

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

DECEMBER 2015

**BUILDING A BRAND ON THE
WEB-TYPES OF INTERNET
MARKETING**

**THE ENTREPRENEUR: NEIL
WESTWOOD, MAGIC
WHITEBOARD**



Lauren Benson



Neil Westwood

Merry Christmas



Leo Lamb

**Social Media Interview:
Nejc Skoberne, Online
Marketing Specialist –
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Welcome to the **DECEMBER 2015 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and personal success insights, interviews, plus ONLINE opportunities for you.***

- **6 Reasons for Choosing Internet Marketing** By: Dewey Douglas **Are You a Victim of Internet Marketing?** By: Celia Mann **Building a Brand on the web-Types of Internet Marketing** By: Lauren Benson **Cracking the Code of Internet Marketing** By: Molly Huff **Go Digital- A guide on Internet Marketing** By: Lauren Benson **Online Marketing strategies that Every Realtor should know** By: Dewey Douglas **Online sales- Advantages of Internet Marketing** By: Leo Lamb **MWM Success Story - Entrepreneur: Neil Westwood, Magic Whiteboard - MWM Ask the Expert Interview** with Douglas Karr @douglaskarr from DKNewMedia @dknewmedia - **MWM Q&A Social Media Interview: Nejc Skoberne, Online Marketing Specialist – Be Memorable - MWM Back Story** How This Entrepreneur Went From Trailer Park to Partners with Facebook in a Year !

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

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[Twitter.com/harrycrowder](https://twitter.com/harrycrowder)

Keep your valuable feedback coming. I try to reply to every email, I appreciate Your input as it helps to make **MWM** the Best magazine possible.
Write to me at: harry@harrycrowder.com

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**Making Web Money Online
Marketing Magazine**

Editor Harry Crowder

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Contributors

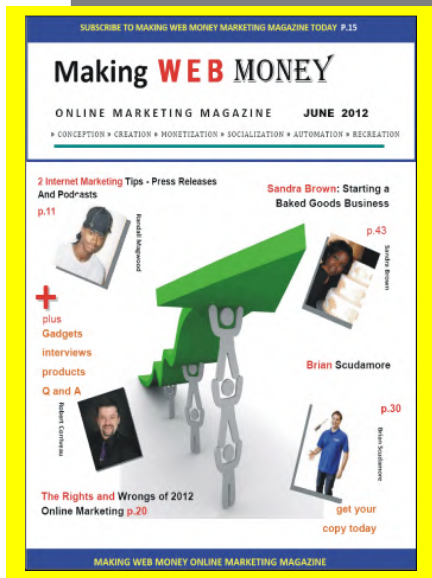
Various experts in their fields

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What is the easiest way to create an iPhone app?

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

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

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

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

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

TOP EMAIL

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 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.

? Did you know:

IBM 5120 from 1980 was the heaviest desktop computer ever made. It weighed about 105 pounds, not including the 130 pounds external floppy drive.

MWM what's on

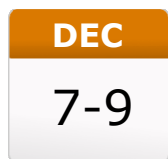


Internet of
Things &
Wearables
(APAC
time zone)



Econsultancy APAC third Trends Webinar looks at the latest trends around the Internet of Things and Wearable Technologies. This insight comes from Econsultancy's own latest research along with collated third-party data and statistics.

The live session will be hosted by Jeff Rajeck, Research Analyst, APAC at Econsultancy. There will be a 15 minute Q&A session after the presentation.

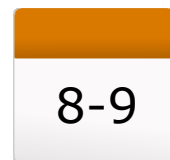


Affiliate World Asia is the meeting point of the affiliate industry elite - connecting the industry's most successful marketers, biggest advertising and affiliate networks, and inspiring thought leaders, together in one place over three days.

This is the first time an event of this scale will connect affiliate leaders from China and around Asia with the leaders from the rest of the world.

what's on

digitalsummit
DALLAS



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

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

Digital Summit gives digital professionals like you an opportunity to learn directly from the world's digital industry experts, network with your peers, and teach you how to turn your ideas into transformational solutions.

IGNITION 2015 - FUTURE OF DIGITAL

When: 8-9 December 2015

Where: Time Warner Center, NYC



Business Insider's flagship annual conference - now in its 6th year!

Change happens fast. In the past 20 years we have seen more technological innovation than in the 80 years prior. Mobile is overtaking desktop, social is beating search, and messaging apps are challenging email. What's next?

For the past five years IGNITION, Business Insider's flagship conference, has brought together the best minds in media and technology to share what they see on the horizon.

Through unscripted interviews, cutting-edge demos, and insights from industry pioneers, you'll learn what key trends to be aware of and what you need to do to stay ahead.



At IGNITION you'll get a new understanding of the transformations taking place in the digital world.

Join 700 senior executives working in technology, media, entertainment, investment, and finance in staying on top of today's most innovative ideas.

The conference is produced by Business Insider, one of the fastest-growing digital-media companies in the world, and hosted by Henry Blodget, Business Insider's Editor-in-Chief and CEO.



Quotable:

"Computers are magnificent tools for the realization of our dreams, but no machine can replace the human spark of spirit, compassion, love, and understanding." ~Louis V. Gerstner, Jr.

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WILL MARKETING ADDRESSABILITY LEAVE SEO IN THE DUST?

In a world where digital marketers have greater control over shaping the customer experience, Adam Audette argues that SEO may soon feel



For marketers, the promise of the web is data, and whoever owns the most (and best) data wins.

Facebook and Twitter have been moving quickly to offer advertisers tools and targeting options that leverage first-party data, and Google is now aggressively following suit with its Customer Match abilities. The purpose of this piece is to explore what it means for SEO.

For consumers, the promise of organic search, with Google as the preeminent example, is to offer quality, unbiased, highly relevant search results for a given query. Pretty basic on the face of it, right? But behind the scenes are myriad algorithms and even manual editorial choices that curate, organize and assemble the organic results we enjoy every second of the day.

This leads to an essential quandary for SEO (and for search engines like Google). Data-driven marketers are driving incessantly towards personalized digital experiences, achieved by truly understanding what an audience wants. Data and technology enable ever more targeting options and reporting capabilities, which result in improved return on investment.

In this ecosystem, organic search is beginning to look a bit limited, even dated. Will marketing addressability leave SEO behind?

GOOGLE'S DOUBLECLICK EXTENDS ACTIVE VIEW REPORTING TO APPS, ADDS VIEWABILITY BID OPTIMIZATION



Google's DoubleClick announced updates for brands and publishers bidding and reporting on viewable impressions using the company's viewability solution, Active View.

For advertisers, Active View bid optimization in DoubleClick Bid Manager is now available globally. Based on a number of signals, such as the URL, time of day and page category, the feature predicts the likelihood an impression (video or display) will be viewable. It then dynamically adjusts the bid on that impression based on the probability that the impression will deliver on the advertiser's viewable CPM target.

This is a change from programmatic buying systems that bid the same amount for any impression that's expected to meet or exceed the advertiser's target viewable percentage (how likely an impression is to be viewable) and don't bid at all when the viewable probability falls below the percentage threshold — even though the impression may, in fact, be viewable.

For publishers, Active View reporting is now available for mobile apps in DoubleClick for Publishers and DoubleClick Ad Exchange. Publishers can now report on viewability across their app and web content. With users spending more time in apps, "this new measurement solution completes the picture for publishers helping them see how viewability plays out across all of their properties," says Google.



Quotable:

"Personally, I rather look forward to a computer program winning the world chess championship. Humanity needs a lesson in humility."

~Richard Dawkins

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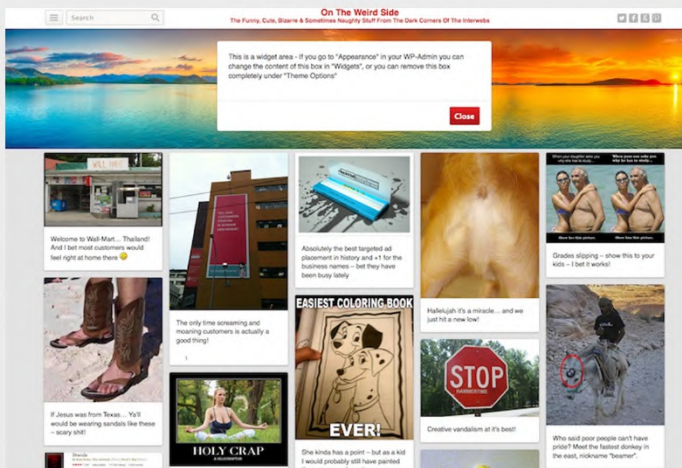
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COMPLETE AUTOPILOT!

Covert PinPress 2.0 Is...



Fully Monetized

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



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



6 REASONS FOR CHOOSING INTERNET MARKETING

In a world where it is almost impossible to live without internet, along with traditional ways of marketing, more technological ways are put to use as well. One of these ways is Internet Marketing or Online Advertising. Read on to find why this has become the need of the hour for the contemporary marketing world.



1. **Cost Effective:** The first and foremost reason why one prefers internet marketing is that it does not burn a hole in your pocket. Advertisers are able to connect with a wide range of communities and people through the low-cost means of online marketing, especially through social media. It further provides better returns as compared to the offline ways of marketing.

2. **Speed:** Once the advertisement has been designed, it is very easy and quick to deploy it online on the publisher's website. One does not need to wait for the publishers to link the delivery of the online ads according to their schedule. Further, in case any editing, modification or replacement is needed, one can do the same quicker than one would have been able to do through other modes of marketing.

Internet Marketing can span the widespread global market and cover a wider community, affecting the offline sales by a large margin.

3. **Creative Presentation:** There is not just one way of advertising through internet marketing. A wide range of possibilities are open for use such as videos, text, audios, images, banners and links. The advertisements can also be interactive and engaging with the incorporation of chats or games. They further can provide an option of contacting the advertiser for any query by the customer.

4. **Reach:** Internet Marketing can span the widespread global market and cover a wider community, affecting the offline sales by a large margin.

5. **Customer-based:** Internet marketing enables one to track user's preferences through purchase history as well as geographical location using geo-targeting. This helps the advertisers to customize their ads according to the needs of the users. They then provide ads relevant to the user, with enough time gaps between presentations of a particular ad to avoid repetition.

6. **Feedback:** Internet Marketing also makes it possible to get immediate feedback on the effectiveness of an ad. It can track actual audience size, actual sales and then help to improve future ad campaigns.

MWM success story

THE ENTREPRENEUR: NEIL WESTWOOD, MAGIC WHITEBOARD

Dragons' Den success story, the co-founder of the "whiteboard from a roll" discusses exports, SEO, and buying back shares from Theo Paphitis

Co-founder: Neil Westwood

Company: Magic Whiteboard Limited

Website:
www.magicwhiteboard.co.uk

Description in one line: Magic Whiteboard allows you to create a whiteboard from a roll

Turnover: £1.2m

12 month target: £1.5m



Quotable:



"Your computer needn't be the first thing you see in the morning and the last thing you see at night."

~Simon Mainwaring



***You need to keep
focused and
disciplined and you
must also remember
to make a profit!***

Business growth

Describe your business model and what makes your business unique:

- We produce innovative static cling products that are better than existing solutions
- We market online, in retail stores and supermarkets and export to 20 countries
- We focus on keeping costs low and making healthy profits

What is your greatest business achievement to date?

Going on BBC Dragons' Den, receiving £100,000 from Deborah Meaden and Theo Paphitis and then buying back their shares for £800,000 in 2014. We now have a very successful and profitable businesses that continues to develop new products and grow.

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

Sales in £ and number of orders received. I also look at how much we are spending on a daily basis.

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

We export to 20 countries, including the USA, Australia, France, Germany, Spain, Finland, Iceland, Egypt – 20% of our sales are from exports.

We have recently translated our website into French, German and Spanish and optimised SEO in all these languages so that we appear on the first page of Google.

Describe your growth funding path:

We started Magic Whiteboard with £1000 in 2006, in 2007 I sold some Alliance and Leicester shares for £5000 and reinvested that into the business. In 2008, my wife Laura Westwood and I went on BBC Dragons' Den and received £100,000 investment. We have since funded our growth from profits generated by Magic Whiteboard and have no debts.

What technology has made the biggest difference to your business?

When we started in 2006 we optimised our website to appear in organic searches in Google and this made a big difference to sales. In 2014 we made the site mobile friendly across mobile phones and tablets – our sales have increase by £500 a day on mobile.



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

At Magic Whiteboard we always strive to do better and to develop new products like our new reusable whiteboard notebooks that we recently launched. This a new category in the UK market and we aim to give four million free reusable notebooks to every primary school child in the UK.

In three years, we expect revenue to be £3m and we want all 26,000 schools in the UK to use Magic Whiteboard and our reusable Magic Notebooks. We're looking to introduce two to three new products a year (these must be market leaders and mass market products) to keep ahead of any competition.

We also expect to be exporting to 50 countries and our online sales will be substantial in France, Germany and Spain because we are marketing proactively in these countries. We have also been on a market visit to Japan and will start exporting to Japan this year.

Growth challenges

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

Buying back 40% of Magic Whiteboard [from Theo Paphitis and Deborah Meaden) was a difficult thing to do in one go. One year on, we have rebuilt our cash reserves and are introducing new products and expanding into new markets.

What was your biggest business mistake?

Over ordering for supermarkets (they usually don't sell as much as you expect them to sell).

Piece of Red Tape that hampers growth most:

When exporting it can be time consuming to get Certificates of Origin and EUR1 forms from the Chambers of Commerce. I also don't understand why we have to pay VAT on goods we import and then claim it back three months later as it ties up our cash flow for three months.

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

Spending too much money, not getting enough sales and getting distracted by doing too many things.

How will your market look in three years?

We focus on developing innovative products that customers have not seen before. Stationery is a very traditional market and more sales will be online, via Twitter and Facebook. There will be fewer trade customers and more competition due to changes in technology. Same day delivery will be common in three years, especially in London and major cities.

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

You need to keep focused and disciplined and you must also remember to make a profit!

Personal growth

Biggest luxury:

My Range Rover Sport

Executive education or learn it on the job?

I think learning on the job is better but we actively employ young people from college and university. Members of our team come from Worcester Technology College, Aston University and Swansea University.

What would make you a better leader?

Being more patient and taking slightly more time to make decisions. I would save more money if I did this.

Business book:

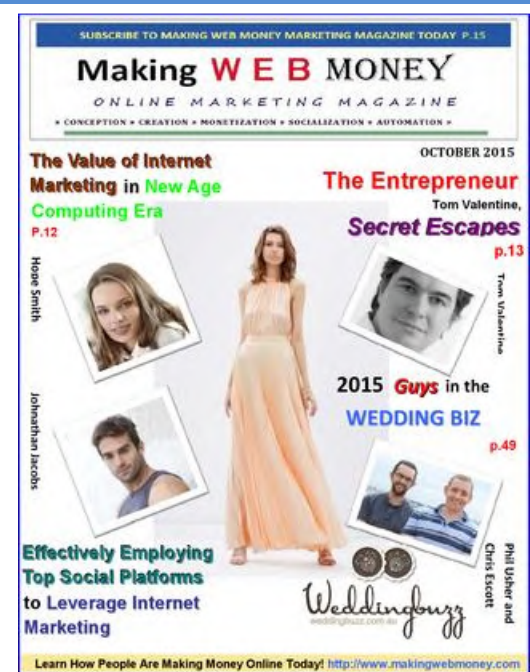
How to Get Rich by Felix Dennis. Anyone Can Do It by Duncan Bannatyne is also inspiring.



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MWM ask the expert

Interview with Douglas Karr

CEO of DK New Media

www.dknewmedia.com



"You can't agree with everyone and become an authority."

You must differentiate yourself, not be everything to everyone."

Hello Marketers! In today's interview, I had the opportunity to speak with Douglas Karr, the CEO of DK New Media, the founder of Marketing Technology Blog, and renowned international author and speaker on social and search marketing.

Douglas is one of the leading proponents in the digital marketing space for using big data analysis to tailor marketing efforts and using his expertise in planning and guiding marketing strategies of DK New Media's top tier clients like GoDaddy, Angie's List, and Mindjet. His book *Corporate Blogging for Dummies* was one of the first publications that taught businesses to reach out to audiences through blogging strategies and continues to be a great read for savvy bloggers.

Douglas is also someone who has been in a wide range of roles – from serving honorably in the U.S. Navy, to being a product manager, and then getting into database marketing, co-founding a blogging platform (that went on to be acquired by Oracle), and finally starting DK New Media, he has seen and done it all. We reached out to him recently for an interview and he was happy to set aside some time for us.

In the following interview, he shares with us his knowledge on several things digital marketing.

Did you know?

The first electro-mechanical computer was developed in 1939.

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!



MWM ask the expert

Q. Quality content creation can be a tedious and time-consuming process with the amount of research involved. How do you manage to churn out so much content on the Marketing Tech Blog on a daily basis? Besides content curation, do you have any tips for bloggers to churn out quality content in a short time?

A. In all honesty, I'm not so sure if it's so much content. My goal is to put out two informative posts per work day and two posts on the weekend. There are a few thousand platforms available to marketers right now. There also dozens of enhancements to the platforms every year. If you do the simple math, it would require tens of thousands of posts per year simply to keep up. What I continue to look at is focusing on the prioritization of the topics, relevance to our audience, and ensuring any gaps are identified, researched, and produced.

I have over 50 drafts on my blog – topic ideas where I'm waiting for a response back from a resource or time to do additional research. My goal isn't to write a perfect article; it's to get the information out there as quickly and accurately as possible, and then continue to expand the content as information is found. My tips for bloggers to churn out quality content is to ensure you have something valuable to your audience and do not hesitate to click publish. It's that simple.

Stop trying to make every article perfect today, you can continuously improve and enhance the same article over time – even republishing it as new when it makes sense. Being valuable doesn't require being perfect.

Q. You recommend a content strategy that involves the use of earned, paid, shared, and owned media. Can you give us some examples on how each of these marketing channels complement each other?

A. While we predominantly utilize owned media to drive people back to our properties, we want to raise the awareness of our content through relevant sources elsewhere. I view our strategy as a pyramid with our blog being the very highest point. Earned media naturally comes as we develop new rich content that other sites see value in and share to their audiences.

We also utilize public relations to increase our visibility to targeted earned media resources. Shared media extends our reach significantly, and we utilize it to drive traffic back to our site. Paid media is something that we tend to use sparingly. While we could drive a lot more attention, I don't want to artificially inflate our image in the space by buying visits. True authority doesn't come from buying audience; it comes from impressing it.

Q. DK New Media is a company that diverted from the agency route and chose to service clients that are from the marketing and technology niche. What was the main reason for such a transition?

A. I've worked in online marketing since the inception of the Internet. I've personally worked with and for some of the largest software as a service provider in the marketing industry. That experience is valuable and we've used it to help launch dozens of other companies and assist in helping them develop their platforms.

Through the Marketing Technology Blog, we have an audience. Through my work, we have experience. And through the agency, we have the best network and resources in the industry. No other agency can compete with that. If you're going to start an agency, you have to work in the area you love and can succeed in. For us, that's marketing technology.

Q. You do recommend paid advertising to outreach competitors. Which is your favorite paid advertising channel? Can you give some examples of strategies that you have used successfully?

A. If you're looking to extend your market share, you have to reach your market. If that market is owned by someone else, you need to pay to reach their audience. This is what our sponsors on our publication do with us. A typical example we often deploy is identifying a topic on our client's site that attracted engagement and conversions for our client. We respond by diving deeper into the topic and developing an infographic and, more often than that, a white paper. To ensure a return on investment, we spark interest by bombarding some sources with small campaigns, including Facebook, LinkedIn, and StumbleUpon. Our goal is to spark interest, not drive ongoing campaigns. StumbleUpon has been very successful for this.





DKNEWMEDIA

Q. What are the 3 most common mistakes you've spotted in the blogging strategies of digital marketing agencies?

- A. 1) Not writing consistently.
- 2) Writing about themselves too much.
- 3) Viewing content as a production of a series of finished products rather than a collection of parts in an overall content library.

Q. On your blog you advocate the importance of authority in having a successful content marketing strategy. Do you have any advice on how digital marketing startups can build niche authority for their clients both locally and globally?

A. Authority is something that's provided to you by your audience or community. You can't agree with everyone and become an authority. You must differentiate yourself, not be everything to everyone. If there are better resources for your audience to attain knowledge in certain areas, stop trying to compete with them. Instead, point your audience to them. You gain respect and authority when you know what you do well and know who can do the rest. We advocate a process called Content Authority where you analyze and improve content in the areas you have traction. Over time, your authority will expand as you become known as an authority in very specific topics.

Q. Compendium, the blogging platform that you co-founded with Chris Baggott has changed a lot since it was acquired by Oracle. Are you proud of what it has become? Also, what content optimization and blogging platforms do you use intensively?

A. I'm not proud nor ashamed of my work with Compendium. It was a great business learning experience, having never been involved in a startup from scratch before. The company pivoted a few times to take advantage of the market and that was good for the shareholders and the city. Of course, saying Oracle bought the company you started is always a cool thing.

It's important to note that the original plan for the platform was honestly never realized (but still could be). The problem we identified was that blogging was difficult – from the optimization of the site to naming, categorization, tagging, and measuring the impact of articles. In my opinion, it's even more of a complex process nowadays than it was then.

Q. Can you detail how you use predictive marketing to analyze or optimize a marketing strategy for big companies? Also, can you explain how small publishers and agencies can mimic this route for analyzing and developing well-planned marketing strategies for their clients?

A. Utilizing a ton of data sources we're able to identify the content that drives business results. We can then identify the content that's missing and prioritize it for increased business results. It's a long-term strategy that requires a lot of resources and momentum, but it's worked extremely well for our clients. It's a strategy that drives home working on your strengths rather than wasting resources on work that can not compete nor accomplish your business goals.

Q. Your book, Corporate Blogging for Dummies, is one of the most authoritative and detailed guides on how companies can grow their online presence through blogging and develop an inbound marketing strategy. What inspired you to write the book? Do you plan to author any other books in the future?

A. Well, thank you! While developing strategies for dozens of clients – both large and small – I saw that there was a huge gap between the bloggers that were writing for personal gain and the corporations that wished to engage with their audiences.

Kyle Lacy wrote Twitter Marketing for Dummies and pitched Wiley that my book would be ideal for them. I teamed up with Chantelle Flannery, a colleague that I worked incredibly well with, and we wrote a book that still stands the test of time (outside of some outdated platform changes and organic search advancements).

Q. In Chad Pollitt's words, "SEO is not something you do anymore. It's what happens when you do everything else right." What is your take on this?

A. Years ago, I caught quite a bit of heat for calling the SEO industry dead. The industry had become a dirty \$5 billion industry of people who understood how to intelligently game the algorithms. As a result, some of the largest companies invested heavily and rose to the top of the search engines without the true authority of the industry to get there. We were seeing a continued problem where these companies were ranking well, but not converting well.

The industry had figured out the math associated with search algorithms but lacked any marketing intuition on how to convert the audience. Marketers who did an amazing job were being overrun by backlink farms. We handled several clients that had unknowingly fallen victim to these strategies, and we became recognized as an honest SEO resource that had turned around several very large companies.

If you asked these SEO consultants, they thought they were doing nothing wrong. They still refuse that they're doing anything wrong. Unfortunately, there's a huge percent of that industry that continues to do damage to their clients today. The algorithms have caught up with them. SEO is no longer a math problem, thank goodness. It's back to becoming a people problem – also known as marketing.

Chad's quote is perfect. There is some baseline optimization that you should do simply to assist the search engines in indexing your site. However, the ranking of your content is ultimately dependent upon its quality and popularity. Jay Baer has done research that the average blog post costs a company \$900, and 80 to 90% of your traffic comes from 10 to 20% of your posts. Stop worrying about quantity and start investing in quality.

"True authority doesn't come from buying audience; it comes from impressing it." I love this quote and completely agree. Thank you for sharing your knowledge with us, Douglas, and for taking the time to answer my questions.



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

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ARE YOU A **VICTIM** OF INTERNET MARKETING?

By: Celia Mann



Internet marketing is one of the ways of advertising one's business or products. It is a boon for business owners, advertisers as well as publishers. Even the customers find it easy to navigate to their desired products for an easy buy through internet marketing. But at times a boon turns into a bane when exploited or misused, as is the case with internet marketing as well. The privacy and security of consumers is at stake with the current state of internet advertising in following ways:

- **Privacy Concerns:** Advertisers use behavioural targeting in order to track a consumer's preferences or need for a product. But when seen from a consumer's perspective, it seems to be a violation of their privacy. Due to this reason internet users choose Do Not Track option in order to restrict the advertiser's or publisher's tracking of their preferences and prefer avoidance of web bugs and use of cookies to avoid future nuisance.

- **Malware infection:** Consumers also face the risk of malware, which is adware installed without the permission of the computer user, through the use of internet marketing. Most of the times this malware or malvertising, leads to infection of a virus into the computer ending up as a big trouble for the user.
- **Scammers:** A consumer needs to be cautious of ads which look tempting but might lead to cases of phishing or scams. These scams take place when a consumer reveals his or her identity, personal or bank details while interacting with a fraud online advertisement.
- **Spam:** Another common nuisance for a consumer is spam or junk e-mails in bulk which are a result of internet marketing.

In response to these issues related with internet marketing, consumers have become wary of using online advertised services. But the marketers have also made various efforts to retain their number of online consumers by providing opt-out options, following self-regulatory principles and a code of conduct in order to develop standards of the industry.

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A consumer needs to be cautious of ads which look tempting but might lead to cases of phishing or scams. These scams take place when a consumer reveals his or her identity, personal or bank details while interacting with a fraud online advertisement.

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BUILDING A BRAND ON THE WEB - TYPES OF *INTERNET* *MARKETING*

By: Lauren Benson



We all know that the web is one of the primary sources to remain connected with people all over the world. In today's age, we also rely on the web for business deals, attracting potential customers and popularizing a business idea. However, not many of us know that in the web has *marketing tools* that can reach people far and wide. The **types of Internet marketing** are growing in number and many of them are simple and *cost effective*. Here's a list on the various types that exist on the internet.

Search Engine optimization

SEO or Search Engine Optimization is essential in building your *presence* on the web. You need to have a website or a blog that has to be optimized by your potential clients. SEO helps you do that, thus attracting a lot of customers to your site. SEO makes use of titles, images, keywords and images to increase *search engine coverage*.

Social Media marketing

It has taken the Internet by storm and is one of the primary reasons for attracting customers to your products. It is a cost effective method as marketing on platforms such as Facebook, Twitter, Google+ is absolutely free. One can communicate easily and *share experiences* to increase the popularity of the business.

Pay per click advertising

PPC or Pay per click is a system where a business pays for the advertisement once a *potential customer* clicks on it. PPC attracts clients who are looking for a specific *need*. The biggest benefit of PPC is the success rate at which customers click on the ad as these ads can be displayed within days.

Media intervention

The *press* can play an important role in promoting your business. If a *publication* has to write about you then you need to create an event that can be talked about. An event such as a sale day or a contest is a great way to attract customers. A write up on this event will definitely attract a lot of customers.

Key words-Types of Internet Marketing

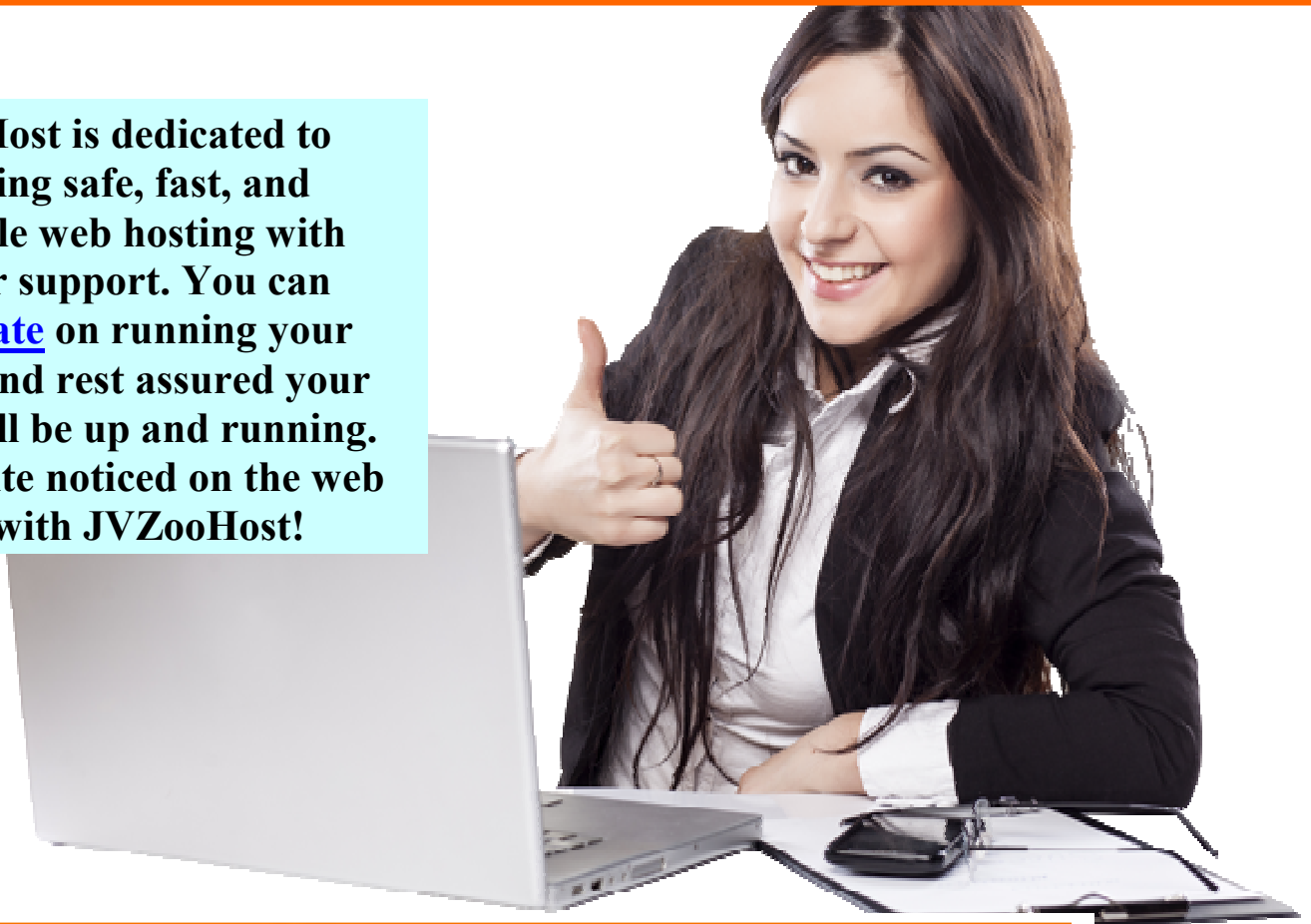
LSI words- press, publication, need, potential customer, share experiences, presence, search engine coverage, marketing tool, cost effective.



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JUVO SLEEP TRACKER AND MANAGEMENT APP

If you are looking for a way to monitor and track your sleep patterns without the need to actually have to wear anything, a new device called the Juvo might be worth more investigation.

Juvo is a new sleep tracking device that is capable of monitoring your sleeping patterns from under your bed removing the restriction that some sleep tracking wearable devices come with.

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Elephant Door has been designed to provide a simple home security system that will notify you if your home is under threat and will notify you using the companion smartphone application.

Cast By Genii Will Let You Stream and Share Entertainment with Friends



Have you ever wanted to watch a show or movie with friends, but you all live in different parts of the world? The best you can hope for is getting on Skype and counting down from 3 to all hit the play button at the same time. However, connection issues throw the whole thing off, and make the distance between everyone even more noticeable.

We've seen tons of media streaming devices, but how many of them will let you watch in tandem with your friends? Cast by Genii is a wireless home video system and console that will turn your TV, projector, camera, computer, and mobile devices into smarter versions of themselves. This has three aspects which consists of the CAST box, camera, and an HDMI stick. The more displays you want to use, the more HDMI sticks you'll need.

This works alongside an app which will connect you to tons of channels, let you do video chat, or have instant messaging overlay on whatever you're all watching. You'll be able to watch with up to 6 people in your friends and family circle, just like if you were having people over. The only cable you'll need to worry about is the one that you put into the wall to power the CAST. This is going to cost you \$299 for all three aspects mentioned previously, but you can buy more bundles and have it cheaper on the whole if you want a bunch of people in your friend group to be in on the action.

Available for crowdfunding on Kickstarter

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

Did you know?



Ink jet ink costs \$5000 per gallon.



CRACKING THE CODE OF INTERNET MARKETING

With the advent of technology in our modern urbanized lives, everything is available on a click of the mouse. Things which once took time to be available in the malls or roadside markets are now available inside our home to be bought on just firing up our laptops. What has brought about this revolutionary change?

The answer is an easy two-worded term of Internet Marketing or Online Marketing! All the pop-ups, banner-ads, e-mails, promotional messages or search ads come under the umbrella term of Internet Marketing or Online Advertising. Internet Marketing or Internet Advertising refers to advertising and marketing through the means of internet. It uses the web or e-mail services as a promotional base in order to gain direct sales through e-commerce or electronic commerce.

Internet Marketing includes e-mail marketing, web marketing which covers the domains of search engine marketing (SEM), display advertising and promotion through websites, social media marketing and mobile marketing

This does not mean other modes of advertisement are ignored. In fact other marketing options such as television, radio, magazines and newspapers are also used in addition to the internet one for effective advertisement. Just like these traditional modes of advertising, Internet Marketing also involves a publisher and an advertiser. The publisher incorporates the advertisements into its online content while the advertiser offers the advertisement to be published.

Along with a publisher and an advertiser, advertising agencies might also act as middlemen. They help in the conception and placement of the advertisement through an ad server which not only technologically puts up the ad but also tracks statistics. Advertising affiliates might also be involved by the advertiser for doing any additional promotional work.

Internet Marketing includes e-mail marketing, web marketing which covers the domains of search engine marketing (SEM), display advertising and promotion through websites, social media marketing and mobile marketing. These delivery methods provide promotional messages and advertisements to current as well as prospective customers. Though quite beneficial to all, many of the Internet Marketing practices are subject to regulation in privacy, data collection and methods of delivery.

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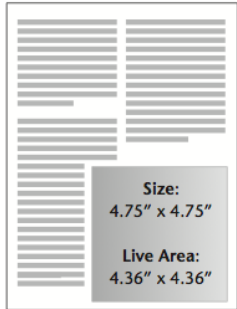


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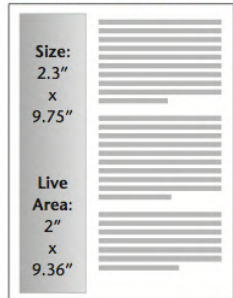
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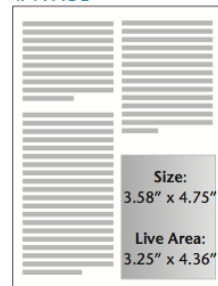
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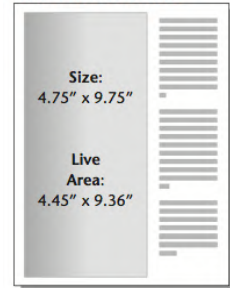
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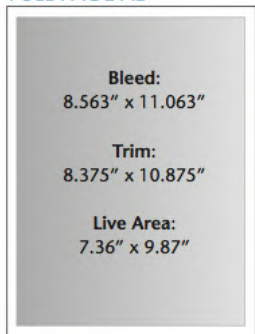
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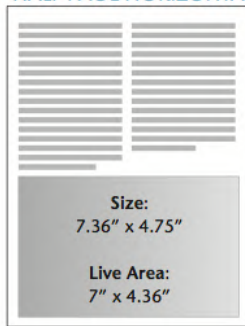
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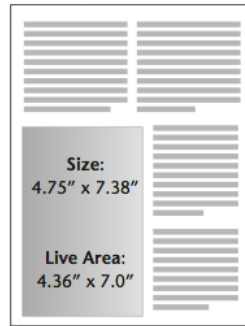
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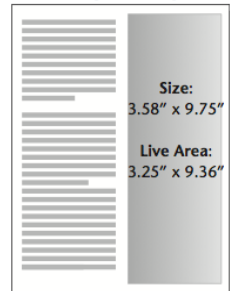
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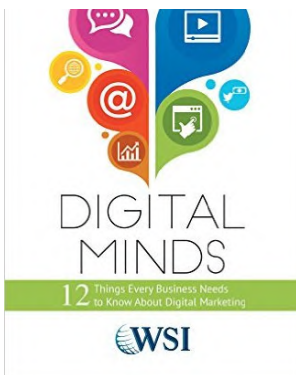


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Digital Minds: 12 Things Every Business Needs to Know About Digital Marketing (2nd Edition)

By WSI

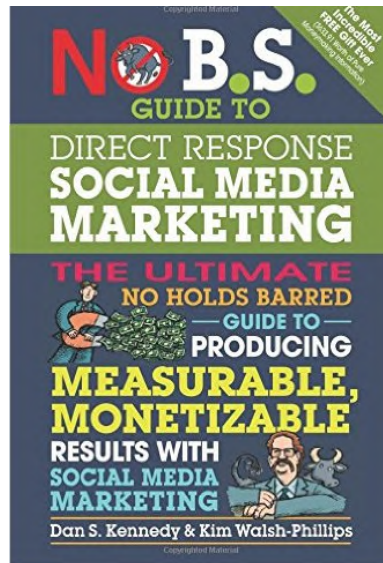


The progression of the Internet hasn't slowed down one bit; in fact, it's only just begun. And with capabilities like visitor tracking, geo-targeting and personalized marketing, the business competition on the digital playing field has become more aggressive than ever. The advancements are rapid; adaptation is vital. And yet, business owners are either too tentative to dive in or want to get started but just don't know where to begin.

In the 2nd edition of WSI's Digital Minds, we provide a map (literally!) that's designed to help professionals navigate through the complexities of the digital marketing realm. Fourteen of WSI's thought-leaders explore how online strategies like web design, marketing automation, eCommerce, SEO, reputation management, email marketing and more have been shaped by online consumers and their mobile device du jour! By evolving alongside the growing trends, your brand will be equipped to leave the competition far behind.

No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing

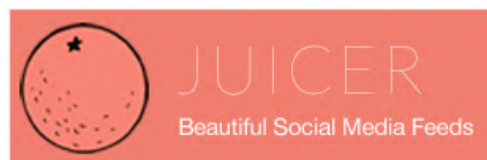
By Dan S. Kennedy & Kim Walsh-Phillips



To avoid grabbing every business owner he meets by the shoulders and shaking them, millionaire maker Dan S. Kennedy has joined with marketing strategist Kim Walsh-Phillips to help business owners, private practice professionals, and professional marketers start making dollars and cents of their social media marketing.

Daring readers to stop accepting non-monetizable "likes" and "shares" for their investment of time, money, and energy, Kennedy and Walsh-Phillips urge readers to see their social platforms for what they are — another channel to reach customers and gain leads and sales for their efforts. Illustrated by case studies and examples, this No B.S. guide delivers practical strategies for applying the same direct-response marketing rules Kennedy has himself found effective in all other mediums.

This book covers how to stop being a wimp and make the switch from a passive content presence into an active conversion tool; how to become a lead magnet by setting up social media profiles that focus on the needs of ideal prospects (not the product or service); creating raving fans that create introductions to their networks; how to move cold social media traffic into customers; the role of paid media and how to leverage social media advertising to drive sales.



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- ✓ Increase Social Engagement
- ✓ Make your site more dynamic with no extra work

Description

Juicer is a service that allows you to enter in the name of your social media accounts (or, if you prefer, hashtags) and Juicer will automatically pull the posts from these feeds and embed them into any of your pages with an easy shortcode. Juicer will automatically update these feeds whenever you create posts for your social media accounts.



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This integration gives you the ability to sync your Shopify products across to Infusionsoft or Ontraport.

It also syncs all purchases, so you can take advantage of the affiliate modules of each platform.

On top of this it gives you the ability to add contacts to campaigns automatically based on the product they purchase.

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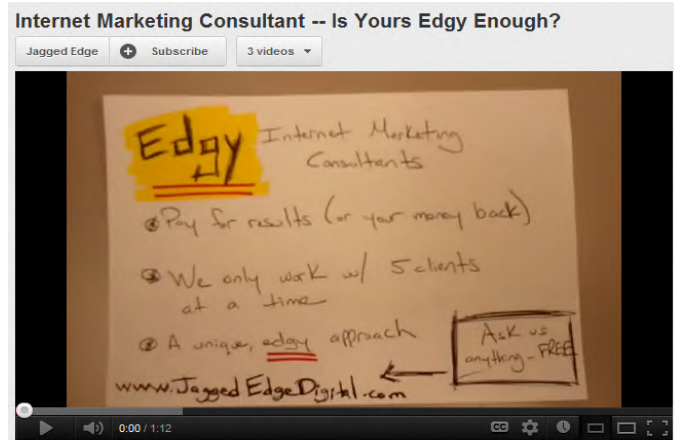


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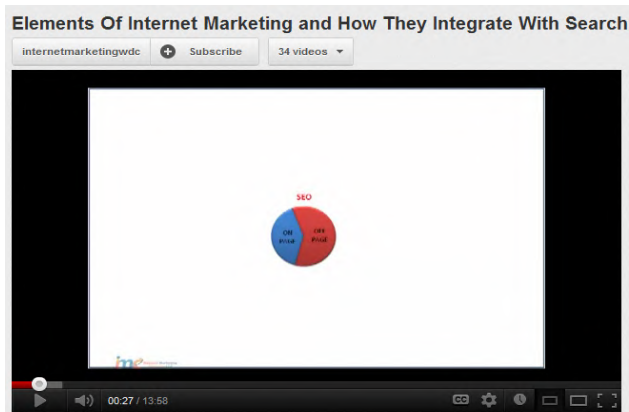
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GO DIGITAL- A GUIDE ON INTERNET MARKETING

By: Lauren Benson

The Internet has transformed our lives in this era of technology. No matter where we are or what we do, our lives revolve around the internet. While we use the internet for emails and information, the last decade has seen a lot entrepreneurs using this medium to market their products. **Internet marketing** is still in its nascent stage, however here's a quick guide on how to boost your marketing skills via this medium.

The number game

You cannot miss out on *numbers* while marketing your business online. Do a quick research and get to know terms like conversion rates, bounce rates, churn, engagement and order value. One blog that you can refer to is 'Occam's Razor' as the author is an expert on *analytics*. It's great for a beginner to get an insight into this topic.

Send that mail

The initial platform for social networking has always been through email. It's simple and easy. Use this to your advantage as it is one of the best channels available today. The world of Social media New platforms emerge on Social media every day. It is all about connecting with the right set of people. Linked in, Facebook and Twitter are the renowned ones. Get to know tools like Autosend, Buzz Sumo Picreel, Mention and you'll have a clearer picture of social media engagement.

Create the content

'Content marketing' is the new buzzword on the internet. *Creating content* around your business will connect you to the right readers, build your brand as well as create trust amongst your audience. There are a lot of blogs on the web to help you get started with this practice.

The toughest part about **Internet Marketing** is to get going. A lot of people on the internet are writing content to get instant hits and hence you may not know which one to begin with. The big win here is to get the information that you desire, understand it thoroughly and then take the *right action*. One need not get overwhelmed because of the quantity of information on the internet.





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MWM Q&A

SOCIAL MEDIA INTERVIEW: NEJC SKOBERNE, ONLINE MARKETING SPECIALIST – BE MEMORABLE



“Do not focus on the amount of likes and followers alone! Rather plan your KPIs around engagement, reach and ROI.”

o not focus on the amount of likes and followers alone! Rather plan your KPIs around engagement, reach and ROI.”

Who are you and what does your company do?

Nejc “Nick” Skoberne, man of many interests in the digital world and the current Online Marketing Specialist at Be Memorable.

Be Memorable

is a team of creative, technologists, and enterprise enthusiasts that share a passion for building & maintaining incredible e-commerce businesses

How and why did you get started in social media?

I was always interested in what makes people share funny cat videos but not useful infographics about health. So I started an experiment on my own Facebook and Twitter feeds to find out what is the content type that people would be most inclined to share.

The experiment happened about five or six years ago now, but the content type that people like to share still largely remains the same.

After that I decided that I want to work in Social Media and Digital Marketing for the next few years and so far I had the privilege of working with small and big international brands, either directly for them or advising them through a digital agency.

What do you believe the benefits of using social media for business?

I’m not a strong believer of mass cold calling and cold emailing, therefore I think social media should be a vital part of the inbound marketing strategy of every B2B company.

A B2C company can leverage social media even more, not only in terms of creating unique and sharable content but also in creating unique experiences while interacting with the consumers. Imagine being a child in today’s world and trying to interact with your favorite toy company, it’s very easy and fast. Now imagine doing the same thing in the 80s or 90s; Snail mail was your best friend.

What do you think are common mistakes business owners make when building brand awareness on social media?

Not utilizing on the two-way communication and thinking that the profile will run itself.

Utilizing the two-way communication with the consumer can generate truly memorable experiences that will last a long time.

I find numerous e-commerce business on Facebook every week that think posting their weekly deals on the page's timeline will automatically attract customers. But the only thing, as a consumer I can think of, when I see that, is: "How is that engaging me?" And it actually makes my head think if I should unlike the page altogether.

What qualities do you think social media managers should have?

They should be adventurous and fearless! We are all looking for the next big "shearable" thing (remember What color is the dress?) and thinking "old school" will not bring you results on social media. Don't be afraid to be bold and feisty (remember Samsung and "bendgate"?), but be respectful and play by the rules, otherwise things can turn around quite quickly.

How do business owners know if their social media campaign is working?

Before you start any social media campaign you should set very clear KPIs that you wish to achieve and hopefully surpass, so you can clearly measure if a campaign was successful or not.

Do not focus on the amount of likes and followers alone! Rather plan your KPIs around engagement, reach and ROI. Keep a clear and independent eye on analytics throughout the campaign and don't panic if the first few posts do not have the expected reach. Remember the Pareto's "life" 20/80 rule you will have 80 percent of the engagement from only 20 percent of the posts.

How do you see social media evolving over the next 5 years...what do you hope to see?

Outside of the fact that some of the platforms will disappear and new ones will appear, I definitely think social media marketers will start to purely focus on mobile platforms as the desktop traffic is slowly beginning to decline. I also think that social media will become even more personalized up to the point where brands will be able to offer you personalised and unique brand experiences on their social platforms. Sadly I also think that eventually the big platforms will become ad-free in exchange for a monthly subscription fee.

What are your favourite platforms for social media marketing?

Instagram and Snapchat. Snapchat is an amazing platform for brands that target the teen audience. Because of how fast the snap disappears and how it creates scarcity and the "need" to know more fascinates me. It's the perfect platform for creating "Cliffhangers"!



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Learning Walker
(Frustration Free)



VTech Move and Crawl
Ball, Orange
12 December 2013



LEGO CHIMA 79016 The
Lion Chi Temple
12 December 2013



Furby Pink and Blue-
Heart's Boom Plush Toy
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Maisto RC Rock Crawler
(Colors May Vary)
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LeapFrog My Pal Violet
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Razor M1050 Dirt Rocket
Electric Motocross Bike
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Feature Article

ONLINE MARKETING STRATEGIES THAT EVERY REALTOR

SHOULD KNOW



By: Dewey Douglas

A real estate professional will always know that his online presence is crucial to his success. If he has to increase his clients and generate leads he must have good **online marketing strategies**. Mere presence online is not going to help him as the competition is tremendous. Starting a blog is good or creating a website is even better, however this article will share strategies that will help take your real estate business to the next level.

Web design

A lot of website visitors use their *mobile applications* to get to your site. You need to create a mobile friendly site for the audience. Web design needs to be creative and *responsive*. It simply means that the design needs to change as per the visitors browser size. Statistics shows that this strategy has a better *conversion rate* and clients will be happy to learn that they have access to your website with any device.

Local content

You will have a lot of first time buyers and sellers and hence creating content for them can be helpful. You can create content for the *locations* your business covers. People living in your area will be interested to know about events in the locality. If your content caters to their need, then you are bound attract customers to your site and even introduce them to your products.

Capture reviews

Ask customers their *reviews* and the ones that are important for your business. Any customer feedback through email or phone must be captured and ask them to review it on sites like Zillow. Zillow is a leader in home listing sites and there are 16 million visitors that access this site in a month. You can also share your *customer reviews* on their website.

Social networking

You may have a facebook page on social media, however it is essential for your business that you have excellent *cover photos*. It's a great **online marketing strategy** and you can use your facebook cover photo to highlight your *mobile app* as well.

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MakingWebMoney.com



Quotable:

“

“Our relationships with our computers are almost sexual, they're so close. They're just such a huge part of our lives.” ~Mackenzie Davis



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

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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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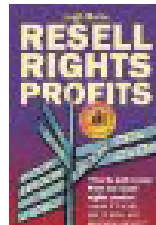
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[iPad2](#)

[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

Lauren Benson

Lauren Benson is a bit new in the Internet marketing industry, but do not underestimate her skills. In her 2 years of experience, she has helped many businesses succeed.



Dewey Douglas

Dewey Douglas is a graphic artist by heart, but he also enjoys analyzing keywords and other online data. His hobbies include playing the guitar and watching sci-fi films.



Molly Huff

Molly Huff may look sweet, but when it comes to digital marketing, she is one tough cookie. She writes her own blog and she manages social media accounts of several businesses.



Logan Kugler

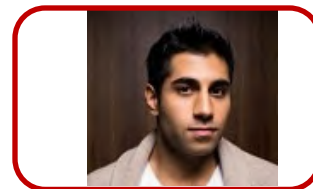
Logan Kugler is a Serial Entrepreneur, Freelance Writer, Middle-School Dropout



MWM contributors

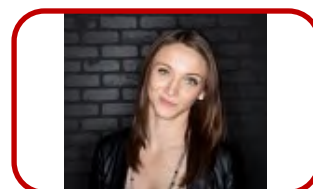
Leo Lamb

Leo Lamb is an Internet marketer based in Melbourne. He started his web marketing company in 2011 and he has then grown his league of satisfied clients.



Celia Mann

Celia Mann has been a content marketer for over 4 years. She is very versatile and she writes about different topics, from relationships to finance.



Adithya Murali

Adithya is the link earner, around-the-clock experimenter and community outreach ninja at TechWyse. He loves to blog, reverse engineer websites, and to be proven wrong. The last one was a lie.



Vishal Pindoriya

Vishal Pindoriya Senior Marketing Analyst at Sendible
London, UK



ONLINE SALES- ADVANTAGES OF INTERNET MARKETING

If you think that only the tech savvy can achieve success in Internet Marketing then you need to think really hard. Today, a lot of technical work can be done with a click on the mouse, thus making it easy for a newbie. As people are connected all over the world, it becomes imperative for a business owner to attract customers on the web and build a relationship that's long lasting. The **advantages of Internet marketing** are plenty if you want to increase your *sales* through these customers.

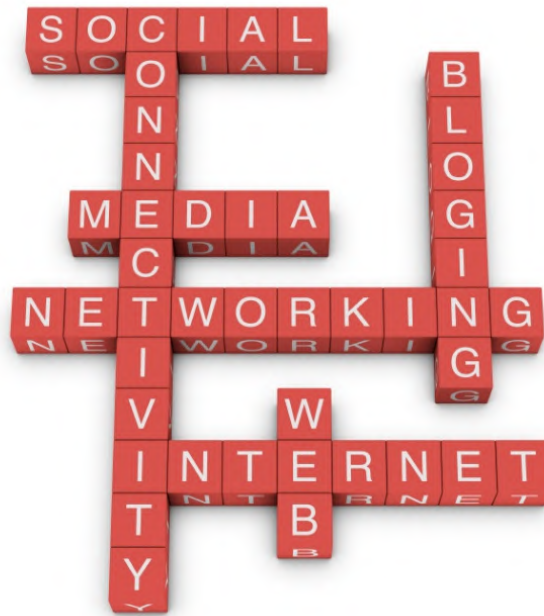
It is Cost Effective

Internet Marketing requires *less investment* or none at all. Creating a website, a blog or a page on social media sites is *less expensive* as compared to traditional methods. Newspaper, radio and television marketing require huge sums of money as compared to Facebook and Google advertising.

Power of Automation

A click on the mouse will help your business get the desired attention. Traditional marketing methods rely on people and costs whereas internet marketing is cost effective and *saves time*. It gets your business completely *automated*.

By: Leo Lamb



Global reach

With businesses online, the customer base widens and marketers are able to reach a larger audience. Your product can impact *global audience* through your website, blog or content.

The Continuity Effect

If you own a blog or a website, the content that you create remains functional long after the marketing campaign is over. For e.g. If you have done a marketing event to promote your website page and get traffic, it may remain steady for years although your event might be over.

Easy and Convenient

Internet marketing is relatively *easy*. Your consumers throughout the world can reach you with no costs of transportation involved. The consumer can track his entire journey online.

Online transactions

Consumers need not carry cash to pay the marketers. Neither do they have to rely on cheque. All payments can be carried out online through a third party company such as PayPal. Any business owner can take his brand to the next level through the many **advantages that internet marketing** provides.

**WITH BUSINESSES
ONLINE, THE
CUSTOMER BASE
WIDENS AND
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TO REACH A LARGER
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PRODUCT CAN IMPACT
GLOBAL AUDIENCE
THROUGH YOUR
WEBSITE, BLOG OR
CONTENT.**



STRATEGIZING INTERNET MARKETING

You have set up your business already but want to boost up sales now. The best method you know for the same is advertising. You know about the latest trend of internet marketing but do not know how to go about it. Here's a quick step guide which will help you strategically plan an effective internet marketing technique.

✓ Step 1

Plan an attractive yet simple to use web design and web promotion plan. Base your website on usability which is easy to navigate.

✓ Step 2

Practice effective Search Engine Optimization skills and get top ranks in major search engines. This not only attracts high-quality in bound links but also builds trust and credibility with your customers.

✓ Step 3

Learn about and make use of e-mail marketing efficiently which will easily boost up your business.

✓ Step 4

Incorporate affiliate marketing, reseller as well as associate programmes in order to rule your marketing domain.

✓ Step 5

Take help of an internet marketing consultant or an internet marketing coach who can analyse and provide feedback to the whole process you have finalised for yourself.

✓ Step 6

Make an opt-in e-mail list which is responsive and interactive. Ensure that the content of the e-mail is meaningful and the frequency of the e-mail is not annoying to the recipient.

✓ Step 7

Be visible to one and all by getting listed in news stories, news feeds on social media and publishing articles.

✓ Step 8

Keep the world updated by writing and publishing relevant online press releases.

✓ Step 9

Provide special offers, run contests or discount options through your website.

✓ Step 10

Keep a blog and stay connected with your customers or blog visitors to receive feedback and improve upon your business or product.

Following these steps will help you strategize your internet marketing effectively in a way that attracts more customers, increases sales and also enhances the brand value of your product or business.

Feature Article .

SUCCESS STORIES OF INTERNET MARKETERS- HOW THEY ACHIEVED IT

By: Celia Mann

To achieve success in Internet marketing is not that easy. A lot of Internet Marketers do not see success as they are looking to earn a quick buck. It requires discipline, dedication and perseverance and not many marketers have these qualities. Some Internet marketers have achieved tremendous success and we are going to unravel their recipe for success.

Brian Dean of Backlinko

Brian started a blog in 2013 and began to write on it daily. He failed miserably to get visitors to his site and hence changed his *strategy* a bit. He started looking out for sites where no *internet marketer* had gone. He thinks 'Flippa' for great *content* ideas.

He went to the advanced search option that had sites which had more than 1000 monthly subscribers. He said that the sales page gave him an *insight* to something that he had never heard of. He feels that the content needs to be *creatively designed, exceptionally written and thoroughly updated*.



Noah Kagan of AppSumo



Noah was one of the early recruits of Facebook and was fired from the company soon. He says that one must accept this harsh truth and move on and that's what he did. He started organizing events where experts from the *media* industry would come and speak. He built a *network* which helped his brand in a big way.

He asked a group of *digital marketers* to provide packages and deals which small time businesses were in need of. The solution was to create courses for them. They built quality courses where business owners could learn how to make money. And he created a product called AppSumo. They made 1 million dollars in the first year. He says his biggest learning comes from *people* as he built a product which they liked.

These **Internet marketers** found out what exactly they lacked and what the customers were looking for. They built their ideas around it and achieved success in a short span of time.

MWM USEFUL TRAINING

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HOW THIS ENTREPRENEUR WENT FROM TRAILER PARK TO PARTNERS WITH FACEBOOK IN A YEAR

By: Logan Kugler



“AFTER WATCHING THE SOCIAL NETWORK, I INSTANTLY KNEW WE HAD TO BUILD SOMETHING.”

March 25, 2015 was a day that Jeremy Greene will never forget. It was the day Mark Zuckerberg went all-in on his company.

At Facebook’s F8 developer conference, Zuckerberg announced the latest iteration of Facebook Messenger. It included a direct integration of PingTank, the social-media app Greene created that lets users customize photos with animation overlays. Overnight, PingTank was on 600 million mobile devices. The app is regularly touted by celebrities like Tyga, Akon and Mel B., and is backed by legendary venture capitalist Tim Draper.

It’s a story torn from the script of *The Social Network*: Brilliant software engineer goes from reject to red carpet after his app takes the world by storm.

Except for one tiny detail. Make that several tiny details.

Jeremy Greene isn't an engineer. He barely graduated high school. He grew up in Waterville, Maine, not Silicon Valley. And a year before the F8 announcement, he was living in a trailer park, on his last five borrowed dollars. He spent his formative years lost in the foster system. "They took me away because my mom couldn't care for me and put me in a kid's shelter," Greene says of his troubled upbringing.

Despite his struggles, he conceived, built and launched PingTank -- and then sold Facebook on his vision -- without spending a day in the shoes of the tech elite.

Greene's meteoric rise from Salem's Lot to Silicon Valley was achieved through extraordinary hustle and deathless determination, irresistible salesmanship and a team he hired of mad geniuses who work and live out of the "PingTank mansion" in Hollywood (not Silicon Valley)—where the team's latest marketing stunt involved Greene getting "arrested," a helicopter and an impromptu performance by Tyga.

His speed, unconventionality and boldness make him dangerous to competitors and have brought in millions in venture capital for the young company. His latest move? He made 12-year-old Sammy Parsley PingTank's VP of youth marketing. It's just one example of how Greene acts instantly on things you'll see everyone else hesitate at.

"Jeremy is a force of nature who creates value out of thin air and runs through brick walls that stop others in their tracks. And that's exactly the kind of person investors like me like to back," says Rafe Furst, co-founder of Crowdfunder and a PingTank investor.

The school of hard knocks

Jeremy's hustle, salesmanship and knack for leveraging star talent came from some lessons learned in the school of hard knocks. When he was 15, his mother relinquished her possession of him to the state. He tried to run away and the state put him in juvenile prison.

"You're in your boxers in a room with no windows that's freezing cold and smells like piss," says Greene.

When he got out of juvie, a series of positive role models helped him get an education (he's the first in his family to graduate high school) and move into his own place. He started working on his lifelong dream: music. "I realized music was my only way out, and I started using technology to get there," Greene says. His timing was perfect. Before the days of 10-second messages and live-streaming video, MySpace was king, especially among musicians and their fans. So Greene started creating music and uploading it to the social-networking site. His popularity grew fast -- a little too fast. People started distributing his music illegally instead of paying for it. One day, he confronted a hacker who was giving his tracks away. "The hacker said, 'Look, I'm actually helping you. I'm putting your music out into the world,'" Greene says. Most people would thrash back. But Greene was hustling to survive; he wanted the most exposure possible.



"I asked him, 'If you can hack my page, can you also hack MySpace?'" The answer was yes. Greene convinced the hacker to promote his already popular music further by gaming the MySpace algorithm. In one of those anecdotes that seems less strange the more you get to know Greene, MySpace didn't shut him down; they offered him a record deal.

"MySpace said, 'We know you're hacking us, but we don't know how, and we can't prove it. But your music is so good, we'd like to sign you,'" Greene says. He met with the head of MySpace's record label, and walked out with a deal.

What followed was massive popularity on the social-networking site and a record deal with mega-producer Diddy, who found Greene through the site. Greene soon was collaborating with will.i.am, Pitbull, Chris Brown and LMFAO.

But the success didn't last. He parted ways with his record label and, eventually, went broke. His friends stopped calling. And prospective record deals dried up. He couldn't afford his own place, so a friend bankrolled his rent at a trailer park while he worked on revitalizing his music career.

"I just knew there was something bigger for me," Greene says, when asked why he didn't just quit. "I knew something would eventually happen if I kept going."

He was right. Something did happen. Greene saw a movie about the world's youngest billionaire.

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Building a better social network

Greene and his longtime friend (now PingTank CTO) Derek Myska watched The Social Network late one night in 2012 and realized they'd found their rocket ship." After watching The Social Network, I instantly knew we had to build something," Greene says. He went to bed that night on fire with the idea of starting his own company—and woke up with the idea for PingTank fully formed after having a dream about it, he says.

PingTank was born. Greene envisioned it as a new way for people to communicate. While users could "like" content on Facebook, there weren't many creative ways for them to vividly express themselves through photos. PingTank wanted to change that. The app allows users to choose from hundreds of animations and lay them over photos on Facebook Messenger, iOS, Android and apps like Instagram. Users can "ping" the creation (the app's version of the "like" button) or "tank" it if they dislike the photo.

Myska, who has a computer-science degree, built the app. Greene, already a master promoter, sold it along with their third co-founder Christopher Dawes, who did event promotion. PingTank attracted 2,500 users in the first few weeks after launch through an email list Greene had from his MySpace days. And that's when the trio knew they were onto something.

There was just one problem: They were all broke. Success wasn't just the best option, it was the only option.

Salvation came in an unlikely form. Greene connected with acclaimed music producer Lars Halvor Jensen on, of all things, Facebook by cold messaging him about his producing career. They bonded over music and set up a Skype call to talk further.

"The first time I Skyped with Lars, I'm sitting wrapped in a blanket," Greene says. "He asked me what was going on, and I told him I had nothing." Greene's heat in his trailer had been turned off, and he couldn't pay to turn it back on. Jensen immediately sent him money to survive.

The music producer didn't just invest in Greene, he invested in PingTank. He's now the company's President and CFO. With Jensen on board and cash in the bank, Greene turned his sights on a man he knew could turn his social-network dream into a Silicon Valley reality.

'You're probably looking at the founder of the next Facebook.'

In one of his trademark bold moves, Greene cold emailed legendary venture capitalist Tim Draper. He got Draper's email by reverse engineering his secretary's email address and plugging in Tim's name instead of hers.

Just 20 minutes later, Draper invited him to come pitch the company in-person at his entrepreneur accelerator program, Draper University.

There was only one problem: The pitch was happening the next day in Palo Alto, Calif.

"I told Lars that Tim wanted to meet with us. The very next day," Greene says. "And we were on the other side of the country in Maine. But Lars said, 'You get one shot.' We had nothing: no presentation and barely a website."

"I just knew there was something bigger for me...I knew something would eventually happen if I kept going."

Jensen stayed up all night writing a business plan and putting his own unique spin on their pitch to appeal to Draper's unconventional ways. (For example, he has had people do jumping jacks or give high-fives before pitching.)

The PingTank mascot was a penguin, so Jensen rented a penguin costume and picked Greene and Myska up from the airport wearing it (nearly getting arrested by airport security in the process). They drove straight to where Draper was, and wearing a penguin suit Jensen stood beside Greene as he pitched one of the world's most prominent venture capitalists in front of a room of young entrepreneurs.

"I told my story, that I had just come from a trailer. I was honest," says Greene. The team's passion, honesty and commitment to standing out from the crowd paid off.

"When I was done, Tim turned to everyone in the room and said 'You're probably looking at the founder of the next Facebook,'" Greene recalls. Draper should know. He passed on an early opportunity to invest in Facebook. But he didn't make the same mistake with PingTank. He invested right after Greene's pitch.

"I told Tim, 'I don't need your money, I need you.' I knew that once I had Tim, I could get everybody," says Greene. He meant it. With Draper as an investor, Greene sold everyone from celebrities to Facebook COO Sheryl Sandberg (thanks to Draper's connections) on the app. Most seem to see what Draper does. "PingTank has the potential to allow a whole new brand of communication," he says.

Draper's involvement was just the beginning. PingTank has raised \$2.2 million to date, has 17 employees and boasts over a million users.

Not everyone, however, is bullish on the company. One investor who passed on the company, Zachary Zeldin, said he isn't sold on the company's vision. "We don't believe that the influencers and partnerships that [PingTank is pursuing] will be as large of a driving force as [PingTank is making] them out to be," Zeldin says.

It's a valid concern. But it's not slowing down Jeremy Greene or his vision for the company.

Greene has been the voice of the company since the beginning but that role is taking on new meaning. He's rebooting his music career as a way to promote PingTank. He's launching concerts on college campuses to spur student adoption of the app. He will also soon be rolling out a Snapchat competitor called ReallyYo. Like everything Greene does, you can be sure it's going to be big.

After all, Greene did his time in the foster system and the trailer park. Now that those are behind him and the chains are off, he's moving at a pace that makes even Silicon Valley look slow.

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

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

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

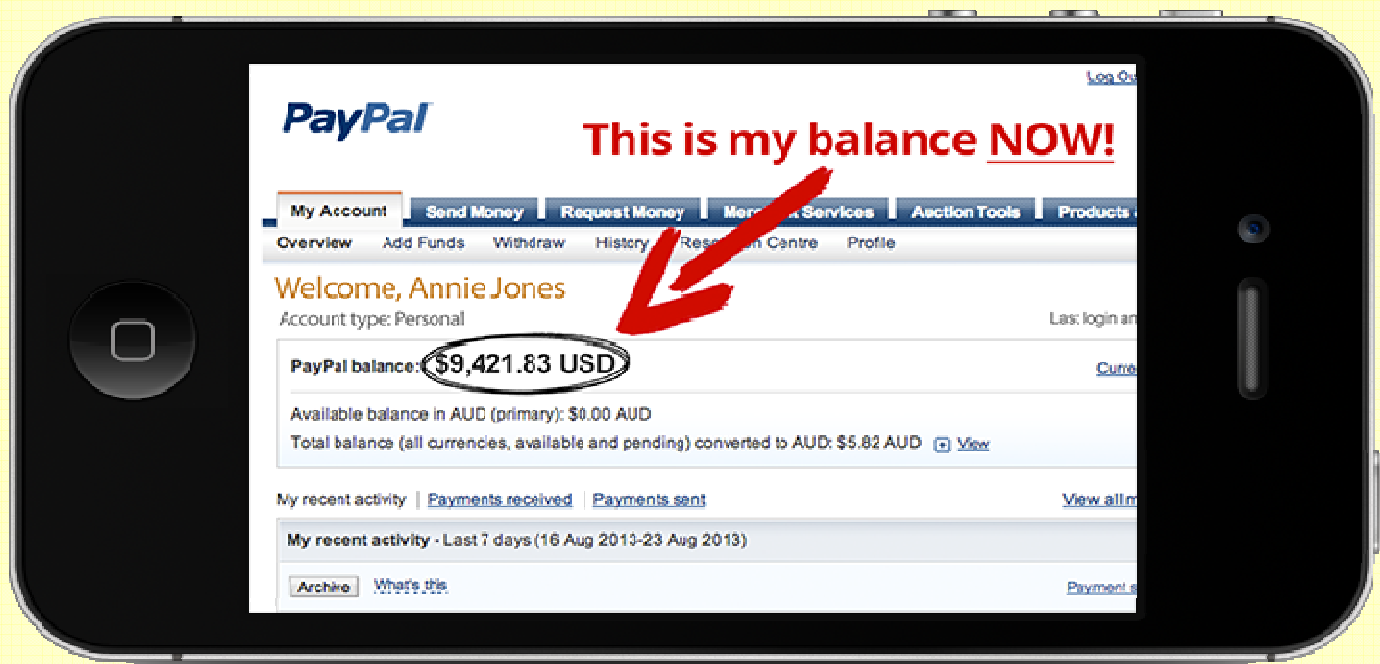
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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

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

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

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