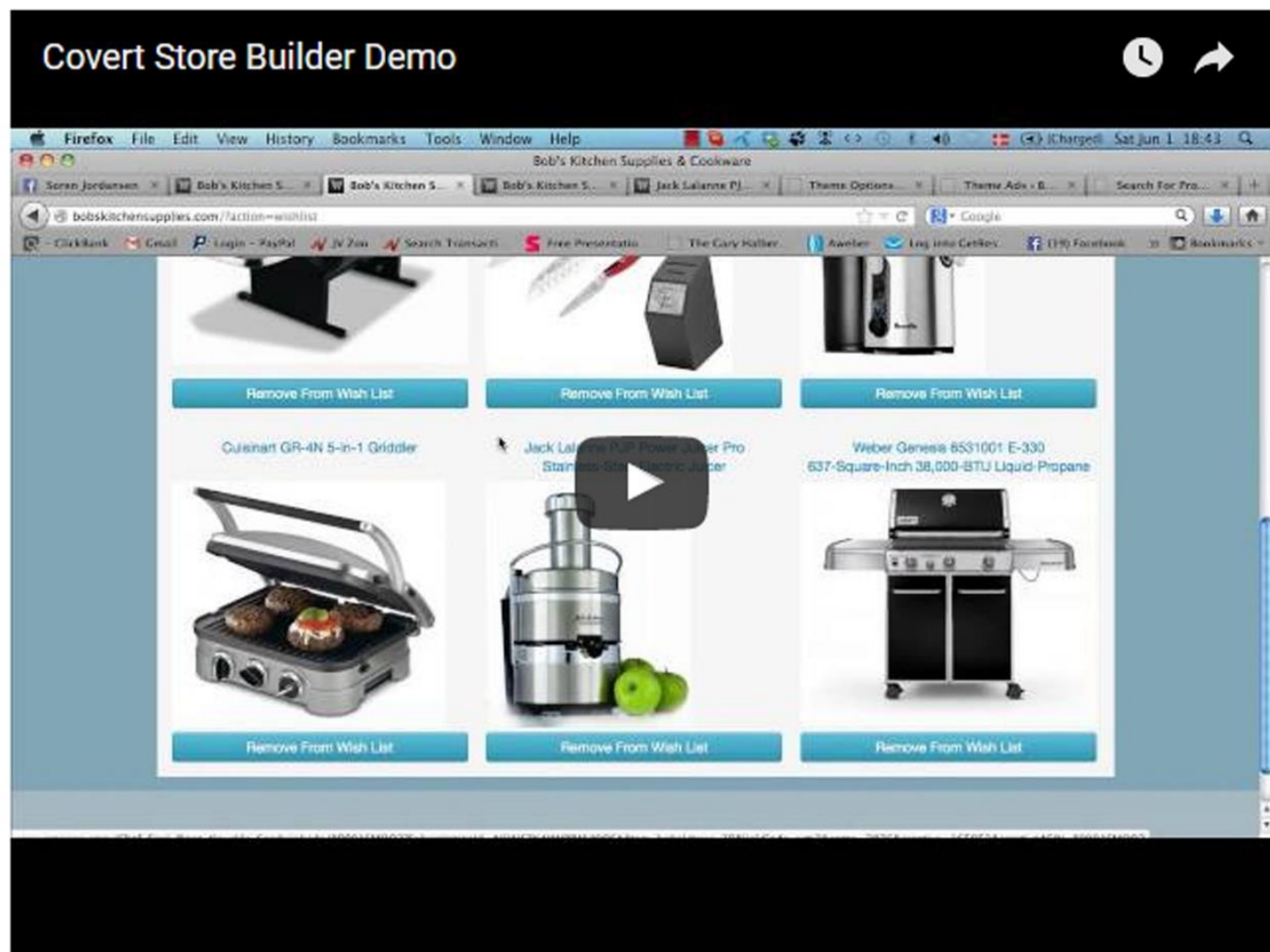


Quotable:

"If computers get too powerful, we can organize them into committees. That'll do them in." ~Author Unknown

Easily Point & Click Your Way To
Profit Pulling Viral Affiliate Stores
With The **World's First Intelligent,**
Self Optimizing WordPress Affiliate Theme

SUCKS FREE TRAFFIC & SALES FROM FACEBOOK,
TWITTER & PINTEREST ON COMPLETE AUTOPILOT



You Are Just One Click Away From Raking In
HUGE Affiliate Paychecks From Your New Affiliate Stores



WARNING: STOP BUYING MORE PLR CONTENT!

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

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

INTRODUCING THE PLR PROFITS CLUB...

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

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

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

[Click Here to Start](#)

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

FACEBOOK TESTS ADS IN MARKETPLACE, ITS CRAIGSLIST-LIKE SHOPPING SECTION

In a US-only test, Facebook will slot some brands' dynamic product ads among people's item listings in Marketplace.

Newspapers reaped a lot of revenue from their classified sections. Then Craigslist killed that business. Then Facebook cloned Craigslist. Now the company is ready to see if it can reap some revenue from its classified section.

Facebook will start testing ads within the Craigslist-like Marketplace section it introduced last year, the company announced on Friday.

"We are starting a small test that shows ads to a small percentage of people using Marketplace in the US and will evaluate the response before determining how we move forward," Facebook product marketing manager Michelle Bonner Techel said in an emailed statement.

During the test, Facebook will take the retail variety of its dynamic ads that brands use to retarget online shoppers and slot them among the items that are listed for sale by regular people on Facebook, like clothes, toys, sports equipment, apartments and jobs. In May, people in the US posted 18 million items for sale within Marketplace, according to a Facebook spokesperson.

These ads will look similar to Marketplace's square-shaped organic listings. They will feature the image of a single product pulled from the product catalogs that participating advertisers have uploaded to Facebook and will carry the advertiser's name and a "Sponsored" label, according to the spokesperson.

Facebook will only show the ads after people scroll down on the main Marketplace feed ("below the fold" in newspaper parlance) and will not show ads on any of the category-specific feeds within Marketplace, the spokesperson said. Clicking on the ad will open the corresponding product page on the advertiser's site.

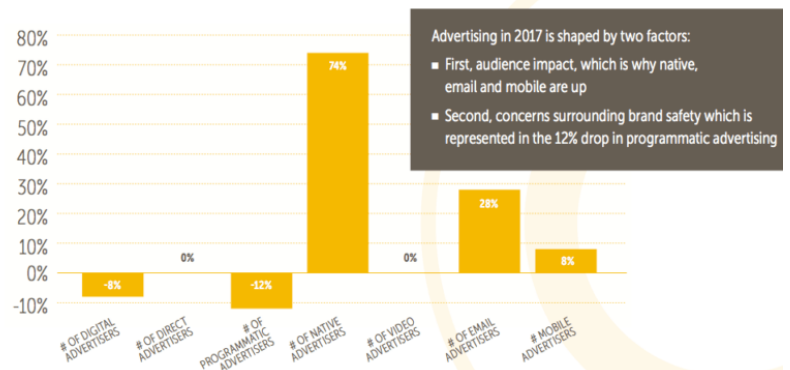
During the test, Facebook is working with a small number of brands that have large product catalogs and will not charge the brands when their ads are placed within Marketplace, the spokesperson said. The ads will be targeted the same way as when they're placed in the normal Facebook news feed or run on Instagram.

In other words, the test is simply an extension of advertisers' campaigns to a new space and serves as the latest example of how Facebook is addressing the ad load pressure in people's Facebook feeds.

According to a new report from MediaRadar, programmatic advertising in the US dropped substantially in the first quarter of 2017 from a year ago. Conversely, native ad placements have surged during the same time period. And while there isn't a one-to-one correlation, there is a relationship, according to the company.

According to the report, which tracks thousands of advertisers and ad buys across digital and traditional media channels, programmatic declined 12 percent year over year. The report attributes this to brand safety concerns and the black-box nature of programmatic placements.

Percent Change by Ad Format Q1 YoY



The **Most Expensive** Domain In The World Did This...
& It **INSTANTLY** Increased Their Traffic By **1173%**

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 The
Easiest Theme
You Have EVER Used!

DOUBTS –

DISADVANTAGES OF INTERNET MARKETING

By: Carlton Harvey



Internet Marketing can be defined, in simple terms, as marketing or advertising through online sources. There are various types of Internet Marketing strategies coupled with benefits that help various business organizations acquire recognition and consumers alike.

The dynamics of marketing a particular product or services has undergone varied changes over the years. As every concept has two sides, Internet Marketing has two sides to it as well. There are certain limitations or disadvantages of internet marketing that restrict marketers to use the internet to its best potential.

The disadvantages of Internet Marketing can be summarized as follows:

- Internet Marketing constantly requires maintaining the website which requires the business organizations to pay monthly fees for the same. There are varied costs like online distribution and web designing costs to be paid. These costs again must be incorporated in the cost of service or the product provided by the business organization.

The presence of fraudsters and numbers of law-suits due to scams deters the consumers to believe in online marketers. The consumers have trust issues when it comes to the internet.

- The presence of fraudsters and numbers of law-suits due to scams deters the consumers to believe in online marketers. The consumers have trust issues when it comes to the internet.
- There is a fair share of customers who prefer traditional methods of buying products offline this impacts the organization's consumer base.
- There is so much information available on the internet that scrapping to the top is little difficult. The users have access to loads of information that their attention span cannot be monitored for a longer span of time. This makes the timing of updating the information critical.
- Internet Marketing has its fair share of competitors. The business organization has to be creative in terms of selling their product online as competitors would try to garner the attention of the consumer by adopting similar means.

These are the varied disadvantages of Internet Marketing, and these must be taken into consideration in order to convert today's threats into tomorrow's opportunity.

ATTENTION: Want to start your own high-ticket business?

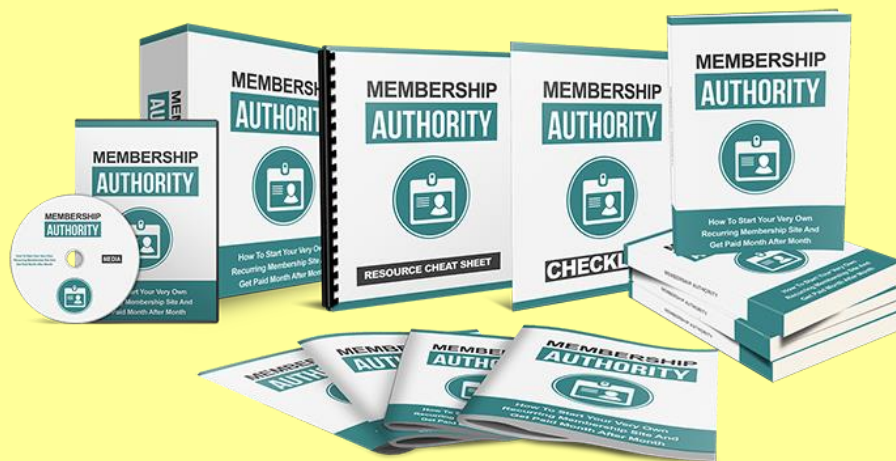
"Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

In This Course, You'll Find Out How To Get Started With Your Own Membership Site, How To Structure it, What Type of Content To Provide, Pricing And Much more

Why Should You Create a Membership Site?

Essentially, a membership site is a site that users pay to subscribe to. This normally works by first **enticing the reader with some free content and showing them the kind of entertainment/information/value that you're capable of providing.**

Once they're hooked, you then make sure they know that they need to subscribe in order to gain access to your very best content and to get frequently updated. So what's so different about this? Well for starters, it means that you can much more easily convert visitors to paying customers seeing as **they're not having to put down a large amount of money and seeing as they know what they're getting right away.** This means **the money is recurring and much more predictable.**



Membership Authority includes the following:

- The main eBook
- FAST-ACTION BONUS #1: Checklist
- FAST-ACTION BONUS #2: Resource Cheat Sheet
- FAST-ACTION BONUS #3: Mindmap

I'm delighted to have the chance to share this powerful guide with you, and I know you'll be very happy with the results. The **comprehensive and valuable insights** you need to finally achieve online success!

[Click Here Today](#)

MWM success story

THE ENTREPRENEUR: ODED RAN, TOUCHNOTE

CEO of the £5m online postcard company touches on the rise of 'phygital', why TV ad campaigns often fail, and his essential KPIs

By: Megan Dunsby



CEO: Oded Ran

Company: TouchNote

Website: www.touchnote.com

Description in one line:
TouchNote is a photo-card sending app – the most thoughtful way to keep in touch

Turnover: £5.1m

“It’s all about growth, growth, growth!”

Quotable:

“No one messes around with a nerd’s computer and escapes unscathed.”

— E.A. Bucchianeri, Brushstrokes of a Gadfly



Business growth

Describe your business model and what makes your business unique:

- TouchNote is the world's most popular photo card-sending app, with over nine million cards sent to date.
- We marry the best of the new world – digital, fast, super easy – with the old world (physical, meaningful, tangible), to become the easiest way of doing something thoughtful.
- We're relentless about providing the best customer service. That's 24 hours a day, 7 days a week, for a product that costs as little as a couple of pounds.

What is your greatest business achievement to date?

Achieving six years of solid growth at TouchNote, including winning the ninth fastest growing tech company in Deloitte's Fast 50.

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

We analyse:

- Sales
- The number of new customers
- Percentage of returning customers
- Number of cards sent
- Messages from customers and reviews
- The recruitment pipeline
- Breakdown by product and geography
- Conversion rate

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

Most of our sales are international and we anticipate that the US will be our largest market by the end of 2018.

Describe your growth funding path:

We raised several rounds of investment from our current investors, along with long-term loans to fund our working capital.

We're now profitable and cash flow positive, which should help us find the right investors as this rapid rate of growth continues.

What technology has made the biggest difference to your business?

The penetration of smartphones and, specifically, smartphones becoming the de facto camera for two billion people, along with the growth of mobile commerce.

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

We aim for every person in the UK to have either received, sent or seen a TouchNote card, and a large chunk of the US population too.

It's all about growth, growth, growth!

Growth challenges

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

Launching our first TV advertising campaigns in the UK and in the US. I now know why so many businesses try TV and fail miserably.

With business operations starting in North America later this year – and a new office in Los Angeles – we'll be working with some amazing talent out there to produce some spectacular campaigns for TouchNote.

What was your biggest business mistake?

We should have spent 100 times more on Facebook advertising in the early days when we were one of the only brands doing it.

Piece of Red Tape that hampers growth most:

It's difficult coordinating the myriad of tax jurisdictions in Europe and across 50 states in the US.

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

Doing too many things without getting one thing right.

How will your market look in three years?

'Phygital', the seamless connection between our physical and digital experiences, is only going to become bigger.

The more people that use apps like Whatsapp and Snapchat for transient, fleeting communications, the more they'll feel the need for a more meaningful, tangible way to communicate and enjoy their memories.

The global greeting cards and photo personalisation market is worth \$25bn globally so there's a huge opportunity. In a world where digital messages and photos disappear or are quickly forgotten, TouchNote is giving people a more thoughtful yet easy way to keep in touch.

The phygital revolution is really gathering pace. Vinyl is having a resurgence and printed book sales are holding their own despite the rise of the e-reader. People are again seeing the value in quality, tangible products and we're playing our part in fulfilling that need.

Personal growth

Biggest luxury:

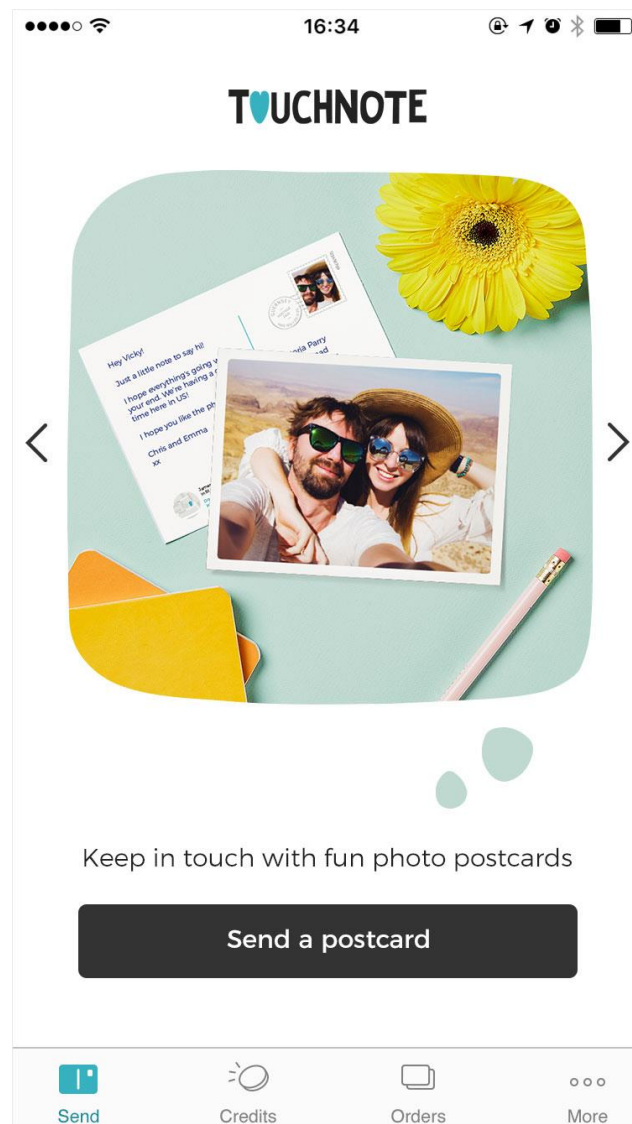
The couple of holidays I take each year to spend time with my wife and our two magnificent children.

Executive education or learn it on the job?

Both. If you feel that you're not learning, switch jobs.

What would make you a better leader?

Using my ears more and my mouth less.



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

How long it would take to get here and how, with every hurdle the business crosses, the next hurdle is only higher and scarier to overcome.

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

My favourite business app is Microsoft Outlook. It's the best mail and calendar app for iPhone.

Dropbox would be my number one personal app.

Business book?

There are so many to choose from. Hacking Growth by Morgan Brown and Sean Ellis is the latest.

Also, Thinking, Fast and Slow by Daniel Kahneman is a must-read.



**SUBSCRIBE
NOW!**

**Do it now!
It's Free**

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

**S u b s c r i b e
t o d a y f o r
FREE!**

To subscribe for free, go to:

MakingWebMoney.com

The digital edition of our magazine is FREE !!

You can upgrade to receive the printed edition.



MARCUS MILLER – EMAIL MARKETING EXPERT INTERVIEW

By: Tim Bourquin



Whether you like it or not, if you have an online business or brand, you need to be using email marketing and SEO. Without these two crucial elements, you will simply get lost in the crowd of the other billion active sites floating around the internet.

SEO is great because it allows people to come to your site when they are searching through Google. Email is great because that is the best method to keep them coming back time and time again — simply by getting them to subscribe to your mailing list.

To provide you with the latest email marketing tips and strategies that are working for marketing experts in the world today, we're fortunate to have yet another featured expert for you here today. This time we have Marcus Miller, the man behind BowlerHat — which specialize in expert PPC, SEO and digital marketing services. With 17 years of experience in each of these fields, Marcus has established himself as an expert in this space, while also helping thousands of website, brands and marketers with his services, actionable tips and expertise. Now it's time for you to learn from him as well.

Did you know:

?

U.S. President Bill Clinton's inauguration in January 1997 was the first to be webcast.

New Point & Click Simple WordPress Theme Transforms Your Blogs Into Your Own Profitable Viral Video Empire

Allowing You To Cash In On The Lucrative Video Trend
Without Ever Having To Record A Single Video

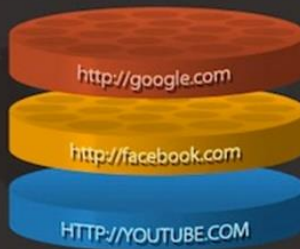
And It Sucks In Free Traffic From Facebook, Twitter,
Pinterest & More - On Complete Auto Pilot!

INSANE AMOUNTS OF
Click Throughs, Leads & Sales

From Your Blog Are Just
One Click Away From You



3rd Most Visited Website
according to alexa.com



33 seconds
(time that the average
YouTube user spends
every day on the site)



**Over TWO BILLION
Views Per Day**

That's 2,000,000,000 every day



10%  226,723M
of internet traffic 

24 hours worth of
video is uploaded
EVERY MINUTE

<http://websitemarketingmagazine.com/recommends/covertvideopress/>

Done For You...

MASTER RESELL RIGHTS MEMBERSHIP SITE

Warning: If You Want To Continue Beating Your Head Against The Wall With Totally Oversold And Dated Resale Rights Products, Then This Just May Not Be For You...But If You're Finally Ready To Grab Brand New Smoking Hot Products With Real Exclusive Rights, Then...



"Prepare To Rake In *Enormous*** Profits While Ravenous Customers With Cash In Hand Stampede To Your Site, Hungry To Buy Your Brand New, In-Demand, Sizzling Hot Products...All Without You Having To Lift So Much As A Finger!"**

5 Brand New MRR Products Every Month !

Resale Rights Monthly

GET READY TO GO DIGITAL PRODUCTS EACH MONTH!



MWM ask the expert

Let's see what Sean had to say about email marketing in the world today.

1 – Please briefly tell us about yourself and how you got started with online marketing.

After studying computer science at university I started working for a small, e-commerce business circa 1999 as a developer. After building the eCommerce and internal order processing systems the question soon became – how do we get more sales? This drove me towards the world of SEO and online marketing. I then worked for a couple of other companies before becoming a consultant and contractor and finally setting up the SEO & Digital Marketing Agency Bowler Hat somewhere around 2010. The rest is pretty much history.

2 – Is email still the most effective marketing platform today... and how has it changed over the years with the addition of social media and mobile?

Email is still very powerful and is an important component in the digital marketing mix. Really we have to look at your website and online presence, SEO & organic search, PPC and paid media, Social (organic and paid) and content marketing as well and we see the best results where all these components work together in synergy. Email though has a strategic outbound element so combined with these channels for lead gen and more often than not smart automation features we can build intelligent marketing systems that help us create new customers or sell more to existing customers. Unfortunately, most businesses do a pretty terrible job of their email marketing and simply expect that having a newsletter will deliver the goods. Strategy and integration with other channels is key here.

3 – With so many different email platforms to choose from, what should marketers specifically be looking for?

Simplicity. An alignment with requirements. Marketers need to understand the goal and what part email plays there and then find a platform that delivers the goods. In some cases, it can be as simple as a marketing focused email newsletter but in many more instances we will need automated drip campaigns, nurture campaigns, marketing automation – understand what is possible and see how to leverage these tactical tools in your marketing campaigns.

4 – What is your preferred method of collecting emails and building your list?

There are a whole suite of tools you can use here: pop up forms, subscription boxes, co-registration etc. The trick is to find the tool that suits your situation. I think the inbound marketing approach where you create a piece of content, promote it using social, paid content amplification, organic etc and then have a more detailed guide or incentive that then converts your visitors into list subscribers. Again, your distance may vary so ensure you fine tune this to your own requirements.

5 – What are your best tips for writing effective email titles/content that get opens and clicks?

I think there are some tried and tested strategies for writing better headlines: use a number, provide context and then align with popular culture. You just have to look at Buzzstream which does crazy numbers to see examples of this: 31 Jokes only Stranger Things Fans will find funny. Beyond that keep it simple and leverage what you can: controversy, humor, personalized subjects etc. The big takeaway here is less a given tactic and more about aligning it to your specific objective.

6 – Based off your own experience, is it better to send long form or short form written content in emails to your mailing list?

Depends on the situation. Both can work. Often a mix is best. Long, textual emails can work if you have an engaged audience. Short punchy emails are better when it's more speculative and you have to grab your audience by the scruff of the neck. Test. Measure. Analyze. Define your strategy



BowlerHat.

7 – What is the best way to setup an effective autoresponder series?

I just don't believe in generalization – I want to customize each campaign. That is just how I work. However, I like to have an initial 3, 5 or 7 step campaign with an incentive at the end that likely delivers email daily or with a short gap at least. Then, a longer and more staggered approach that may work weekly or monthly. Integrate these two approaches and you maximize results.

8 – If you had to start over from scratch and only had \$1,000 to start a new mailing list, how would you spend it?

Research your audience. Create a piece of content that speaks to their immediate needs. Promote that content using social ads across all the right social media marketing platforms. Typically social media promotion with the correct demographic targeting will deliver the best results for that \$1,000.

9 – Lots of site owners and marketers have mailing lists, but they aren't making money with them. What are they doing wrong?

Signing up the wrong users. Not understanding their audience. Not having the right kind of products or back office services that can scale. It's tough. It takes time and effort but having the business side of things dialed in before you get your marketing hat on always helps here.

10 – If you could tell online marketers and brand one thing that could improve their email marketing and list growth, what would it be?

Focus on strategy. Think less about tools and features. Get your strategy dialed in and the simplest of approaches will deliver the goods.

“Focus on strategy. Think less about tools and features. Get your strategy dialed in and the simplest of approaches will deliver the goods.”

e-Commerce is growing like never before!

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

Dear Online or Offline Business Owner,

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

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

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

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

Look at astonishing stats:

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



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

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

[Click Here to Start Today](#)

"Discover How To Start, Build and Launch Your Own Digital Product Business Without Breaking The Bank..."

Find Out How To Create Your First Digital Product For Sale And Start Getting Sales On Autopilot!



What you'll discover in this eBook:

- You'll have an idea for the type of digital product you want to create and what the strengths and weaknesses of each option are
- Understand what makes digital products sell and how you need to design your creation in such a way that **people will be eager to buy it**
- Know how to **quickly and cost effectively** create the type of digital product you want

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
- • ...and much, much more!

This is the ultimate guide to **How To Launch a Digital Product Business!** You'll discover all the steps, tools and resources to help you become a successful digital marketer!

[Get your copy today!](#)

A BEGINNER'S GUIDE TO INTERNET MARKETING

By: Katrina Hawkins

Today the internet is aggressively used by every business organization in order to create a market and to garner consumers for the products and services they provide. The dynamics of Internet Marketing has effectively changed over the years due to increased usage of varied social media websites and internet in general by consumers.

A business organization has to ensure that they use Internet Marketing to the best possible extent as it yields results and garners consumer's attention towards the organization's products and services alike. The following steps can be termed as a beginner's guide to Internet Marketing.

1. Planning a Marketing Strategy

An organization is required to plan a marketing strategy that incorporates the consumer's they wish to target, the light in which they want to show their products and so on and so forth. The marketing strategy must be planned around important factors in order to optimize the results.

2. Acquiring Website Traffic

Website traffic can be simply defined as views by the consumer. The number of views or traffic a blog page or a website generates is important. There are varied ways through which this can be possible one of which can be Click On Ads.

3. Making Best Use of Social Media

The business organizations can connect with n numbers of consumers by effectively and efficiently connecting with them through various platforms of Social Media. Social Media is an important part of every consumer, and the business organization should make the best use of social media as possible.



Social Media is an important part of every consumer, and the business organization should make the best use of social media as possible.

4. Improvising the Mobile Version of Website

This is an important step that must be followed by every business organization. Mobile phones are the new personalized personal computer and varied consumers prefer browsing the internet on their mobile phones and hence the mobile version of the organization's website must be made compatible and improvised.

5. Search Engine

Search Engine is the most powerful source through which the consumer and business organizations can connect. In order to use Search Engines effectively, the organization has to ensure that their website is the best possible website for that concerned product or service.

These are the simple steps that an organization can adopt in order to get started and have an edge in Internet Marketing over its competitors.



Importance of Internet Marketing to Small Business

By: Hector Jensen

Internet Marketing has various positive impacts that help varied business houses to garner business and also consumers all around the globe. Internet Marketing has made significant changes in the way a business organization markets its products and services. It is an important factor when it comes to garnering consumer's interest in the product or services of the business organization.

How Does Internet Marketing Help Small Businesses?

Small business houses usually don't opt for Internet Marketing on the pretext that it might be costly, or the processes involved in the same would be complicated. But in fact, Internet Marketing has benefits that prove to be fruitful in the long run helping small business houses gain a competitive edge over its competitors.

The major importance of Internet Marketing to Small Business Houses is connecting with new consumers by paying minimal charges. The charges of advertising online are low and the website can be used 24/7. This gives the business house an opportunity to cater to the needs of new consumers all around the globe thus expanding the scope of earning profits.

Knowing the Preferences Is Important

Internet marketing overall reduces the cost of carrying on business. The owner of a small business house can analyze the consumer's preferences online and enable or market products according to the user's choice. This helps the small business houses to optimally carry out business and cater to the needs of the consumer effectively.

Changing with the trends of the environment is an important aspect that must be incorporated in the process of carrying out business. This helps an organization to be updated and be in line with the consumer's ever-changing preferences and choices alike.

Small Business Houses can connect with new consumers and also maintain cordial relations with existing consumers with ease.

Such benefits of Internet Marketing makes Small Business House garner larger consumer base, good opportunities to expand and also make profits

Finally, A Bunch of Great FREE Help!

No more Paying For Products That Don't Deliver Results!

Get Everything You Need To Know To Start A *Wildly* Successful Home-Based Internet Business!

- Search Engine Optimization
- Affiliate Marketing
- Viral Marketing
- Joint Ventures
- Blogging For Cash
- Social Networking
- And More!
- Get The Facts - What It Takes To Make Money Online Today!



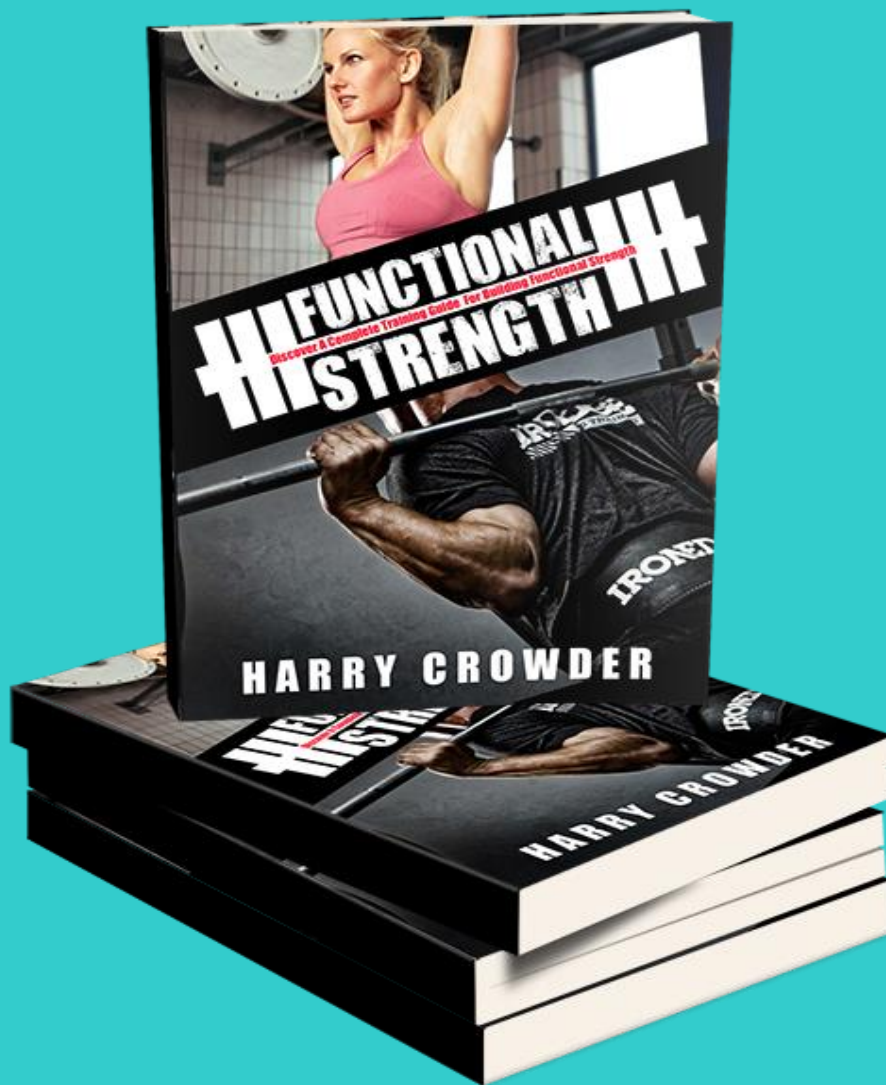
[!\[\]\(2bff93d2a2b6d2c342bab197caa20ae2_img.jpg\) click here](#)

**Tired Of Fad Diets And Exercise Plans That Are
Expensive And Just Don't Seem To Work?**

**Pay Attention... Because You're About To Discover
A Complete Training Guide**

Introducing:

The Functional Strength Guide...



For the Whole Story [go here:](http://www.functionalstrengthnow.com)

<http://www.functionalstrengthnow.com>

MWM gadgets& toys

Jabra reveals upgraded Elite Sport Wireless

A pair of earphones are important these days, where many would also consider them to be an essential part of our road warrior lifestyle. After all, don't we all want to enjoy a little bit of "me time" during the rush hour commute, simply entering into a zone of music that is favorable to our tastes? Jabra has come up with a newer and upgraded version of their Elite Sport Wireless Earbuds, which have been specially developed to provide consumers with all day power enhancements that will translate to 50% more battery, personalized sound capabilities and a new color version.



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



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

CUJU

CUJU is a personal security firewall that connects to your home Wi-Fi. If you're worried about someone in your family picking up a computer virus, or your network being susceptible to hackers, the CUJU theoretically detects and blocks these threats before they cause mischief. CUJU also allows you to block inappropriate websites over the entire Wi-Fi network—including tablets, phones, and gaming system—instead of only over one computer. The smartphone app lets you control the settings as well as see all of the devices connected to your network. \$249.

You want it

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

PABY REVEALS NEW SMART PET LOCATION AND ACTIVITY TRACKER

This smart device is waterproof (obviously) and small enough to be attached to collars and harnesses without missing a beat, boasting of features such as GPS navigation, LBS and wireless capability in order to deliver real-time activity/wellness tracking to pet owners. This is to provide pet owners with peace of mind whenever they are not around, and with it functioning as a standalone device, users are able to set up "virtual fences" using their smartphones in order to receive real-time alerts when their pets leave the designated "zone."



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

TERTILL IS A WEED-KILLING ROBOT



Weeds are the bane of any garden. They are so easy to grow and spread, and are extremely hardy. In fact, weeds are more or less useless, being more of a curse on the ground than anything else. However, just like life, we have to contend with the likes of weeds in order to make sure that anything that is worth attaining such as a good and rich harvest deserves to have hard work put in. If you have a reasonably large yard that you would like to protect against weeds using the natural way, how about considering the Tertill weed-killing robot? This is like a robotic vacuum cleaner, except for the garden.

The Tertill is a solar-powered gardening robot that is ready to ship after being a successful Kickstarter project. It tips the scales at 2.5 pounds, as this disk-shaped robot will go about patrolling the garden while it intelligently identifies and whacks all unwanted plants in the vicinity. How does it do so? Magic is not involved, but technology. Tertill makes use of unique design elements as well as a range of sensors in order to patrol the garden daily, as it goes about avoiding plants and obstacles, while looking for weeds to eliminate.

It uses this algorithm to figure out which are weeds and which are your precious plants: weeds are short, plants are tall. Any plant that is tall enough to touch the front of Tertill's shell will then activate a sensor which will see the robot turn away. If a plant happens to be short enough to pass under the shell, then it will activate a different sensor by turning on the weed cutter. Fret not though, for your young seedlings, there will be protective collars included with each purchase that you can place around short plants and seedlings so that Tertill will avoid them until they are tall enough.

A spinning string trimmer will be in charge of all weed cutting activities, and since it looks for weeds each day, you can be sure that there will be no long weed problems to worry about. Since it is 100 percent solar-powered, this Bluetooth-connected robot will get to work without you worrying about charging it up.

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

Did you kn



Up until the 14th of September, 1995, domain registration was free.

STRATEGIES TO THE RESCUE- INTERNET MARKETING STRATEGIES

By: Katrina Hawkins



Web designing is an important process that must be effectively employed by the business organization in order to enhance, improvise and personalize the organization's website creatively.

Internet Marketing has its fair share of positive aspects. It has favourable results for the business organization in terms of increased consumer base, lower costs and recognition of the brand.

There is no doubt when I quote that the internet has become an important part of everyone's life.

The marketers carrying out Internet Marketing should use this simple fact in order to garner consumer's attention. There are simple strategies involved in Internet Marketing, which has proven to work for a number of organizations.

Importance of Internet Marketing

Internet Marketing is important for varied reasons that help business organizations garner a wide consumer base. Internet Marketing is an improvised version of advertising. It has managed to change the process of marketing with the ever changing trends of consumers all around the globe.

Strategies for Successful Internet Marketing

These are few of the many simple steps or strategies that enable organizations to gain recognition and a brand name for their products and services alike.

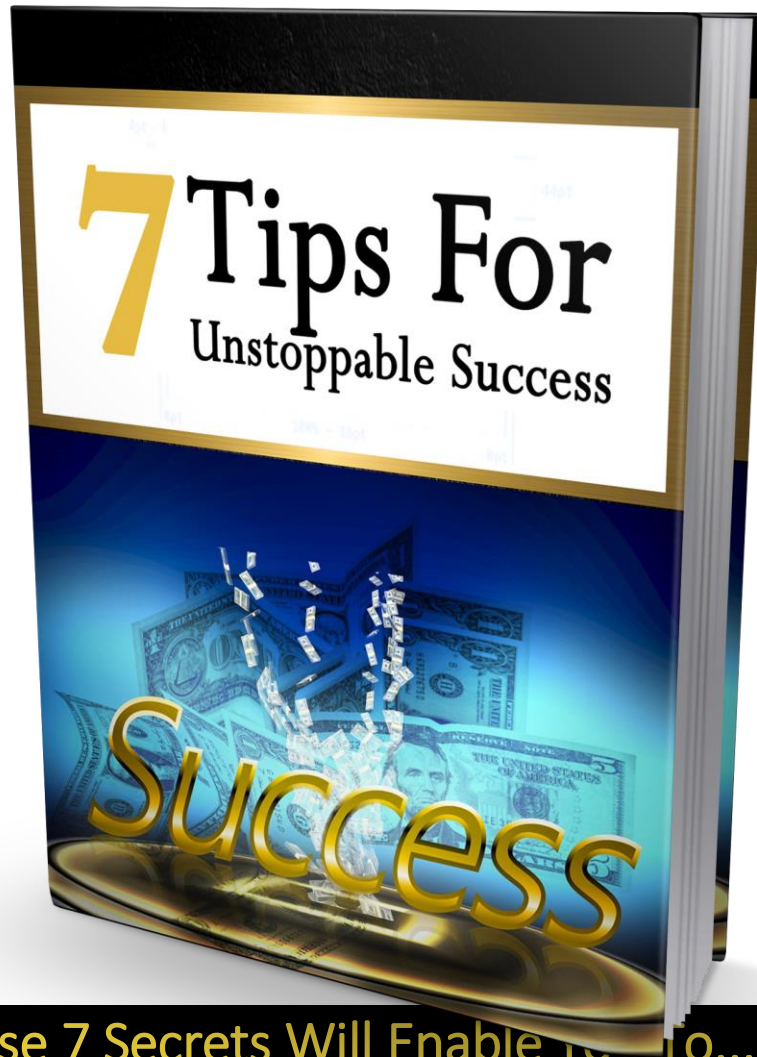
1. Be on the top when it comes to Search Engines. There are varied techniques for the same that must be employed by business organizations.
2. Web designing is an important process that must be effectively employed by the business organization in order to enhance, improvise and personalize the organization's website creatively.
3. Email Marketing must be optimized with exclusive discount offers, suggestions of new products based on consumer's purchase history. This procedure must be mastered effectively by business organizations.
4. Try to make the website or blogs more interactive. The users would feel a sense of belonging and the business organization can find out about the user's preferences.
5. Be constantly on the web. This includes constant press releases, exclusive contests and certain giveaway contests on the website coupled with discount offers for consumers.

These are just a few of the many Internet Marketing strategies that a business house can adopt in order to garner the consumer's interest.

BONUS!

Discover The 7 Secrets To Achieve Anything You Want In Life...

Limited Time Only: Grab This FREE Gift Now!



These 7 Secrets Will Enable You To...

- Discover the Foundational Meaning of **SUCCESS**
- Demonstrate **PASSION** and **PERSEVERANCE** for long-term goals
- Learn the untold secrets on how to create the life you **TRULY DESIRE**

IT'S **FREE** ... [CLICK HERE](#) to get yours!

advertise in MWM

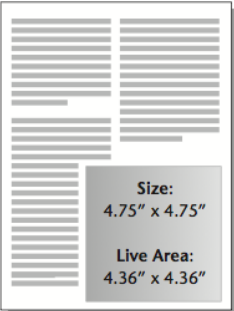


Full page, Half page, 1/3 page, 2/3 page, 1/4 page, 2 page spread

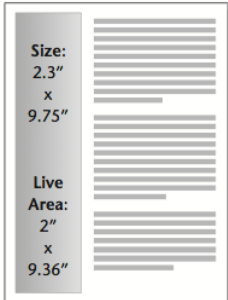
Please contact us at <http://makingwebmoney.com> to book your advertising slot,
We will match your ad size buy x 2 with Article Space about your product.

or you can book via support here: support@makingwebmoney.com

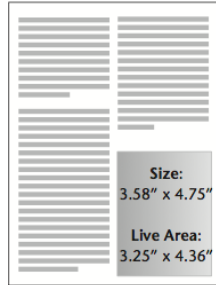
1/3 PAGE SQUARE



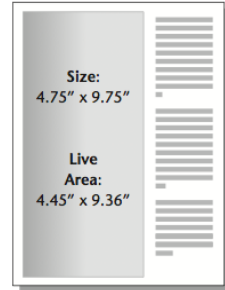
1/3 PAGE VERTICAL



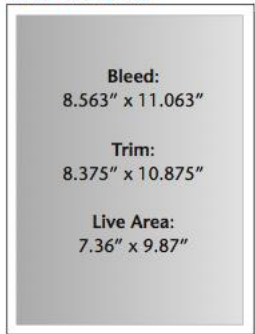
1/4 PAGE



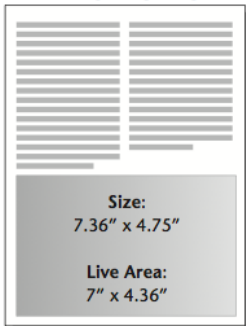
2/3 PAGE VERTICAL



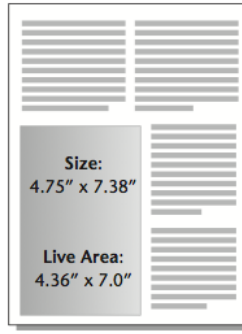
FULL PAGE AD



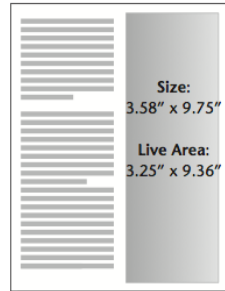
HALF PAGE HORIZONTAL



1/2 PAGE ISLAND



HALF PAGE VERTICAL



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



<http://makingwebmoney.com>

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

The Million Dollar Idea by Dami Rhythms



We decide what we become! Most of us are stuck in that shell being too scared to take a step and chase that million dollar dream we cherish so much. Look around you! Is this the best you want for yourself? Or the better options the world can offer; the Lamborghinis. The Ferraris, the yacht parties and a whole lot more. A friend of mine recently bought a failing business at \$100,000 on a spot, just because he perfectly understood the tricks and tactics and saw that million dollar idea the owner couldn't see in his failing business. Let me cut the chase as a whole lot of tales and lessons are in my book. You don't not have a \$100,000. I will teach you to make and start that million dollar business with almost next to nothing in capital.

You should know the Million dollar idea manual isn't just a guide to making money but how to start a successful highly demanded business that would earn you revenue now and for the rest of your life without the hassle at the beginning. Don't be deceived, no real money scheme is a get-rich-quick scheme, you have to put in work at first. You think of it One year on your own business that definitely guarantees a revenue now and the rest of your life being your own boss or Ten years working for someone with a pension that can hardly put you through your retirement. Your choice.

Turn Your Computer into a Money Machine Today: The Simple Path to Wealth, no previous experience, Set up within days! by Harib Shaqsy



Learn how to get passive income online—anywhere from \$5,000 a month to \$15,000 a month and beyond.
Inside the book:

- ✓ Learn how passive income millionaires make while they sleep?
- ✓ Learn the high impact yet simple tactics that will increase your passive income streams within 60 days
- ✓ Discover strategies that anyone can be successful with
- ✓ Create the life you always desired with simple passive income ideas
- ✓ Ideas require little to no startup capital for you to start making passive income online
- ✓ How to build an audience eager to buy from you
- ✓ How to turn traffic into cash
- ✓ How to build a business that works by itself and earns you money on autopilot
- ✓ How to make money selling other people's products (you don't even need to create your own products!)
- ✓ Become a freelancer
- ✓ Start your own business so you call the shots
- ✓ Charge what you are worth
- ✓ Take your work anywhere
- ✓ Work in your pajamas if you prefer
- ✓ Work according to your own schedule
- ✓ No more useless, boring meetings
- ✓ No worries if you need to take care of sick child

How you can start an online business and make thousands without ever touching a single physical product



Mobile Web Boost Developed by Beeketing

- ✓ Boost up your mobile conversion rate for your Shopify store with a fixed Add-to-cart bar on the top/bottom of the mobile screen. Increase sales by simplifying site navigation.
- ✓ Deliver the most detailed visual look of your products to your customers with a full-screen view of product images and a direct Call-to-action button.
- ✓ Satisfy your mobile customers and win more sales from mobile.



Wheelio - World First Interactive Exit Intent Pop-up Developed by IT Trading d.o.o.

- ✓ Lead generation on steroids. World first interactive exit intent pop-up that makes the customer feel special. They spin, you win.
- ✓ Direct sales high impact app. Improves your overall conversion rate, using coupons and discounts in a NEW different way.
- ✓ Trigger popups using exit intent (mobile & desktop), time on site (scroll), TAB trigger and placement (URL specific) or site-wide. Fully customisable (multi-lingual).

? Did you know:

While it took the radio 38 years, and the television a short 13 years, it took the World Wide Web only 4 years to reach 50 million users.

COVERT VIDEO PRESS

The Average Internet User
Spends *15 Minutes On Youtube Every Single Day...*
For A Total Of **OVER 2 BILLION DAILY VIEWS!**

And With This **Game Changing WordPress Theme**
You Can Cash In On This Lucrative Video Trend,
Without Ever Having To Create A Single Video



How **The Covert VideoPress Theme**
Siphons Hordes Of Traffic

From **facebook** **twitter** **Google+**
To Your Blog!





Protect Your Digital Properties & Manage Members In Just A Few Clicks

**"Membership Builder & User Management Software
Stops Your Password-Trading Thieves Dead in Their
Tracks!"**

**PLUS This Amazing Solution Makes it EXTREMELY Easy for YOU to Run a
Password-Protected Membership Site... Even if You Don't Know PHP
from a Bar of Soap!**

Turbo Instant Membership Builder

**A simple way to lock up your member's area and let
your members - and only your members - access the
password-protected part of your site...**

**It's So Easy, You'll Have Your Site Up and Running
In LESS Than FIVE Minutes!**



**Get this simple yet powerful, secure
and affordable software for running
your password-protected membership
sites!**

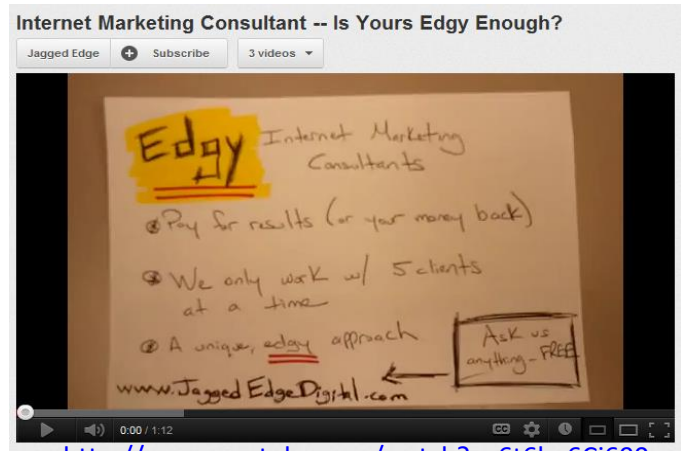
[CLICK HERE NOW](http://turboinstantmemb)

MWM videos

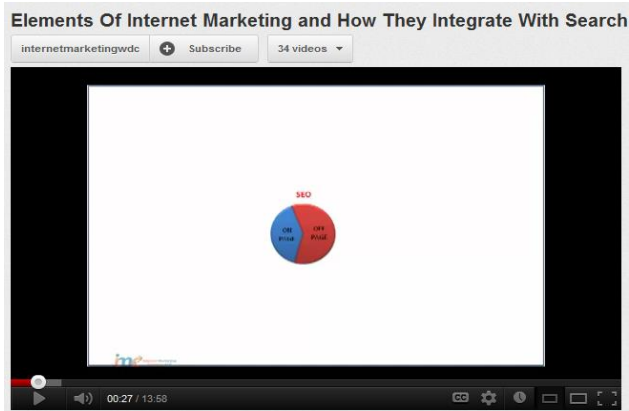
<http://makingwebmoney.com/videos>



<http://www.youtube.com/watch?v=RSkWql7M3Ts>



<http://www.youtube.com/watch?v=6t6ba6Cj690>



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



<http://www.youtube.com/watch?v=h5GQm55ccTk&feature=related>



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



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



INTERNET MARKETING – A POSITIVE BOON

In today's digital world, internet has managed to cover varied aspects of the human life. Every question we have is easily answered for us on a platter with the help of the internet. Everything we need is available on the internet. An individual cannot stress on the fact that how important the internet is and how efficiently it has become a part and parcel of one's life.

The marketers have used this importance of the internet in a consumer's life to their benefit. Internet Marketing has served as an effective boon to business houses all around the globe. There are a number of positive points that makes Internet Marketing a boon for marketers and also business organizations marketing their products.

Internet Marketing helps business organizations reach out to a wider consumer base coupled with lower cost and in-depth analysis of consumer's buying preferences. Internet Marketing can be truly called as a positive boon due to the reasons enumerated below.

1. Ease:

The best aspect of Internet Marketing is that it is available 24/7. The consumer can have access to the products online easily whereas the business organizations can cater to varied consumers all around the globe with ease.

By: Christian Lawson

2. Cost:

The cost of marketing online is much cheaper than marketing through offline media. By paying minimal costs, business organizations can connect with its consumers on various social networking sites.

3. Increased Consumer Base:

Internet Marketing can map out functions that effectively cover various regions all around the globe. This enables organizations to get their products out in the international markets thus catering to an increased consumer base.

4. Consumer Relations:

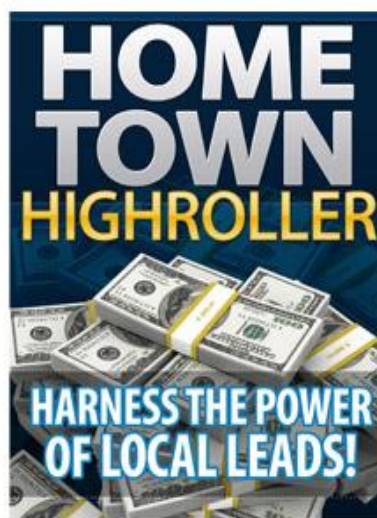
The business organizations can maintain a cordial relation with their consumers. The organization can forward emails suggesting the user varied styles depending upon consumer's purchase history.

Through these emails, the organizations can advertise their products along with maintaining cordial relations with their consumer.

Internet Marketing has proved to be a positive boon to marketers with a number of benefits clouding its extent of usage.

Hottest Marketing Topics Online...

[Just a few examples of our recent report packages]



**Get Instant
Access To The
Complete
Back Catalogue
Currently That's
50 PLR Report
Packages...**

+ 2 Brand New Reports Each Month!

74 PACKAGES

IN THE FIRST YEAR AND NO RENEWAL FEES

[You Get Lifetime Access With Nothing More To Pay]

Don't miss this INCREDIBLE opportunity

Because every smart business builder needs great content!

As a 'Lifetime Platinum' member of **Automated List Profits** you'll be among the elite in **marketing** who can effortlessly build targeted mailing lists BURSTING at the seams with hungry and loyal buyers.

SOCI MATTIC

IMAGINE... SIGNIFICANT TRAFFIC LIKE THIS
ON AUTOPILOT FOR FREE.



MWM Q&A

SOCIAL MEDIA AS A MARKETING TOOL EXPERT INTERVIEW

Best Practices: Using Social Media as a Marketing Tool

Heidi Miller is Chief Conversation Officer for Spoken Communications and is on the board of Social Media Breakfast Seattle. She has been a featured speaker at Podcast and New Media Expo, the Graduate School of Business, University of Washington, CCA, Chicago DMA, and Rocky Mountain DMA as well as at national client conferences.



"Social media isn't a strategy; it's a toolbox used to support a carefully-crafted strategy to meet specific goals. It should be pervasive within the company, not added on as an afterthought."

How did you become a Chief Conversation Officer? What exactly do you do?

When I was approached for a marketing and social media position at Spoken Communications I took some time to get to know the industry and strategize what might be best in a B to B context. Spoken Communications is a technology company providing virtual call center solutions; in the last year, we've also expanded to providing voice to text and voice search solutions as well. As the company expands and grows, so does the messaging, and it's my job to make sure that those conversations are open, accessible and engaging. The position of Chief Conversation Officer involves not only traditional marketing like website maintenance but also engagement in social media: our company blog, Twitter, LinkedIn and YouTube spaces. In short, my job is to make sure that anyone who cares about customer service can easily communicate with someone from Spoken, no matter where they find out about us.

One of my beliefs is that conversations happen where they happen - on Twitter, on the LinkedIn, or on an airplane. My job as Chief Conversation Officer is to make sure that we are present and engaged in those conversations.

How has social media changed the way people and businesses use the web?

I'll say something provocative here: social media doesn't really change the way people do business. If a business had customer service as a low priority before social media, adding a Twitter account won't change that. Social media is nothing more than a set of tools that organizations can use to connect with their customers and fans. Social media is nothing without a company mission, a strategy and a desire to listen to and interact with the organization's public. What is changing is that some organizations are using social media to allow their members to connect on a personal level with their users. Even organizations such as FEMA, the army and the CIA have created social media guidelines that will allow those organizations to communicate transparently and establish relationships such as they never could before. The biggest value of social media, for many organizations, isn't a specific ROI but in brand equity: when people feel like they have a personal connection with a company, brand or organization, they are more likely to recommend it to a friend.

What is the biggest mistake businesses make regarding social media, and how can it be avoided?

The biggest mistake most businesses make regarding social media is to see "social media" as a strategy wielded by one person, tacked on to the company's existing marketing. Social media isn't a strategy; it's a toolbox used to support a carefully-crafted strategy to meet specific goals. It should be pervasive within the company, not added on as an afterthought. Too often, one person within a business will start a blog or a Facebook page, and what happens when that person leaves? The blog and Facebook presence stagnate, and any value derived from them evaporates. If a business decides to participate using social media, the first questions to ask should be: Why? What is the goal? Who will contribute, and how often? How will you measure success?

If a business wants to begin using social media as a marketing tool, how do they start?

I have a few apps to recommend, but the first step is to begin to ask what they hope to get out of the time and energy invested in participating in social media. Do they want to drive traffic to the site? Will they measure success in conversions? Once the strategy is in place, you can work on how to implement it and measure success. Fortunately, there are a plethora of free and paid tools available for quantifying level of engagement measured in things like reTweets, blog comments, "Likes" on Facebook, social bookmarking, followers and more. In terms of paid applications, Radian6 has some fantastic options. For free monitoring, my three favorite tools are Google Analytics, bit.ly and TwitterAnalyzer.

What do you think is the biggest misconception people have about social media?

"If you build it, they will come." This might have been true when blogging was new, but it isn't anymore. No one really cares about your Facebook page. No one cares that you are Twittering a 10% off coupon once a week. There is no substitute for compelling content, engaging conversations and listening to your fans. Having a site and collecting followers like bottle caps won't meet social media strategy goals, and businesses who do will end up feeling like they've wasted their time. A social media campaign must be strategized just like any other marketing campaign. The great news is that, unlike with a billboard or a TV ad, social media also provides the means to measure exactly how popular that campaign is, in terms of clickthroughs, impressions, comments and reposts.

I'm not sure anyone could have really predicted the success of Twitter, so feel free to dodge this question, but...what's coming next?

Having just returned from South by Southwest Interactive, where social media sensations Twitter and Foursquare were both announced in past years, I'm a little disappointed that there was no clear breakout social media widget this year. Most discussion was around the war between Foursquare and Gowalla, both location-based games--they even held competing parties simultaneously. However, that being said, I'll make this prediction: location-based gaming and applications supported by mobile advertising will be the next breakout hit. With the rise in popularity of smartphones and with more functionality being added to feature phones, the mobile phone's inherent GPS will be the next big field of play for developers looking for an addictive hit and advertisers looking for immediate results.



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



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

[See It All Here](#)

MWM useful links

ATTENTION OFFLINE MARKETERS

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



If you are an
OFFLINE MARKETER

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

Let me take you by the hand and prove to you that Internet Marketing can grow your business to new heights!

[Internet Marketing Made Easy Training Guide](#)

Gift Ideas Super Site

for all your gift giving needs... coming soon

THE PROS AND CONS OF SOCIAL MEDIA MARKETING

By: Carlton Harvey



Social Media Marketing is fast becoming an effective source of Internet Marketing as more and more consumers are now available on various Social Media Websites. This helps the business organization garner and cater to the needs of a much wider consumer base coupled with recognition over the internet by a number of consumers.

Social Media is no doubt one of the most lucrative sources of Internet Marketing. Social Media Marketing though has its share of pros and cons. This can be simply enumerated as follows:

The Pros:

1. Lower Cost

Marketing the products online is much cheaper than traditional means of advertising. Marketing digitally costs less, and most social networking websites offer this service for free. The charges involved in advertising online are minimal.

2. Wide Consumer Base

Social Media connects people efficiently all across the globe. This simple factor enables marketers to cater to the needs of consumers all around the globe efficiently and effectively.

3. Friendly Consumer Relations

A business organization can directly and personally contact the consumers thus maintaining cordial relations with the consumer. This ensures positive recognition and increased customer loyalty for the organization.

4. Fast and Effective

Due to the internet, we can now share exclusive information fast and Social Media is one such platform that buzzes with fresh information every hour. This helps the sellers to reach out to their customers effectively and in a speedy manner.

The Cons:

1. Lack of Control

The internet is a place devoid of publishing restrictions. This means that everything a business organization publishes can be used by unauthorized individuals and can be used against the organization in the form of negative rumours.

2. Time-Consuming

Search Engine Optimization is a time-consuming process which requires the organization to work constantly towards improving the content on their blog or website.

These are the pros and cons of Social Media Marketing and must be taken into consideration while adopting the process of Internet Marketing.

MWM marketplace

> Domains, Websites & Products For Sale.



Domain for sale Contact:

Make an offer A great brand name for an internet marketing

Product or service

ViralInternetMarketing.com.

Your Ad here

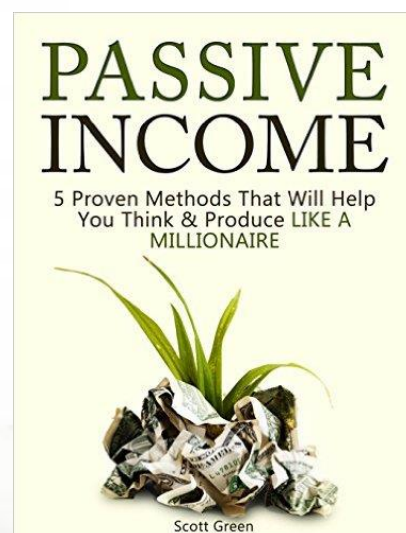
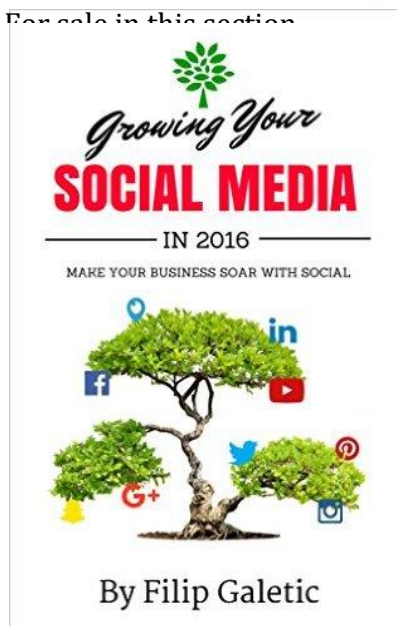
Contact

ads@makingwebmoney.com

ContactUs > Contact us to list your Domain name or website



For sale in this section



Quotable:

“

“Nowadays, anyone who cannot speak English and is incapable of using the Internet is regarded as backward.” ~Al-Waleed bin Talal

MY BLOG PROFITS COACHING



Your ONE Source For Learning To Blog Profitably!

Warning: The Doors Will Be Closing SOON On This Amazing Offer!

Congratulations! You Just Found The One And Only Resource You'll Ever Need To Become A High Profiting Blogger!

If you're tired of beating your head against a wall and continually failing on your journey to making a ton of money and living the lifestyle of your dreams as a blogger then this is the last site you'll ever need to visit to find your success!

Introducing My Blog Profits Monthly Coaching Program...

MY BLOG PROFITS
COACHING

Your ONE Source For Learning
To Blog Profitably!

[Make Money With Your Blogs](#)

MWM contributors

Tim Bourquin

Tim Bourquin is the Co-Founder of AfterOffers.com. After Offers is a web platform that helps companies grow their email lists, meet new customers and monetize their sign up and registration paths.



Megan Dunsby

Megan Dunsby is a highly motivated, hard-working and dedicated individual with a passion for journalism and digital media. She is the Features & News Editor at Startups.co.uk



Doris Grant

Doris Grant has been an Internet marketer for over 5 years. She specializes in helping small to medium businesses get into the online world for better chances of succeeding.



Carlton Harvey

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



MWM contributors

Katrina Hawkins

Katrina Hawkins started as an assistant to her husband who works in the digital marketing business. After years of experience, she is now her husband's partner in running their own Internet marketing company based in Australia.



Hector Jensen

Hector Jensen runs his own digital marketing company based in Houston. His company specializes in SEO, content and social media marketing.



Christian Lawson

Christian Lawson is a businessman and to maximize his time, he learned the ins and outs of Internet marketing to benefit his businesses. Now, he has added another field of biz—digital marketing.



INTERNET MARKETING – ERA OF SOCIAL MEDIA MARKETING

By: Doris Grant

In today's digital world social media has become an important part of everyone's life. Social Media can be efficiently termed as the most lucrative source of Internet Marketing. Individuals have access to varied social media websites in turn helping marketers to reach out to wide and a larger customer base across the globe.

Internet Marketing can be effectively transformed to the benefit of business organizations with the help of Social Media. The Social Media has efficiently changed over the years. You can have access to worldwide news, debates and connect with n numbers of people around the globe with ease.

Social Media Marketing as a source of Internet Marketing can be simply defined as the process of garnering and attracting the consumer's interest towards organization's products and services.



Social Networking Websites are the most lucrative form of Social Media Marketing. The business organizations can easily connect with the consumer through various channels like blogs, videos, contents and also pages dedicated to the organization.

Platforms for Social Media Marketing

There are various platforms through which Social Media Marketing can take place.

Internet Marketing can be efficiently carried out through various platforms of Social Media as it serves varied positive aspects like low-cost, in-depth analysis of consumer's preferences and Word of Mouth advertising as consumer's end up sharing their view across their profiles. The major source of Social Media Marketing that being Social Networking Website can be elaborated as follows:

➤ Social Networking Websites

Social Networking Websites are the most lucrative form of Social Media Marketing. The business organizations can easily connect with the consumer through various channels like blogs, videos, contents and also pages dedicated to the organization.

➤ Emails

Emails are again a personal approach in dealing with the consumers and attracting them by providing exclusive discount information and so on and so forth.

Social Networking Websites enable an organization to effectively connect with their consumers directly and personally. This helps in resolving consumer's predicaments efficiently in the process satisfying the consumer and garnering positive reviews.

Thus, it can be rightly said that Social Media Marketing is the new era of Internet Marketing.



FAST
AFFORDABLE, DEPENDABLE
WEB HOSTING

WITH JVZOOHOST!

JVZooHost is dedicated to providing safe, fast, and affordable web hosting with superior support. You can [concentrate](#) on running your business and rest assured your website will be up and running. Get your site noticed on the web today with JVZooHost!



JVZooHost.com

USE COUPON FREEMOONTH
FOR 1 MONTH
OF TOTALLY FREE
WEB HOSTING
FROM JVZOOHOST



GraphicsBlackBox 3.0: Flat Design Edition

ATTENTION: Internet Marketers and Web Entrepreneurs...

Would You Like To Ethically **Steal And Download** A Graphics Package That Will **Transform Your Websites** Into Efficient And Effective Money Machines?

This Under-The-Radar Style of Graphics Has Been Used To

Over One Billion Devices

All Around The World... And You Can **Grab For One Low Price**

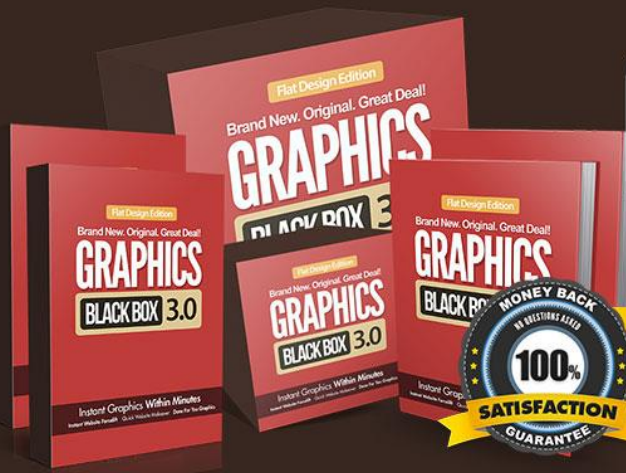
INTRODUCING... GRAPHICS BLACKBOX 3.0

Flat Design Edition

17 MODULES, 287 GRAPHICS



Brand New FLAT Graphics For Your Websites



Get Flat Design Graphics Edition

Just \$17 Instead of \$97 regular.



ORDER GBB 3.0

[Click Here To Get Instant Access](#)

THE IMPORTANCE OF INTERNET MARKETING

By: Hector Jensen



There are n numbers of ways through which a business organization can create a market for its products and services. Advertising being the major source of doing the same and garnering consumers for the products and services the business organizations are willing to offer.

Internet Marketing and Advertising

The internet has today become an essential part of daily life. The internet revolves around our day to day life routines catering to n numbers of our needs. Marketers have used this simple fact, and Internet Marketing found its roots in the field of advertising. Internet Marketing has played an important role in providing adequate exposure to business organization's product and services alike.

Internet Marketing is important for varied reasons that help business organizations garner a wide consumer base. Internet Marketing is an improvised version of advertising. It has managed to change the process of marketing with the ever changing trends of consumers all around the globe.

Targeting a specific audience is possible by exclusive content creation, blogs, videos or emails. This effectively helps organizations to sell their products to the targeted consumers.

Successful Business Strategy

Internet Marketing can prove to be useful, and most of all important for the success of business organizations due to the following reasons enumerated as follows:

1. The consumers can browse through the entire website at their own convenience and pace without staff members rushing them through the products. This helps consumers make a sound choice and enables business organizations to garner business.
2. Targeting a specific audience is possible by exclusive content creation, blogs, videos or emails. This effectively helps organizations to sell their products to the targeted consumers.
3. The process of Online Marketing can be fast paced, and immediate results are possible if done right. Internet Marketing helps to garner a wide consumer base which helps organizations cater to large consumer base, in turn, making more profits.
4. Lower costs are the major reason that makes Internet Marketing important.

Today's individuals speak the language of Social Media, and sellers should ensure that they communicate with their potential consumers in the same lingo.

Optimization of Resources – Internet Marketing

By: Doris Grant

The internet truly is a place with endless possibilities and limits alike. Carrying out business online has changed through the years making an impossible dream come true. In today's business world the internet has and is playing an important role.

The internet is filled with information from all across the globe with n numbers of organizations forming a part of the digital world with ease. Internet Marketing enables a business organization to attract the consumer's attention through the heaps of information available on the internet.

Here are certain ways through which a business organization can optimize the resources at hand with a smaller budget when it comes to Internet Marketing.

1. Planning Marketing Strategy

You must know your market and plan a marketing strategy according to your targeted consumer base. This simple analysis can be carried out by answering simple questions about your product.

You need to know your customer well and then reaching out to them would be easy.

2. Budgetary Control

You need a budget plan to efficiently allocate the various processes. There are online platforms that offer free services, but you might need to loosen your wallet to cater to more consumers across the globe.

3. Blog

Blogging is an effective way to reach out to consumers. You need to be creative in order to make the content funny, witty and yet it should spell out the details of the products or services.

4. Social Media

The importance of Social Media in Internet Marketing cannot be stressed on enough. These websites should be used as channels to promote your blogs and also to interact on a personal level with the consumers.

5. Branding

The most important of all is you need to brand your products. There are n numbers of competitors trying to sell the same products online you need to distinguish yourself from the group.

These are the simple tips that optimize the resources available at hand and make Internet Marketing a success.





Drop 3 Dress Sizes in 7 Days?

See this amazing little tip women are using to lose weight fast. [See Tip >>](#)

VenusFactor.com



5 Veggies that Kill Stomach Fat?

Check out which veggies boost female metabolism and burn stomach fat



1 Tip for a Tiny Belly

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

venusfactor.com





✓ 60-DAY NO QUESTIONS ASKED MONEY BACK GUARANTEE
✓ 100% SECURE ORDER
✓ INSTANT ACCESS



Instagram has 600 Million monthly active users and highest browsers to buyer ratio
Instagram advertising - A huge platform to showcase your offerings to millions of website visitors.

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

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

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

Training Guide

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

This method is tried and tested and...

It works today... It will work tomorrow...

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

[CLICK HERE](#)



The Entrepreneur(s): Tom Cowgill and Ian Lancaster, Rewards4

By: Megan Dunsby

What business advice do the founders of the £5m fan engagement platform have to share? For starters, "recruit staff based on character, not a CV"...



Founders: Tom Cowgill and Ian Lancaster

Company: Rewards4

Website: www.rewards4group.com

Description in one line: Rewards4 is an award-winning fan engagement and rewards platform that connects sports clubs and organisations with their fans.

Turnover: Just over £5m (2016)

12-month target: £6m (2017)

Business growth

Describe your business model and what makes your business unique:

- Rewards4 connects sports fans' shopping and betting behaviour to their sporting passion to create a deeper sense of engagement, for free.
- Our bespoke technology platform allows fans to collect reward points with their favourite retailers and betting partners, enabling their everyday high street spending to pay for the sport they love.
- The platform is easily transferable and scalable across sports.

What is your greatest business achievement to date?

Cowgill: Making the move from corporate lawyer to business owner and establishing a successful, growing and wealth-creating business.

Lancaster: Taking an idea and developing it into an actual profitable business that delivers a real service to our members.

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

At Rewards4, we use a fantastic visual data analytics and reporting tool – Tableau. Our business model is very simple, so our business dashboards (which are updated on a daily basis) reflect this.

On a daily basis we check out:

1. How many new members have signed-up to our programmes
2. How many users have 'activated' their rewards accounts
3. How many users have logged-in to their accounts
4. What commission generating activity has taken place the previous day



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

We don't currently trade internationally as there is so much opportunity in the UK domestic market.

However, international expansion is firmly in our sights and, now that our model is being proven in the UK sports market, we have already had approaches to take our platform to overseas territories.

Describe your growth funding path:

We have funded the business ourselves, initially from savings and by sacrificing salary etc. but more recently through cashflow. If we want to achieve our growth plans domestically and, more particularly, if we want to grow internationally, we recognise that we may need to tap into alternative funding sources.

What technology has made the biggest difference to your business?

The development of our own bespoke platform, including our API feeds, which enables us to seamlessly integrate with our club partners' ticketing and merchandising platforms – allowing for the easy redemption/use of points by members.

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

Cowgill: We're aiming to have 50 sports clubs in the UK signed up to our various programmes with 500,000 sports fans actively collecting points through our platform to spend on their favourite sport/club. During that time, our plan is to double our turnover and have set up at least one programme in an overseas territory.

Lancaster: From a commercial perspective I agree with Cowgill but, on a personal level, I want to see the company become part of a sports fan's overall experience in

Growth challenges

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

Cowgill: Giving up a very well-paid career to pursue a dream and not really knowing where that might take me or if I would succeed, luckily the risk was worth it.

Lancaster: Telling an employee they no longer have a job is the hardest thing you ever have to do in business. Even when we have had people bringing the whole environment down, it is still a tough thing to do to look someone in the eye and tell them they no longer have a source of income.

What has been your biggest business mistake?

Cowgill: Not recognising quickly enough that changes needed to be made to the way in which we marketed our programmes to our membership base and that we didn't have the necessary skillset in our marketing team to make those changes. However, this was rectified pretty quickly!

Lancaster: I think the biggest mistake for me was not realising quickly enough that you should recruit based on character rather than a CV.

Piece of Red Tape that hampers growth most:

Cowgill: Constant changes to tax legislation that makes it less rewarding for entrepreneurs, the more successful you become. After all, most of the money that we make is reinvested into the business and our staff which creates more growth and more wealth.

Lancaster: Uncertainty over new data protection legislation. It seems like regulations are being set to catch the companies that don't put their customers first but, in doing so, they are not actually considering how the consumer wants to be treated.

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

Cowgill: Trying to take on everything themselves (which you have to do at the start of the business cycle but which has to change if you want to grow) and micro-managing across the business rather than delegating to specialists and letting them get on with their jobs.

Lancaster: I agree, as you start your business you wear lots of hats but the skill is to quickly identify that you can't do everything yourself and then understand what skills you need in your business to help you grow.

How will your market look in three years?

With the rapid pace at which technology advances, we expect to see even more opportunities for our sports club clients to interact, engage with and reward their fans.

We also expect to see:

An even wider range of points collection opportunities through affiliate marketing channels as retailers, bookmakers and sport specific partners become ever more targeted in the way they incentivise consumers to transact with them.

Improvements in technology making it even easier for fans to spend points at their club and for there to be more channels and more opportunities for fans to do this.

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

Cowgill: You have two ears and one mouth, use them in those proportions! When planning your business, be mindful of the 'four by two' rule i.e. things will generally take four times as long as you'd planned and cost twice as much or vice-versa!

Lancaster: The best piece of advice we were told as we were starting out was to enjoy the journey; running your own business is never easy but the whole experience and journey is amazing. If you can find someone to do it with then it helps when you go through the tough times and creates some great memories when you enjoy the good moments!

“When planning your business, be mindful of the ‘four by two’ rule i.e. things will generally take four times as long as you’d planned and cost twice as much or vice-versa!”

\$ AFFILIATE TITAN 2.0



Super affiliate profits

Generate MONSTER affiliate commissions with free traffic



JVZoo is HUGE

#1 affiliate network has paid over \$200 million



Explosive Results

Earn affiliate commissions faster than any other method.



ClickBank Affiliate

I made thousands as a CB affiliate. Discover how...



YouTube Traffic

Take your FREE share of the 2.6 billion daily video views



Google Traffic

Discover how Affiliate Titan gets you free traffic



1 Click Videos

The fastest way to create videos for any affiliate program.. ever!



6,000 Affiliate Programs

Rinse & repeat with 6,000 new affiliate programs per month.



SIX Softwares

Target 6,000 buyer keywords. In 1/100th of the time.