

# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

**RUNNING A BUSINESS**  
**WITHOUT A FACEBOOK | M**  
**MARKETING PLAN**

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Charles Paul



DECEMBER 2014

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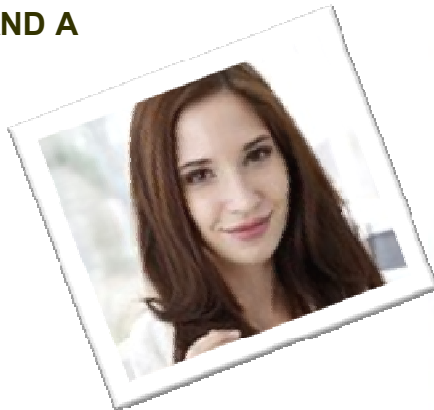
Tony Restell

HOW **SARA** BUILT A **BILLION DOLLAR**  
**BUSINESS FROM SCRATCH !**



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**INTERVIEWS**  
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Pirates - Jake's Musical



Fisher-Price UP Disney  
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Boom Boom Balloon  
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LEGO Ninjago Temple of  
Light 75595  
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Mega Bloks Big Building  
Bag, 80-Piece (Classic)  
12 December 2013



Crayola Marker Maker  
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LeapFrog LeapPad2  
Power Learning Tablet,  
Green



Fisher-Price Imaginext  
Mega T-Rex  
12 December 2013



Melissa & Doug 100-Piece  
Wood Blocks Set  
12 December 2013



Little People Fun Sounds  
Farm  
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Spot It!  
12 December 2013



VTech Sit-to-Stand  
Learning Walker  
(Frustration Free)



VTech Move and Crawl  
Ball, Orange  
12 December 2013



LEGO Chima 79010 The  
Lion Chi Temple  
12 December 2013



Furby Pink and Blue  
Hearts Boom Plush Toy  
12 December 2013



Maisto R/C Rock Crawler  
(Colors May Vary)  
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LeapFrog My Pal Violet  
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Learn what the most popular and most commonly used home remedies are!

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**Old Arthur kicking in on you?** Find out simple home remedies that will have you *up and going* in no time at all!

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***And thats not all, there is much,much more that I will be covering...***

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# MWM editors letter



Welcome to our **DECEMBER 2014 Issue** of this month's "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 insights and opportunities for you.*

**Content Marketing in 2015: The Evolving Trends of Internet Marketing** By: Susie Greer **Making Content Human is Critical to Your Internet Marketing Strategy** By: Eduardo Rios **Internet Marketing: Content can be Social, But Social Sparsely is Content** By: June Griffith **Real-Time Marketing, Before Social Media** By: Susie Greer **Running a Business Without a Facebook Internet Marketing Plan** By: Charles Paul **Emotional Resonance is Important to Internet Marketing Strategy** By: June Griffith **Internet Marketing: Originality is the Ground Rule** By: Victoria Harper **Create Your Own Profile, That Sounds Like You** By: Benny Daniel **Google Analytics Updates for Your Internet Marketing Strategy** By: Victoria Harper **PLUS MWM Success Story - How Sara Blakely Built a Billion-Dollar Business From Scratch** **Ask the Expert - Expert Interview with Tony Restell on Social Recruiting** **Q&A - Expert Interview with Scott Baradell on How You Choose Your Content** **MWM Back Story - S'well Founder Sarah Kauss on Starting Up and Being a Female Entrepreneur.**

For those readers having some viewing problems with the **Online Version** of "Making Web Money" to make reading **MWM** more convenient there are now **Free available PDF downloads**. I hope you enjoy this month's issue of the magazine, and as always please email me if you have any comments, contributions or feedback.



## Talk to me

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**Twitter.com/harrycrowder**

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

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Various experts in their fields

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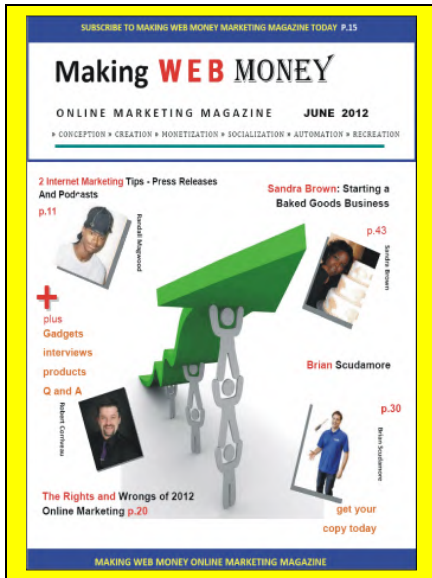
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Tell us what you like and don't like about Making Web Money Digital Marketing magazine.

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.

## Press Release Software



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

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

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

## What is Offline Marketing?

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

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

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

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

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



Did you know:

The most commonly searched question beginning with "What is" in 2013 was "What is twerking?"



# MWM what's on



**Digital Transformation - Agile Processes: Integrating Product, Marketing and Technology Roundtable**



Bringing together senior leaders who are spearheading Digital Transformation within their organisations, the next session will be focusing on integrating product, marketing and technology. From buying and using tech, to managing and measuring the customer experience; product, marketing and tech are linked now more than ever. This roundtable will discuss how businesses are bringing these groups together to work effectively and with agility; from governance structure (who does what) to aligning KPIs to testing and optimization and ownership of the customer experience.



Join 1,000 professionals to discuss the latest technology trends, learn about best business practices, discover the hottest startups and network with leading industry influencers. From inspiration to action, TNW USA is the place to be if you're looking to grow your company and immerse yourself in the culture of innovation.

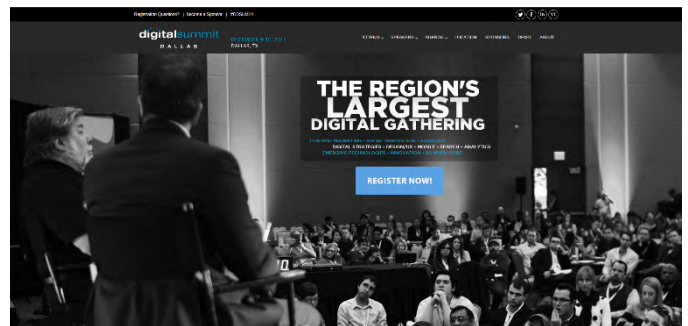
## what's on



Join us as we explore whether content marketing will become the future of search engine optimization in a world where keywords no longer provide intent signals. We also will hear how national brands will focus on local search in a mobile world, and debate ways to make cross-channel device attribution work for search marketers. Then join us for fun-filled afternoons and evenings with networking activities, dining experiences and cocktail parties with the industry's top marketing and agency executives.

## DALLAS DIGITAL SUMMIT

**EVENT DATE: December 9-10, 2014**  
**EVENT LOCATION: Irving Convention Center, 500 W Las Colinas Blvd, Irving, TX 75039**



### About Dallas Digital Summit

Dallas Digital Summit is a premier digital strategies forum with a goal of educating and promoting forward thinking and thought leadership on topics related to internet business and marketing.

Dallas Digital Summit is presented by TechMedia, the leading producer of regional digital forums in the United

States, serving thousands of digital professionals every year.

# TechMedia

### About TechMedia

**DREAM. INNOVATE. BUILD.**

TechMedia is a leading media organization aimed at bringing together technology and marketing thought leaders and executives. Founded by entrepreneurs for entrepreneurs, TechMedia has been highlighting and networking the technology, entrepreneurial and venture capital communities in the Southeast and Mid-Atlantic since 2001. Through conferences, media, and networking forums, TechMedia's goal in life is to play a small part in helping to educate, network and build the region's technology economy.



**Quotable:**

**"The internet could be a very positive step towards education, organisation and participation in a meaningful society."**

**~Noam Chomsky**





# Christmas Toy Heaven



## More Christmas Sites:

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## MARKETING AUTOMATION IS DRIVING MORE MONEY (AND ACCOUNTABILITY) FOR MARKETERS

Although marketing automation provides many new opportunities, it also brings with it greater accountability for marketers.

Marketing and automation - these two words have become inseparable in recent years. The sheer volume of data available now to digital marketers makes automation the only way to effectively manage the big data aggregation --> analysis --> insight --> action process.

We could make the claim that automation originated in the inbox. By gaining permission and data via an opt-in, email marketers have long harnessed data to drive relevant communications with a clear line of sight as to how email impacts conversion points in conjunction with other channels. For quite some time, email marketers have accessed robust analytics to justify the impact of messaging on marketing goals. But that's just the tip of the automation iceberg.

Building off our email marketing knowledge base, similar methodologies and automations are being applied to lifecycle communications across multiple channels. Cross-channel consumer interactions produce explicit and implicit data, which is then gathered to fuel highly targeted, automated communications that are delivered on channels and at times that have been optimized to generate the most engagement throughout the various stages of the customer lifecycle. New technology advancements and marketing automation solutions are making all this possible by bringing together sophisticated data analytics and campaign automation capabilities, and packaging it all up in easy-to-use UIs that marketers can own and manage. Contextual marketing is here, and it's becoming a competitive requirement.

So how do you get started? To drive contextual marketing via automation, as always, marketers must start with clear objectives. Finding the right marketing automation solution to help deliver the right experience at the right place and time comes next. The first step is to build out a plan with specific use cases across the lifecycle and establish hypotheses about consumer needs. That will result in a strategic blueprint for automated consumer engagement. You can then prioritize and test these use cases to gather cause and effect data that can support further investments marketing automation technologies and solutions.

### With Automation Comes Greater Accountability

With this increased ability to drive action across the lifecycle comes great responsibility! And accountability. Marketers who get buy-in on sophisticated automation platforms and strategies will be under greater levels of scrutiny to demonstrate return on investment (ROI) to justify ongoing investments. Simple engagement metrics will become less and less relevant, and more sophisticated conversions and lifetime value metrics will be tied back to campaign performance.

However, at the same time, automation is also bringing enhanced capabilities for agile and ongoing testing, learning, and optimization. In short, it's making it easier to market better. This process needs to be "baked into" platforms to deliver capabilities that become smarter as programs deploy, and many solutions on the market today have that. Smarter, faster, better marketing leading to key conversion actions is the goal. The technology is here, and leading marketers are embracing the opportunity - and challenges - that come with it.

One thing is clear - being late to the automation party is very problematic. The initiatives and technologies that support today's hyper-contextual consumer experiences are the only way to remain competitive and relevant to consumers.

So don't wait! With automation capabilities in place, start with specific lifecycle use cases to begin delivering automated communications that add consumer value, drive action, and increase your organization's efficiency and overall impact.

## FACEBOOK MAKES IT EASIER TO REMOVE BRAND POSTS FROM NEWS FEED

The social network offers a simple way to can uninteresting brands, friends, and Pages.

Facebook has refreshed its News Feed, making it easier to get rid of boring brand updates and annoying friends' baby pictures.

The social network is giving users more control over what they see in the News Feed, no doubt to get people to spend more time on Facebook.

The News Feed settings now show a list of users, Pages, and Groups that have been cluttering up your feed, allowing you to unfollow them or request that you don't see any more updates from them.

Facebook explained in a blog post: "News Feed settings will now show a list of the top people, Pages, and Groups that you've seen in your News Feed over the past week. You can choose to sort by people, Pages, or Groups posts, or see an overall summary.

"Unfollow any friend, Page, or Group if you don't want to see their stories in your News Feed. You can also see who you've unfollowed in the past and can choose to re-follow them at anytime."

Facebook is also expanding the feature that allows users to hide stories straight from the News Feed. Now when you click on the little grey arrow next to a post, you will be asked if you want to see fewer posts from that person or Page.

If you don't want to see any more from that person or Page, you will also be given a quick way to unfollow them.

Facebook's refreshed News Feed is available now on the desktop and mobile versions.

This isn't the first time Facebook has cracked down on guff in News Feed. The firm announced earlier this year that it will reduce the amount of third-party spam showing up on the social network.

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# CONTENT MARKETING IN 2015: THE EVOLVING TRENDS OF INTERNET MARKETING

The herculean rise in the surge of content on the Internet has brought a chaotic premise to the world of Internet Marketing. It is thereby important to retain a clearly defined audience. To achieve your business goals, your content must be created for a specific audience.

Try writing for a mass of people and your content will lack power. Great writing contains specific details and caters to specific interests. Such well-thought writing attracts larger followers.

Take the time to define your key audiences and create an effective marketing personality for each of your audiences; and must be a team effort across your organization besides being a marketing exercise. By principle ascertain, your business objectives/goals. Setting goals without specific action items and a way to track them is a failed attempt and a waste of time. A marketing persona is more than just a customer description and focuses to improve your business. It is enough to cover your customer specific segments so that your Internet marketing is custom to each.

One must strive to push and involve profitable actions. One's business revenues must be greater than one's costs for choice of simpler words. You must be able to show how your content generated sufficient number of qualified leads and sales to yield profits.

**By: Susie Greer**

***Your content is an integral part of your Internet Marketing plans to ensure that your leads don't see you as mere salesman pushing them to buy, but as responsible businesses that instill a trust in the product/service.***

Content marketing isn't a side activity in any form but must be developed and integrated across one's entire business. In fact, develop your content marketing strategy as part of your annual marketing and planning process. Creating and documenting an Internet marketing strategy seems futile for content marketing success. Your content is an integral part of your Internet Marketing plans to ensure that your leads don't see you as mere salesman pushing them to *buy*, but as responsible businesses that instill a trust in the product/service.

Even more important for resource-constrained marketers, it allows you to tap into other people's budgets giving you an edge in the market.



**Quotable:**

**“Computer science is no more about computers than astronomy is about telescopes.”**

**Edgar Dijkstra**

# MWM success story

## HOW SARA BLAKELY BUILT A BILLION-DOLLAR BUSINESS FROM SCRATCH

By: Gabrielle Karol

*"THE KEY IS  
YOU HAVE  
TO ...  
EMBRACE  
NOT  
KNOWING."*



In 14 years, Sara Blakely went from being a door-to-door fax machine salesperson to one of the youngest self-made woman billionaires in the world, according to Forbes.

At the Forbes Under 30 Summit in Philadelphia, Blakely shared how she built the Spanx brand, starting out with just \$5,000 in savings and no experience in retail or manufacturing.

### Quotable:

““

“Computing is not about computers any more. It is about living.”

~Nicholas Negroponte

"In my case, it's surprising how small the change needs to be to be very disruptive," Blakely said, describing the moment in which she cut off the feet of tan pantyhose to wear under white pants.

Here are some of the top takeaways from Blakely's speech at the Under 30 Summit:

### **No. 1: Don't worry about doing things the 'right way.'**

"I had no idea how it was supposed to be done, and if you have no idea how it's supposed to be done, you will end up being disruptive," Blakely said. "The key is you have to ... embrace not knowing."

### **No. 2: Don't get discouraged.**

The road to Spanx was not a smooth one. Blakely, who grew up wanting to become a lawyer and majored in legal communication, said she failed the LSAT twice, and ended up working as a Chipmunk at Disney World.

"I made my family super proud with my college degree," she said, helping children onto rides in a brown costume. Blakely then spent seven years selling fax machines door-to-door, before she finally got Spanx off the ground.

### **No. 3: Show up in person.**

Blakely couldn't get hosiery manufacturers to take her seriously on the phone, so she got in her car and drove to North Carolina to pitch her idea in person.

"Two and a half to three weeks later I got a call from a manufacturer in Charlotte, North Carolina who said, 'Sara, I have decided to help make your crazy idea,'" Blakely said.

And when she perfected the first Spanx product, Blakely convinced the buyer at Neiman Marcus in Dallas to give her ten minutes of her time, if Blakely bought her own ticket to the office. After the brief meeting (which included an in-person demonstration in the bathroom), the buyer placed an order for seven Neiman Marcus locations.

***"Two and a half to three weeks later I got a call from a manufacturer in Charlotte, North Carolina who said, 'Sara, I have decided to help make your crazy idea,'"***





***"Make sure you have fun, enjoy the ride ... the mistakes are what make you memorable."***



#### **No. 4: Be the person that cares the most.**

Blakely said other hosiery manufacturers weren't talking to real women, instead sizing products by putting them on plastic boards.

"I realized at that moment that it felt like nobody cared ... I do not have the most money in the industry, I do not have the most experience in the industry, but I can raise my hand and [say], I care. I care the most and what can I do by caring more than anyone else does about the customer?" Blakely said.

Blakely said she spent two years actually standing in department stores selling Spanx and talking to shoppers.

"I got all my next best ideas by listening to the women and the customers," Blakely said.

#### **No. 5: Fake it till you make it.**

Right after Spanx began selling in Neiman Marcus, Blakely got a call from Oprah's team that they wanted to film her for a segment on Oprah's favorite products. At that point, Blakely didn't have any employees and was working from her apartment, so she called a woman who worked at Mailboxes Etc. and her friends in the neighborhood.

"They came over, we sat in a circle on my floor, and that was my staff meeting on the Oprah Winfrey Show," Blakely said.

#### **No. 6: Keep a sense of humor.**

"Make sure you have fun, enjoy the ride ... the mistakes are what make you memorable," Blakely concluded.



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# MWM ask the expert

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## EXPERT INTERVIEW WITH TONY RESTELL ON SOCIAL **RECRUITING**

By: Mary Hiers

Social media is becoming more and more important in recruiting, and no one knows that better than Tony Restell.

As the founder of Social Hire, Tony specializes in leveraging social networks to deliver recruiting results. He laid out for us the new frontier in finding the right employee for the right job.



Did you know:



2.58 million people still pay for AOL.





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# MWM ask the expert

## HOW IMPORTANT IS SOCIAL MEDIA TO RECRUITING, AND WHY?

Social media is hugely important because it gives recruiters a long-term competitive advantage in attracting talented candidates to their business. Historically, businesses have had to advertise in order to reach the candidates with their business needs. When the advertising spend dries up, so too does the candidate's interest in their business. Social media has completely changed this dynamic. Companies can now build their own audience or readership by adopting the right social media strategy – and therefore generate candidate interest in their business without the same reliance on paying to advertise to other people's readerships. But what is critical is that many recruiting brands are building up a lead that it will be very costly for their competitors to claw back at a later date.

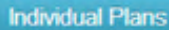
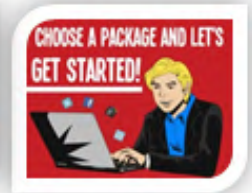
## How can job boards make better use of social media to promote the jobs they have available?

The best thing a job board can do is to make their profiles super-valuable for the types of candidates they want to attract to their site. Make candidates really value what your business shares, get them into the habit of clicking on your updates and resharing them with their own followers. Then intermittently include updates that entice candidates back to your site to check out all the latest openings that have been added. But let them search and find the jobs most suited to them from the job board itself.

***Companies can now build their own audience or readership by adopting the right social media strategy – and therefore generate candidate interest in their business without the same reliance on paying to advertise to other people's readerships.***





## Can social media “backfire” in the job hunt?

For candidates, social media can certainly “backfire” if there’s anything on your social profiles that causes the recruiter to question your professionalism or that doesn’t tally with what you’ve stated on your resume. Nowadays, you should assume that your social profiles will be looked at every bit as much as your actual resume and cover letter, so you should invest in cleaning them up and perfecting them accordingly.

As for employers, my recommendation would be to brainstorm as a team all the likely scenarios that you may be faced with such as a disgruntled former employee or a candidate unhappy at lack of communication, and then to devise what your responses should be in each of these scenarios. This way there is a consistency in the way you treat candidates and also you reduce the risk of someone responding inappropriately “in the spur of the moment” when confronted with a situation on social media.

## Should employers leverage the social networks of their employees to get the word about jobs out, and what’s a good way of doing it?

Social referrals are certainly an increasingly important part of the hiring equation. Companies have historically always preferred applicants who come to them referred by an existing employee. Historically they’ve been shown to be more likely to join the company, to do so in a quicker timescale, for less cost and ultimately to remain with the business for a longer period of time. Social networks have made it possible for employers to reach out to a larger number of its employees’ contacts and in a manner that’s far more efficient. However, the best approaches will be those where individuals have been selected as fits for an open role and then approached by the individual that knows them, which I would recommend above just sharing job openings on your employees’ social network.

*The reality is that success on social media requires a significant investment of time.*

## What are some misconceptions about recruiting and social media you often see?

The single biggest misconception out there is that social media is free – and so recruiting on social media is also free. The reality is that success on social media requires a significant investment of time. Time to find and engage with an appropriate audience. Time to research and find the content that will make your social profiles valuable to that audience. Time to build up relationships with influencers in your industry. Time for your social presence to grow to the point where it’s actually strong enough to start generating applications and hires for your business.

In the recruiting industry, there are huge numbers of people who have wanted results overnight or without being prepared to invest the necessary time to get them. These are the people who sign up to have their jobs auto-posted to their social profiles. These are the people who are always looking to sell on their social profiles without having first invested in building up a relationship and developing trust with the candidates and recruiters they would like to be working with. These are the people who give up on social media and who you hear saying that social media just doesn’t produce results in recruiting.





## 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



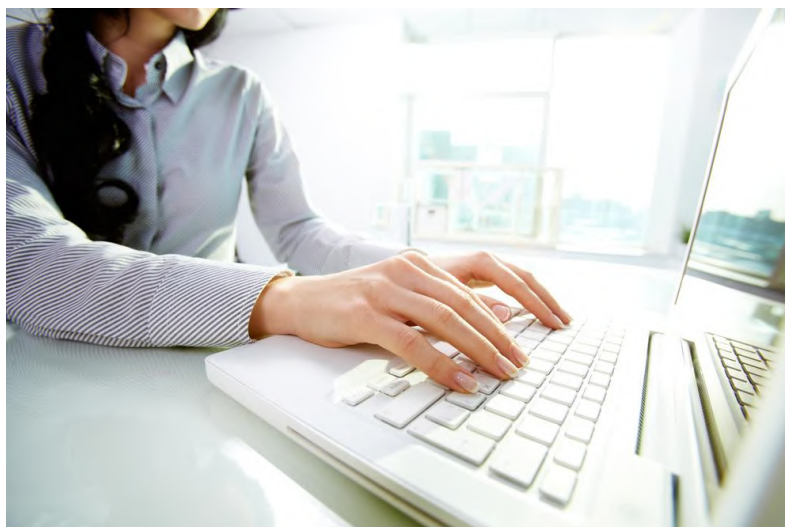
# THE VENUS FACTOR



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

# Making Content Human is critical to your Internet Marketing Strategy

By: Eduardo Rios



It is important to be a leader that can teach. One who can coach his audience, leading them to make the conclusions he wants them to reach. Educate your prospects and customers. Don't preach or lecture, as it may not go down too well with your prospective leads.

When you create content, the human element needs to be integrated into every aspect of your offering. Being Human is central to both social media and content marketing and thereby crucial to your Internet Marketing Plan. It is imperative that the Internet must consist of human conversations. Skip the corporate vocabulary and use linguistics that is relatable, more human.

Have real people write for real people to create a connection that is believable. Expand that to a human editor to select and comment on the information, which elaborates to your content curation. There's no better way to show you're human than to use photographs and videos of your employees and customers.

Among the top challenges Internet marketers struggle with is the lack of relatable content, which translates to lack of resources or time and budget. Bring in your sales and customer service teams to facilitate this content curation, they are the people who know what your prospects and customers are asking you. So it only makes sense to encourage them to help create content.

One needs to stop getting bogged by the weight of words and look beyond text. Let people convey their information however it's easy for them. You must also provide them with easy resources that can help them understand better like photographs, videos, info-graphics, slide shows and presentations.

Employ virtual business colleagues capable of talking business with you. This is crucial to content creators, especially for solo entrepreneurs.

Keeping it real is keeping it human, as it bases a more conforming relationship with your customers, leads and prospective leads.

*One needs to stop getting bogged by the weight of words and look beyond text. Let people convey their information however it's easy for them.*



# INTERNET MARKETING: CONTENT CAN BE SOCIAL, BUT SOCIAL SPARSELY IS CONTENT

**By: June Griffith**

Content from a brand need not try to be overly clever or topical or “real-time.” A brand’s status updates are never going to compete with someone’s friends. But as a source of information and knowledge, brands are great. They know what they are made of, much of it interesting and valuable, and very little of it easily compressed into a social media update.

So what’s the difference between content marketing and social media marketing? For one, social is inherently spontaneous, while content tends to be carefully crafted. Social tends to be reactive; content, on the other hand is calculated and intends to communicate. Social tries to be your friend while content is more like a trusted advisor that is thoughtful and comes from a space of ponder.

The ultimate goal with both content and social is to create connections with potential customers. Which role do you think makes the most sense for a brand? A mindless tweet will lose to an UberFacts any day, because the latter is making sense.

How to get a customer to your Blog, Facebook, Twitter or LinkedIn? Social is where the advertisers need to be if they’re going to find eyeballs. Say you’ve written an interesting story on your brand blog or microsite that you think would be entertaining and informative to your potential customers, and maybe even make them more likely to buy your product.

Content marketing is a few years behind. We’re still in the shiny new toy stage, but rapidly moving towards must-have status. There’ve been a lot of comparisons made between social media and content marketing, partly because they’ve followed a similar trajectory. Five years ago, social was the new age or a thought of the futuristic, but today it’s a must-have, marked with failed startups and struggling vendors.

The difference, I think, is that content works everywhere, while social only works on social. Or, put another way, content can be social, but social can hardly ever be content. Social media remains an important tool, but smart marketers will find that investing in social without having good content behind it is a waste of time.

***The ultimate goal with both content and social is to create connections with potential customers. Which role do you think makes the most sense for a brand? A mindless tweet will lose to an UberFacts any day, because the latter is making sense.***



# Welcome To My Niche Blog Store

## New Niche Blogs For DECEMBER



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[Panic Attacks Niche Blog](#)

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## **Blogs in 100's More Niches**

## **Get Your Niche Blog Today!**

# MWM gadgets & toys

## Smartphone Charging Cables Don't Get Much More Portable

Thin smartphones also mean thin batteries, and carrying a charging cable so your phone can last the day is basically a fact of life now. To make the situation a little more convenient there have been countless keychain-friendly solutions for charging your smartphone, but none as perfectly tiny as the inCharge.



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

## ZIPPO HAND WARMER SERIOUS HEAT WITHOUT A FLAME



Brought to you by the guys behind the world's most iconic lighter, the Zippo Hand Warmer looks like the kind of thing James Dean might have used to warm up after a rebellious ride. But the Zippo is more than just a pretty face because it radiates serious heat without a flame using catalytic conversion.

Thanks to a platinum catalysed glass fibre burner (no, not a clue), the gorgeously crafted Zippo can produce up to ten times more heat than rival hand warmers and lasts up to 12 hours with a single 12ml filling of

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

## You want it

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

## SLEEP PHONES SWEET (SOUNDING)

Crafted from soft fleece and featuring high quality integrated headphones, the SleepPhones let you sleep soundly, without pestering your partner or waking up strangled by a cable.

Listen to lullabies to send you to sleep, music to drown out background noise (and snoring) or whale song for that really relaxing underwater vibe.

After all, everybody needs their eight hours.



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

## ACER LIQUID LEAP SMARTBAND LAUNCHED IN THE UK



Acer announced their new smartband back in April, the Acer Liquid Leap, and now the device has gone on sale in the UK, and it is available from various retailers for £80.

The Acer Liquid Leap is designed for sports and fitness tracking, the device comes with a 0.9 inch OLED display that has a resolution of 128 x 32 pixels.

The Liquid Leap is designed to be waterproof, and it can monitor your fitness tracking and also sleep tracking, the device can also be paired with your iOS and Android smartphone.

The Acer Liquid Leap features a battery which will last up to seven days, and it connects to your smartphone via Bluetooth 4.0, it will work with the iPhone 4S and above running iOS 7 upwards, and it is also compatible with various Android devices like Galaxy S4 and S5, the Moto X and Moto G, and the HTC One M7 and M8.

The device comes in a range of colors which include black, white, pink, orange, and green it is available now from Amazon in the UK for £79.99.

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

Did you know



There were over 7 million Geocities sites before it was shut down in 2009.

## Feature Article

# REAL-TIME MARKETING, BEFORE SOCIAL MEDIA

By: Susie Greer

The funny thing with social media is it often digital marketers forget there was ever a time before 2006, when the words “social media” and “marketing” were just making it to Internet Marketing vocabulary. Yet for those purporting real-time marketing as the latest new child in the social media-led school of business firsts, they might want to look a little bit further back.

As digital marketing via e-commerce and landing pages was growing with the idea of personalization, so was the need to be able to quickly put together offers that would initiate your desired call to action or CTA.

Yet the problem with real-time marketing – or at least, the version brands are trying to emulate but often failing at – is it's too fast for its own good, and is simply trying to take advantage of a major news story without thinking through how that brand fits. The best of real-time marketing don't hype themselves by using the phrase.

**IT IS IMPORTANT TO KNOW  
YOUR CUSTOMER AND THEIR  
NEEDS, UNDERSTAND WHAT  
CLICKS WITH THEM, USE THE  
DATA YOU HAVE ON TOP OF THE  
DATA YOU'RE CONTINUOUSLY  
GATHERING, AND LASTLY  
INTEGRATE ALL OF THE ABOVE  
INTO A SPECTACULAR MODEL  
WE IDENTIFY AS AN INTERNET  
MARKETING STRATEGY.**

Just look at how the airlines adapt to ensure there are rarely empty flights, and how they can change pricing on the fly to sell unsold seats. Or look at the way Amazon has redefined the customer experience to ensure every visit is optimized to offer products and services that truly interest the visitor.

This isn't the result of some buzzword – instead, it's taking years of data and research about customers, their buying patterns, their purchase life cycles, and their value to a brand, and utilizing it into offers and timely promotions that make sense.

It is important to know your customer and their needs, understand what clicks with them, use the data you have on top of the data you're continuously gathering, and lastly integrate all of the above into a spectacular model we identify as an Internet Marketing Strategy.

You might be surprised at the results, real-time or otherwise.





# **“Right Now...I Am Offering You FREE Information On The Top Weight Loss Programs Available That Deliver Proven Results And Success 100% Guaranteed!”**

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

Get your meals conveniently delivered right to your front door! Follow ordinary people to celebrities who have had success with these proven diet plans! Personalized diet plans available to people with medical conditions such as diabetes! This thing's overflowing with information!

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**Once You Sign Up You Will Receive  
Instant Access To The Drop 10 In 7  
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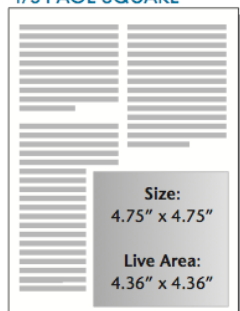
# advertise in MWM

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

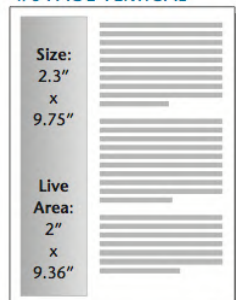
Please contact us at <http://makingwebmoney.com> to book your advertising slot,  
We will match your ad size buy x 2 with Article Space about your product.

or you can book via support here: [support@makingwebmoney.com](mailto:support@makingwebmoney.com)

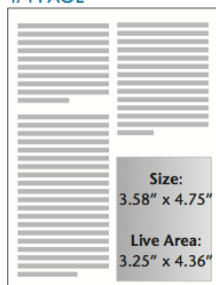
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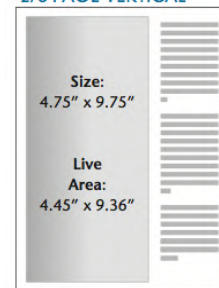
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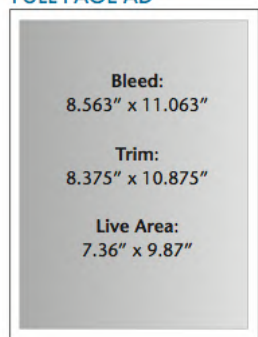
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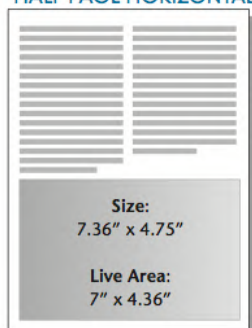
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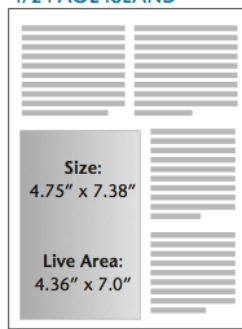
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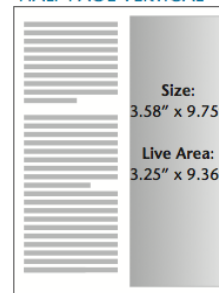
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HALF PAGE VERTICAL



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

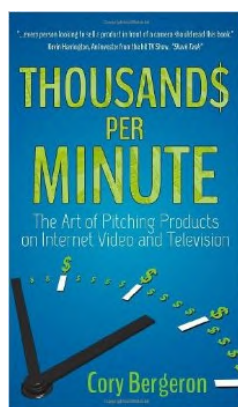


<http://makingwebmoney.com>

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

### Thousands per Minute: The Art of Pitching Products on Internet, Video and Television

By Cory Bergeron



You can sell your product at thousands of dollars per minute in an online video or retail television spotlight. Do you know the formula to maximize your sales? Want to glance at the secret sauce of success? Turn to page 107! There is an art to successfully appealing to your audience on camera. There is a way to keep the watcher watching! In these pages, you will find that formula, gleaned from selling hundreds of products on television shopping channels and infomercials. It is the pitch that propels your product from poverty to paradise (we'll talk about verbiage as well and what not to say!). What you are holding is a comprehensive manual littered with entertaining stories of colossal sales success and abysmal failure. You will see what to do, what not to do and how to put it all together. This book will take you by the hand and lead you toward the prize that millions of products have achieved--thousands of dollars per minute in front of a camera!

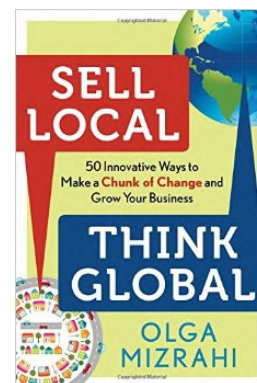
### Sell Local, Think Global: 50 Innovative Ways to Make a Chunk of Change and Grow Your Business

By Olga Mizrahi

After years of sharing her small-business tips and marketing tricks with readers of her popular blog, ChunkOfChange.com, and column in the Long Beach Post, Olga Mizrahi has taken her message to the streets, urging business owners to focus in while reaching out.

You'll be excited and motivated to clearly state your difference to the world--and your neighborhood--while confidently selling yourself and your business. Through 50 low-cost, do-it-yourself tips, Sell Local, Think Global will help you:

- Figure out what makes you and your business truly different.
- Discover the secrets of "SoLoMo" marketing, both online and off.
- Spruce up your Web and mobile presence by learning to love analytics.
- Walk boldly into the future by embracing social media and customer reviews.



- ✓ Increase sales conversions and customer satisfaction
- ✓ Fast and simple setup
- ✓ Chat with clients from any browsers or on iOS/Android app

#### Key Features:

- Mobile optimized: your customers can chat with you from any device using our mobile optimized chat widget
- Proactive chat: rather than chatting with every single person yourself, you can increase the chances of high value engagement (and more sales) by using Triggers to automatically reach every visitor
- Advanced analytics: our analytics dashboard lets you monitor visitor flow, usage patterns, and lets you jump in whenever a customer might need help



- ✓ Improve your shops viability in search engines like Google
- ✓ Control how your products are displayed on search engine result pages
- ✓ Drive traffic to your shop with improved product titles and descriptions

As a shop owner you know that getting people to visit your site is important. One of the best ways to drive traffic to your site is by having your store show up in search engine results, like Google. When people search for items you're selling, they should find your store.

Optimizing your site to help search engines find and list your content is called "Search Engine Optimization" or "SEO". SEO Meta Manager is a powerful app that helps get your content get listed in search engines results. SEO Meta manager takes your stores SEO to the next level and gives you full control of how your Products, Collections and Pages get displayed in search engine results. By having better results with better titles and descriptions, more people will be drawn to your site. More visitors means more sales!



Did you know:

Online daters spend an average of \$243 per year on online dating.





# Christmas Toy Heaven



## More Christmas Sites:

[Read The Top Christmas Toy Reviews ..](#)

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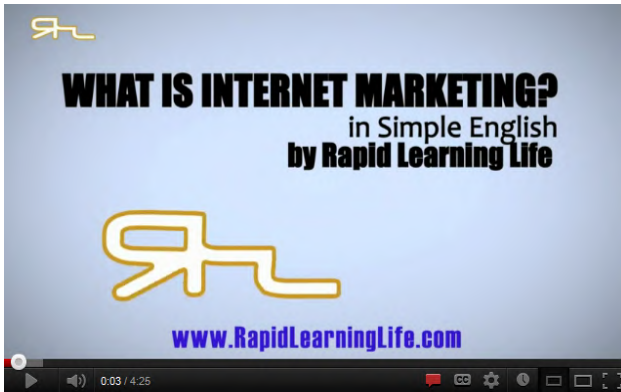
[Christmas Gifts for Her](#)

[Christmas Décor and Baking Gifts](#)

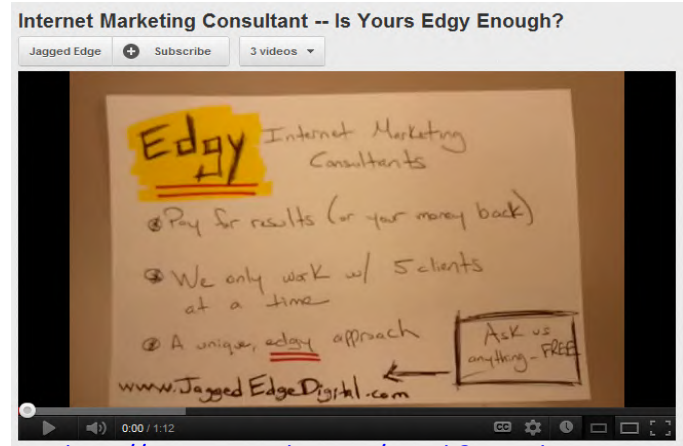
[Top Christmas Toy and Gift Guide](#)

# MWM videos

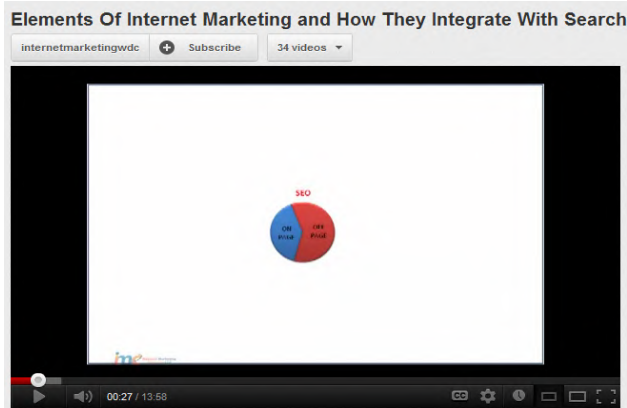
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<http://www.youtube.com/watch?v=rzEuURaTiZU>



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



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



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

**By: Charles Paul**

It is extremely important to optimize your Facebook page. Take a good look at your current Facebook page and ask yourself a few important questions. Keeping in mind the ignorant but prospective lead ask yourself- Have you named your page something easily searchable so your ideal audience can quickly find you on Facebook? If one came to your Facebook page without knowing anything about you or your business, would one quickly be able to know how your business could benefit him/her? Does your "About" box include a clickable link to your website? Does your timeline cover photo quickly tell your audience how you can support them? These questions are important and must be answered in order to create a credible Internet Marketing identity.

***Facebook is best utilized as a lead generator, not a sales generator. Once you start to approach Facebook as a lead generator, your email list will grow by leaps and bounds.***



Facebook is best utilized as a lead generator, not a sales generator. Once you start to approach Facebook as a lead generator, your email list will grow by leaps and bounds. Email marketing is ideal to play out as a main marketing vehicle to strengthen your relationship with prospective leads. This bails you out from competing for attention in busy newsfeeds, but instead one can communicate more intimately and with fewer distractions.





# Azon Mobile Pro

Create optimized mobile versions of your site in a few minutes

Did you ever walk into a store and looked at the products for sale and then while in the store took out your [smartphone](#), made a search for reviews and decided to buy it thru Amazon?

If you answered yes then that is not surprisingly as it becomes almost normal to use the store as just a way to have a look at the product but then buy it online. 90% of the [smartphone](#) users use their phone also for shopping activities and it is estimated that the purchases thru mobile devices will rise to \$62 billion over the next three years.

**Your Reward From Me For Taking Action Today Is ...**

## "A Complete Amazon Affiliate Plugin Package"

Packed With Everything You Could Possibly Need To Build A Successful And Profitable Amazon Affiliate Niche Empire....Starting Today!

- WP Price Checker Plugin
- [Affiliate Product](#) Comparison Plugin
- Top Sellers Uncovered ...

This plugin will get the bestselling products for your keyword from these 8 top shops:

- Amazon Walmart Target Macys Sears Overstock JC Penny HSN.com BestBuy.com

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

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

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

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

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

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

If the visitor is not using a mobile device your site will stay exactly the same as it always was.

**[Learn More Here](#)**

# MWM Q&A

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## EXPERT INTERVIEW WITH SCOTT BARADELL ON HOW YOU CHOOSE YOUR CONTENT

By: Mary Hiers



If you want to know whether your marketing efforts are truly working, quit focusing on things like Facebook likes and Twitter followers, says Scott Baradell, president of inbound marketing agency Idea Grove – these analytics are outdated and not especially useful.

Ultimately, Scott says the only metrics-related questions that really matter are:

1. Are you driving traffic to your website?
2. Are you engaging that traffic in a way that builds email lists and other avenues for nurturing?
3. Are you converting enough of that traffic into business to make all of your efforts worthwhile?

*“For B2B technology brands, thought leadership marketing never goes out of style.”*

Scott recently checked in with us to offer more of his marketing and PR insight – including how to choose the content you post and what not to do on social media – as well as share which brands and sites he thinks are making the smartest and most innovative choices. Read on:

### **Tell us about Idea Grove...what services do you offer? Who should be using them?**

Idea Grove is a PR-driven inbound marketing agency. We exclusively serve B2B technology clients – across the United States and around the world. Today, nearly two-thirds of B2B technology buyers conduct their own research online and then contact a vendor, rather than the other way around. At Idea Grove, we've organized our PR and marketing services to help our clients reach these buyers efficiently and with consistency in brand messaging and quality of content.

### **What sets Idea Grove apart from other PR and marketing firms out there?**

We have a broad range of competencies that we bring to bear for a highly focused market niche. Though we are a small firm, I would argue that no other PR agency in the country is better equipped to help enterprise software and B2B technology companies grow their online visibility and authority and, ultimately, to grow their businesses. We like to think we excel at everything we do – but how we integrate our services is truly our secret sauce. It's what makes the sum greater than the parts.

### **How were you able to grow the audience to your Media Orchard blog?**

I started the blog way back in February 2005, when the universe of PR and marketing blogs was significantly smaller. It was more of a community then – I made friends with people like Steve Rubel, Kami Huyse, Ann Handley, Todd Defren, Shel Israel, Shel Holtz, Brian Solis, Brian Clark, Geoff Livingston and many others who have gone on to be national speakers and thought leaders in social media. I think for this group, the Media Orchard blog was originally mostly comic relief. I just had fun riffing on whatever came to mind – media, celebrities, politics – and it got good word of mouth and took off. Since then, it's become more of a mainstream marketing blog, authored by members of the Idea Grove team. The team produces great content.

### **What are some of your favorite digital publishers – sites you find yourself returning to over and over because of great content, design or a fresh perspective?**

Brian Clark's blog, Copyblogger, and Ann Handley's MarketingProfs are two of the sites I respect the most. I'm really pleased with what Idea Grove's own Taylon Chandler has done with Bikini Marketing, a site we created for millennial marketers.

### **In a digital space that is constantly competing for eyeballs – what should websites be doing to grab and hold their audience's attention?**

The key is focus and consistency. It's never been more important to clearly identify the audience you're trying to reach before you ever start designing a site or publishing content. While market/audience research is still a hard sell for many B2B marketers, it has never been a more worthwhile investment.

### **What should sites be thinking about when deciding the type of content to publish?**

Start with two data points:

1. What your brand's goals are;
2. What your audience wants to read/see/hear/feel.

Then connect the dots with an editorial strategy that serves both you and your audience in equal proportions.

### **How can sites use social media more effectively? What practices do you see that make you cringe? Which brands do you think leverage their social klout the best?**

Nothing is more cringe-worthy than insensitive attempts at newsjacking, as we witnessed upon the recent death of Robin Williams and almost any other public tragedy. A lot of brands are doing good things; on the B2B tech side, I've liked what Google has done to promote Google Enterprise. I like how IBM has empowered its people to contribute to a wide variety of sites and forums, including competitor blogs in some cases. I'm also proud of the community CA Technologies has built around service virtualization with Idea Grove's help.

### **What are some of your favorite tried-and-true marketing techniques – principles that stand the test of time no matter what technology you have on hand?**

For B2B technology brands, thought leadership marketing never goes out of style.

### **What innovations or trends in online marketing are you most excited about these days? Why?**

I'm most excited about the merging of paid, owned and earned media into integrated strategies that move the needle for B2B brands online. "Integrated marketing" has been a buzzword forever, but now we're seeing the marketplace demand that marketing departments and agencies truly walk the talk.

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

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

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

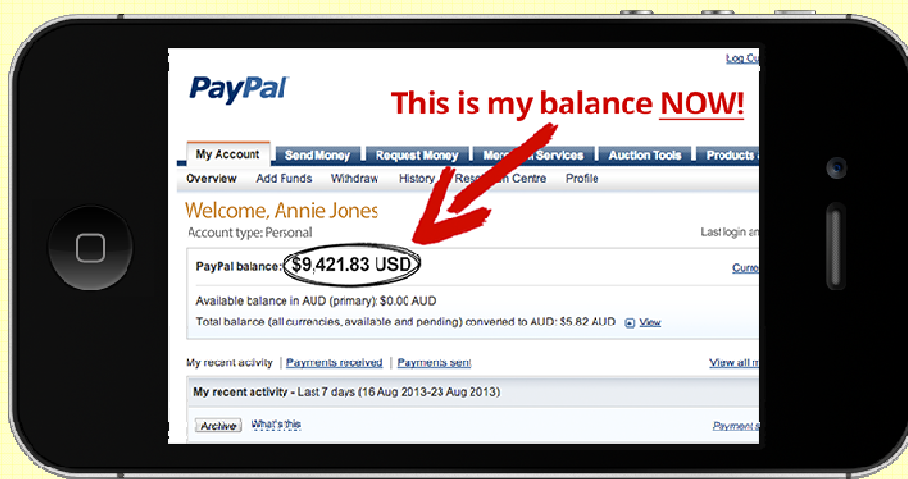
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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

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

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

I sometimes find it hard to believe how great my life is now because it wasn't always this good...

Now I am the one earning hundreds of dollars each week just for playing around on Facebook and Twitter!



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



# MWM useful links

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- ✓ <http://www.theimmarketingguy.com/>
- ✓ <http://www.yourfreemembershipsite.com/>
- ✓ <http://www.todaysinternetmarketingforum.com/>
- ✓ <http://makingwebmoney.com/>
- ✓ <http://www.looseapound-aday.com/>
- ✓ <http://www.regeditcleaners.com/>
- ✓ <http://bigbookofhomeremedies1.com>
- ✓ <http://theinternetmarketinghelpblog.com/>
- ✓ <http://tuesdaytipster.com/>
- ✓ <http://harrycrowder.com/>

**Has your WordPress BLOG Has Been HACKED?**  
**You Need WP Security Plugins Security Suite...**  
**I just got it myself** <http://bit.ly/WPSecureSuite>

Quotable:

“

“It's hardware that makes a machine fast. It's software that makes a fast machine slow.” ~Craig Bruce

# Emotional Resonance is important to Internet Marketing Strategy

By: June Griffith



One of the biggest advantages that a blog has over more mainstream print media is the ability to connect on an emotional level. Blogs offer a very idiosyncratic and human voice behind the content, connecting emotionally with the reader and building a long-term lead.

A blog raises several questions, which can help analyze the connection of the brand to the reader.

Did the content leave the reader elated, happy, sad, concerned, etc.?

How did they share that content later?

Was the share positive or negative in its orientation?

Did they understand the content well?

Did certain parts of the content offer a singular reaction, while the other parts of the same content offered another?

Did it confuse the reader? Were there any unanswered questions?

How did you grow confidence in your ability to be conversational, or alienate a previously friendly face?

These are just some of the ways we can use social intelligence in comments and the reactions from our content, and start to see what works, what converts, what instills actions and reactions and how these compare to the actions we were hoping for.

From the blogger's side, they become more authoritative and produce the content that makes their part of the web more attractive than others in their field. From the brand's side, they understand the consumption behavior of their customers – existing and potential – and deliver the type of content and calls-to-action that increase ROI, loyalty and brand share of voice. From the reader's viewpoint, they receive best content and non-invasive promotional offers and news, based on their own previous decisions that have helped shape the new consumption model they're now part of.

As we move towards content creators becoming mini-media operations, and brands looking to both connect with their creators as well as tailor their own corporate content more strategically, it's a future that's worth thinking about.

# MWM marketplace

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**Make a point of checking them ALL out!**

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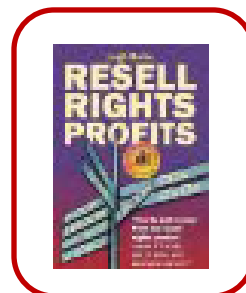


# MWM featured products

## Resell Rights Profits

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

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.



## **WPMemberSite.com**

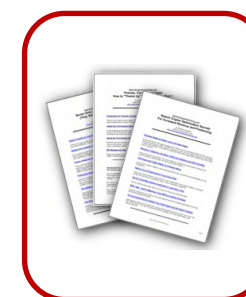
Creating a Wordpress Membership Site just got a whole lot easier with this Wordpress Membership Site plugin!

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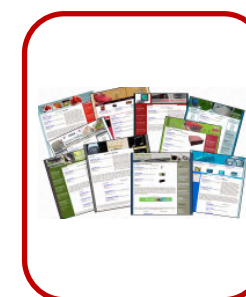
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## iPad2

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.



## Benny Daniel

Benny Daniel is a freelance writer and blogger. He specializes in social media marketing and he has helped many businesses boost their online presence and improve conversion.



## Susie Greer

Susie Greer believes that real time data is king. She has over 12 years of experience in business and she applies her knowledge in helping others make the most of custo



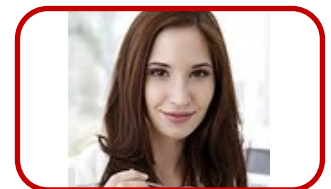
## June Griffith

June Griffith is the go-to person when it comes to Internet marketing. With her over 7 years of experience, you can expect results—amazing ones!



## Victoria Harper

Victoria Harper is a content writer who specializes in different fields including social media, business advertising, search engine optimization and more.



## Mary Hiers

Mary Hiers is a full-time freelance web content writer for numerous clients. She is an author at Recruitment Advisor, which is the go-to source for stand-alone job boards & digital publishers to find industry news, insights, and tips for new revenue.



# MWM contributors

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## Gabrielle Karol

Gabrielle Karol is Web reporter @FOXBusiness covering technology, startups and more.



## Charles Paul

Charles Paul is a household name in the field of Internet marketing. Whether you want to be more visible in social media or boost your conversion rates, he is the person to contact.



## Eduardo Rios

Eduardo Rios I has been an Internet marketer for over 10 years. He also conducts trainings all over the globe, helping businessmen in particular to stay ahead of the curve.



## Daniel Roberts

Daniel Roberts is a writer-reporter at Fortune. He joined in 2010. He writes frequently about sports business, technology, management and entrepreneurship. He is also the lead reporter for Fortune's 40 Under 40 franchise.



# INTERNET MARKETING: ORIGINALITY IS THE GROUND RULE

By: Victoria Harper

There's one thing social media has taught and affirmed – People are always waiting for you to slip up.

The Social Media is an important aspect of your Internet Marketing Strategy and can be for multiple agendas like listening; resolving issues; lead generation; focus groups; recruitment and much more. One of the larger issues here though is the problem of affectation. Brands constantly track what their competitors are doing and alter their Internet marketing strategy accordingly. This is where they fail. It is important to be original and to make sure you're doing it for the right reasons and not because of forced impressions. It is important to point out and define your message to your prospects because that will build the loyalty and brand Identity assuring success.

It is important and crucial to have the right people and message introduced and defined; as much as it is to introduce it to the market properly. What you communicate and how is what sets you apart from your competitors. To ensure your message is understood in the way you want it to be seen, you need to be consistent at any given point.

If you're expecting your brand to be immediately identifiable through your actions on social media, you'll be greatly disappointed. Social media does not guarantee short-term returns. It is rather a long-term investment and tactic, strategy, campaign or whatever you would like to see it as. It is the stability of the motto that will build your character, not the rate at which you bring that to market.

Customer loyalty can't be bought – and the brands that identify the most with their customers' needs will be the ones that are rewarded with loyalty, referrals; not to miss the word of mouth marketing. Social media can enhance the reach of these referring voices to multiply by the minute but you need to make sure you're original and uninfluenced right from the start.



*If you're expecting your brand to be immediately identifiable through your actions on social media, you'll be greatly disappointed. Social media does not guarantee short-term returns. It is rather a long-term investment and tactic, strategy, campaign or whatever you would like to see it as.*





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# CREATE YOUR OWN PROFILE, THAT SOUNDS LIKE YOU

**By: Benny Daniel**

Social Media profiling these days end up looking like exaggerated over the top resumes. Do they tell people what they really want to know or answer important questions like 'Who are you?' and 'Why should one care about you and your business?' This means your social media has to meet new expectations. We are nearly a full decade into social media, and a lot has changed throughout this time. Ever thought why Facebook or Twitter or Blogs are so addictive? One reason is you lose yourself in the conversations that tend to build on each other over time.

You are on a journey, and telling that story will bring your current and future customers along with you.

Your social media is a ladder that gives a progressively better understanding of your business.

You are on a journey, and telling that story will bring your current and future customers along with you

Story telling is how we build and sustain engaging relationships. Conversations are a series of intersecting stories. Stories help us thread together those pieces of information that are typically abundant in our social media profiles. It's how we relate to the world and each other. Stories provide a setting that gives data context that is relatable, memorable, and a basis for taking the conversation further. Find the gaps that limit the understanding your social media audiences have for your business and how it can help them.

That's our challenge as Internet marketers. We have to make the assumption that our audience wants to know more about us as human beings. In other words, we have to assume we have their permission to tell our story to create a more humane connect.

Narrating better stories will bridge the understanding of the business as well as that of the customer, to attract and engage a community that enjoys working with you and your team. There are lots of businesses with excellent capabilities, which is why that's not enough anymore.



***We have to make the assumption that our audience wants to know more about us as human beings. In other words, we have to assume we have their permission to tell our story to create a more humane connect.***

# GOOGLE ANALYTICS

## UPDATES FOR YOUR INTERNET MARKETING STRATEGY

The new features introduced by Google will have a long-term impact on Google Analytics and thereby the industry of Internet Marketing at large.

With the New Admin API one has the aptitude to create users, adjust permissions and configure view settings. The handy feature has been asked for a long time by many of Google Analytics' veteran users like platforms (ecommerce platforms, content platforms, etc.). Coming in as a handy boon, this new API allows platforms to automatically create Google Analytics' accounts and configure them when a customer signs up for service, taking Internet Marketing to a whole new level and with less work.

Understanding your audience with demographic data with the addition of your site user's demographic data into Google Analytics to answer the important question of "What do they do while surfing a site?" Taking into consideration details like gender, age and interests helps us augment our Internet marketing strategy include tactics and measures specific to ones drive.

Thirdly the Analytics ABC's which plays out in report format and groups data based on user acquisition and application, user behavioral trends and large and small business outcomes. This helps us determine customer lifecycle and how certain data elucidates it part by part.

**By: Victoria Harper**



Auto event tracking eliminates the need to involve JavaScript. It rather employs a series of new tags in Google Tag Manager that will automatically tap user actions and if your directive commands also capture those actions. Then you can collect the data with Google Analytics or any other tool. Google Tag Manager's new Auto-event tracking comes with the ability to track website action inclusive of clicks, form submissions etc. without any additional Java Scripting. By implementing analytics tracking was a tedious process to engage in and involved specific Java Scripting that is complex to implement and needs periodic maintenance.

Keeping Google Analytics at your side, you can win the Internet Marketing race with an easy leverage over the rest.

Keep the mantra simple- Listen, Capture and Collect.

**KEEPING  
GOOGLE  
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YOUR SIDE,  
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THE INTERNET  
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## MWM back story

# S'WELL FOUNDER SARAH KAUSS ON STARTING UP AND BEING A FEMALE ENTREPRENEUR

By: Daniel Roberts



### What's in a water bottle?

Some \$10 million to \$13 million in projected revenue, 22 full-time employees, up from seven a year ago, an urgent move to bigger offices, a spot on the 2014 Fortune 40 Under 40 list, and a lot of self-discovery for its creator, by the sounds of it.

Sarah Kauss, the founder and CEO of S'well, is having quite a year—after a long, methodical start to her company, which makes stainless-steel water bottles. She spent nearly a decade working in more traditional areas like tax auditing and real estate before founding S'well in 2010. Now, four years later, her bottles have become a fashion must-have and can be found everywhere from J. Crew to Neiman Marcus to Starbucks to Whole Foods.

In Fortune's talks with Kauss for that profile, the entrepreneur spoke at length about being a woman in business, and we found her commentary interesting enough that we wanted to share it separately. What follows is an edited transcript of our conversation.

***So many entrepreneurs drop out of business school to start a company, but you graduated and then spent nearly 10 years working in other jobs before launching S'well. Why the wait?***

Sarah Kauss: When I left Harvard, I don't know that I would have had the confidence to start my own business in the way that I did now. I think I would have been more apologetic about it.

***Did you find that in your more conventional career, before launching S'well, you faced more hurdles because you're a woman?***

No, I don't think I ever felt any different because I'm a woman, but I probably wasn't thinking about it, either.

I think, in everyone's career, they have felt at some point like maybe they didn't get the best assignment or maybe they struggled, but I don't think it was because I was a woman any more than because I had brown hair. I think it was because life is just hard sometimes.

I do have to say that now, later in my life, I have more strong women friends and women entrepreneurs that I know and work with than I did earlier in my career. I don't think I thought it was that important. I didn't really see myself as a so-called strong woman early in my career. I just thought of myself as one of the guys—all of my friends were guys, all the people I knew in my graduate program were guys. But now I pay more attention to it.

***Nowadays there is a great rising tide around female entrepreneurs. Have you noticed a change in the way women are perceived in business?***

I think that I think about it more. I personally want to support more women-owned companies, because of S'well. We are a very feminine company. Most of our employees are women, same for our customers... and it's hard not to have S'well just be a reflection of myself as a customer. So it's hard for me to not be a feminine business owner, because I am a girl, but at the same time, I don't lead with that. It's a part of the story, but in the business world, I don't think it has to be part of the story.

Being a sexy startup is enough for us. It doesn't matter if you're young or you're old or you're a woman or a man or a kid, I just think the product should tell the story. There's a real cult of personality these days around startups—like, 'Who were your investors, where did you go to school, how many followers do you have on Instagram'—but if you just push a great product, people will want to know the story. It's not like we did a Super Bowl ad saying, 'We're a woman-owned business, and I struggled with this...' I'm happy to make the product lead and then have someone look behind it and see me.

***"Being a sexy startup is enough for us. It doesn't matter if you're young or you're old or you're a woman or a man or a kid, I just think the product should tell the story."***





## ***How many of your employees are women?***

We're at 20 people working in the office, and two of them are men. I keep looking around and thinking, 'We need some gender diversity.' But if you hire the best people that come in, sometimes they look like you. We have a coder, a wonderful senior web developer, who's a hacker—and she's a woman. I hate to make a big thing of it, but that's really cool to me. And it's not even like I'm doing this on purpose, she just happens to be a woman. It's hard, because we wish that we had half and half, but we don't yet. That could be because of the industry we're in, the gift industry, but we get a lot of girls applying here.

## ***Did you initially see S'well as a product for women?***

You know, in the beginning, I always thought it could be for everybody. When we started we had one bottle, one color, one size. It was shiny blue. It's pantone 312, ocean blue. And it's gender-neutral. We're getting into a lot of men's stores now, like Jack Spade and Cole Haan, and it's great that they're picking us up.



## ***If you had advice for female entrepreneurs, what would it be?***

To do it all the way. When I first launched S'well, I didn't have any metric in mind, per se, but if I wasn't going to sell 100,000 water bottles, why do it? It couldn't be a side project. I had left a real estate company and started S'well, but I was also sort of looking for a job, but not really. I had a moment where I went to a fancy lunch at Del Frisco's, and was introduced to someone who was starting a new real estate company. He asked me to come on as the managing director. And it was a lot of money. I thought, 'I could do this. And I could do S'well on the side.' I mean, I bought a new suit, I had a lawyer look at the paperwork, I was going to take the job. And then I thought, 'I'm never going to be able to give my heart and soul to S'well.' I know myself, I can't do anything half. If I was going to take the job, I was going to be all about the job. So I had to turn it down. I called him and said, 'I wish you all the best, but'—I was kind of embarrassed to say it—I'm going to go start a water bottle company.'

## ***If it was embarrassing at first to say you were starting a water bottle company, how do you say it now, when people ask what you do?***

In the beginning, I would say, "I started a water bottle company." But now I just say, "I created S'well. Do you know it?" And so often, they do, and I'm so surprised and pleased. If they don't, it's okay, and then I say, "Oh, it's a reusable bottle." Some people don't get it. Like, my grandfather passed away last year—he was a really amazing businessman—and he just never understood S'well. To his dying day he would tell me, "You know, you would sell a lot more of these bottles if you sold them with water in them." He didn't understand why someone would buy an empty bottle. And that's okay.





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