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# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

## A Beginner's Guide to Internet Marketing

FEBRUARY 2016

## SPOTLIGHT ON: THE COFFEE BEAN AND TEA LEAF

Justin Matthews



?



Adam Tabachnikoff

?

Gertrude Curtis



Oliver Bridge

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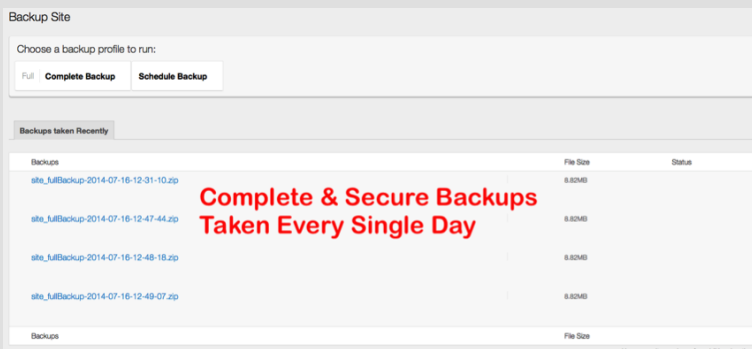
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Welcome to the **FEBRUARY 2016 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and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

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

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

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ME** >>

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Keep your valuable feedback coming. I try to reply to every email, I appreciate Your input as it helps to make **MWM** the Best magazine possible.

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**Making Web Money  
Online Marketing  
Magazine**



# MWM inbox



## 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.*

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

## 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.*

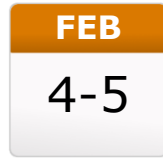
## Press Release Software



? Did you know:

Chinese social network Sina Weibo has 280.8 million users.

## Connect Search Engine Watch



Everything we thought we knew about search has changed dramatically. The incredible growth of mobile, changes in user behavior and smarter search tactics mean that we as marketers have to work faster, be more relevant, more personalized and be available in the micro-moment in order to reach and acquire customers.

Join us and the industry's top practitioners as we discuss how to thrive in this new customer-centric landscape.



Join us to deep dive into local marketing and SEO with industry experts and colleagues at MozCon Local. Informative for all levels, you'll learn next-level tips and tricks for building content, getting citations, and optimizing SEO and local ranking factors as you attend talks, participate in live Q&A, and mix with fellow in-house and agency marketers, Yellow Pages publishers, and consultants. See you in Seattle!

## what's on



CMOs are evolving enterprise growth strategies by serving as catalysts behind brand transformation, awareness and innovation. Emerging technologies continue to be the driving force behind developing forward-thinking business strategies made possible by redesigning the marketing team and breaking down organizational silos. The evolution is allowing high-level marketers to become a vital business partner and enable change and growth by transforming the brand, increasing engagement and driving ROI.

Attend this unique, three-day event full of interactive breakout sessions, thought leadership discussions, and numerous network activities with industry leaders and senior marketing executives.



## CONFERENCE 2016

**When: Feb 15-17, 2016**

**Where: Fairmont Scottsdale: Five-Diamond Resort**

### What You'll Gain From #C2C16

The B2B Content2Conversion Conference brings together the top thought leaders and practitioners in both content and demand generation.

The combined agenda provides real-world case study examples, as well as actionable takeaways on how marketers can better target, engage and convert prospects into customers.

Taking place early in calendar Q1, the B2B Content2Conversion Conference provides you with a playbook to optimize your 2016 marketing plans, with access to:

- ✓ Test drive the latest tools and apps to create interactive content
- ✓ Plan your content calendar
- ✓ Optimize your database to reach more prospects within your target audience
- ✓ Measure the effectiveness of your campaigns
- ✓ Get inside looks at award winning B2B content programs from current and past Killer Content Award winners
- ✓ Blueprints for impacting revenue in later stages of the sales funnel with lead acceleration and sales enablement



Quotable:

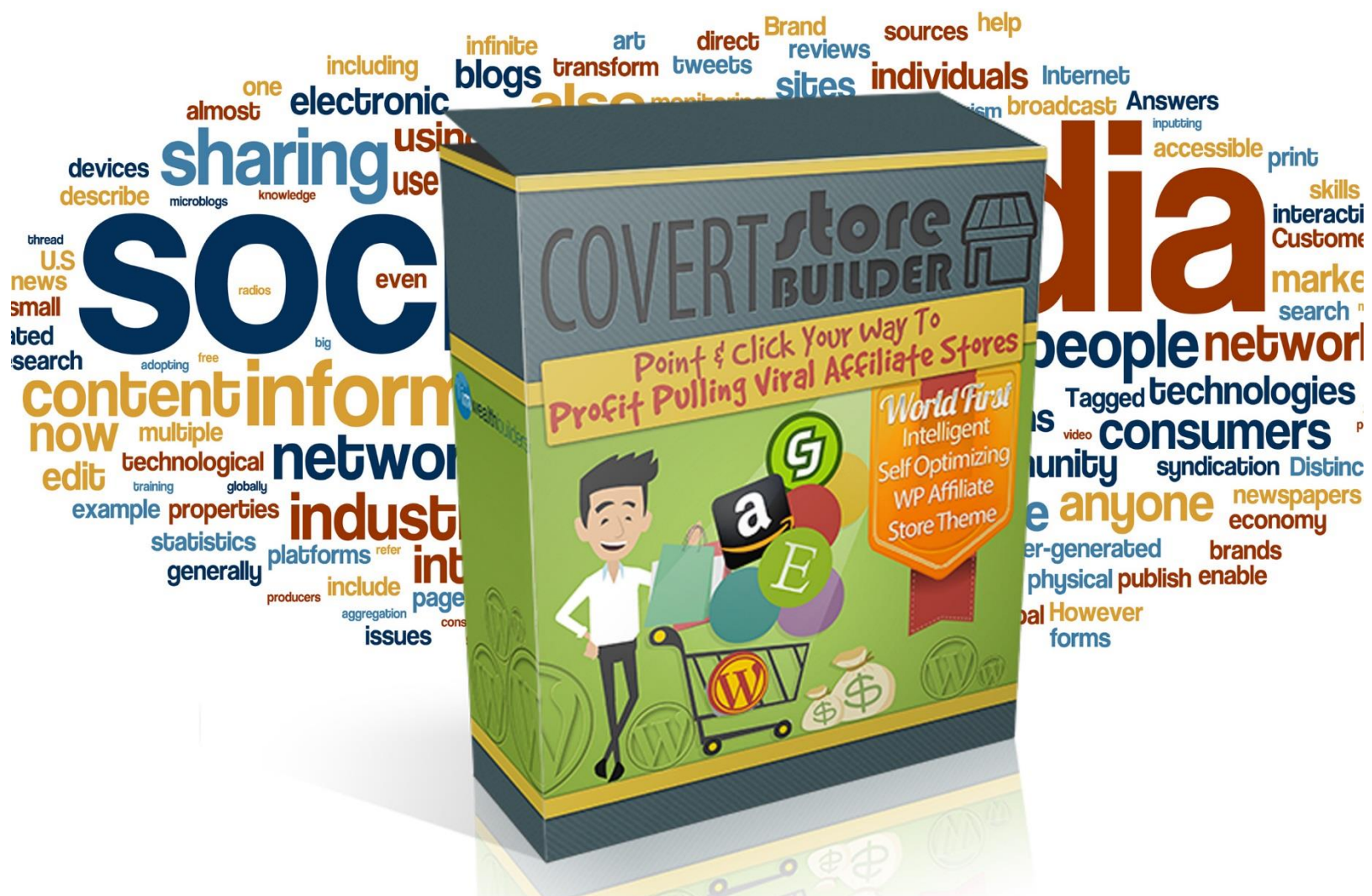
**"Computers have lots of memory but no imagination." ~Author Unknown**



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# MWM news

## SEVERAL BRANDS WILL BE ADVERTISING ON SNAPCHAT DURING THE SUPER BOWL

*Snapchat's first sponsored Super Bowl Live Story will reportedly include Amazon, Marriott, Pepsi and Budweiser.*



At least four major brands are set to advertise on Snapchat during the Super Bowl.

Digiday is reporting that Amazon, Marriott, Pepsi and Budweiser will run ads inside the NFL's Live Story on Super Bowl Sunday, with the caveat that Budweiser's ad will only be shown to viewers who are at least 21 years old.

Snapchat offers the young demographic that many brands are anxious to reach, but the service was unsuccessful in courting advertisers for last year's Super Bowl. Still, brands like Mountain Dew, GrubHub and McDonald's used Snapchat for their own Super Bowl-related marketing. And one Super Bowl advertiser last year — the movie Pitch Perfect 2 — promoted its Snapchat handle in the commercial that aired during the game broadcast.



According to Digiday's sources, Snapchat's Super Bowl sponsors are spending a total in the "low seven figures" to sponsor the Live Story. The NFL and Snapchat will split that money.

## Facebook Audience Network Opens Up To Mobile Web

*In a head-on challenge to Google, Facebook advertisers can now access native ad inventory across mobile apps and websites.*



It's official: Facebook is expanding its Audience Network (FAN) to include mobile websites, not just just apps.

News that the social media giant was testing an expansion of what started as an in-app advertising network in 2014 broke earlier this month. Facebook says it has been working with global publishers such as Hearst, Elite Daily, USA Today Sports Media Group and Time Inc. to test FAN on their mobile sites in a closed beta.

Facebook's 2.5 million advertisers can now access native ad units on mobile websites via the Audience Network. The company says native formats already account for 80 percent of impressions on FAN. This includes multi-image carousel ad units and is also helping publishers create native versions of standard ad formats.

Facebook is making it as easy as possible for mobile publishers to join FAN. They just have to add an HTML tag — no SDK integration required — and could be live the same day. Publishers interested in joining the beta can learn more here.

Some have called Facebook's network expansion to the mobile web a potential Google AdSense killer. Where AdSense dominated desktop network advertising, Facebook hopes to be the network of choice for mobile. It's certainly a threat, giving advertisers the ability to leverage Facebook audience data against their ad buys in addition to native ad units — as opposed to the text and banner ads available via AdSense — that are increasingly popular with publishers and advertisers alike. (Google does offer in-app native ad formats through DoubleClick Ad Exchange). FAN also supports native video, as well as banner and interstitial formats.

In the third quarter of 2015, Facebook generated 78 percent of its \$4.29 billion in ad revenue from mobile ads. The company recently announced that the Audience Network had hit a billion-dollar run rate, based on fourth quarter performance.



Quotable:

**“Hardware: the parts of a computer that can be kicked.” ~Jeff Pesis**



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MUCH EASIER

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# CLOUDING DOUBTS – DISADVANTAGES OF INTERNET MARKETING

By: Janet Collier



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

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

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

The disadvantages of Internet Marketing can be summarized as follows:

- Internet Marketing constantly requires maintaining the website which requires the business organizations to pay monthly fees for the same. There are varied costs like online distribution and web designing costs to be paid. These costs again must be incorporated in the cost of service or the product provided by the business organization.
- The presence of fraudsters and n numbers of law-suits due to scams deters the consumers to believe in online marketers. The consumers have trust issues when it comes to the internet.
- There is a fair share of customers who prefer traditional methods of buying products offline this impacts the organization's consumer base.
- There is so much information available on the internet that scrapping to the top is little difficult. The users have access to loads of information that their attention span cannot be monitored for a longer span of time. This makes the timing of updating the information critical.
- Internet Marketing has its fair share of competitors. The business organization has to be creative in terms of selling their product online as competitors would try to garner the attention of the consumer by adopting similar means.

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

# MWM success story

## SPOTLIGHT ON: THE COFFEE BEAN AND TEA LEAF'S ADAM TABACHNIKOFF

By: Yuyu Chen

Adam Tabachnikoff, senior vice president of global brand strategy for The Coffee Bean and Tea Leaf, shared his experience with building emotional connections with consumers.

Adam Tabachnikoff is an experienced marketer who knows when consumers want a cup of coffee and how they want it.

He joined The Coffee Bean and Tea Leaf as senior vice president of global brand strategy in October of this year. Before that, he held a few senior marketing positions at Church's Chicken and Burger King.

Throughout his marketing career, Tabachnikoff has stood by one principle: the consumer comes first.

"Putting the consumer in the center of the decision making is not always the easiest or the most popular decision amongst colleagues, but consumer testing is so important. It gives us feedback so we know if we are headed in the right direction," says Tabachnikoff.



**THROUGHOUT HIS  
MARKETING CAREER,  
TABACHNIKOFF HAS  
STOOD BY ONE PRINCIPLE:  
THE CONSUMER COMES  
FIRST.**

### Quotable:

“

“Truth is, I wouldn't know a gigabyte from a snakebite.” ~Dolly Parton

By undertaking a consumer-based marketing approach, Tabachnikoff introduced new brand taglines for various products. At Church's Chicken, he helped the brand launch 18 limited time offers, open six new international markets in a 24 month window, as well as redesign a Web page and launch a guest facing mobile app. Most recently, he led his team to push social media for Church's Chicken, which tripled the brand's Facebook followers compared to a year prior.

Of course, marketing for The Coffee Bean and Tea Leaf is different from marketing for Church's chicken and Burger King, because they are offering different products. But what remains the same is the emotional connection that consumers are searching for with a brand.

"No matter whether you are serving cheese burgers, doughnuts or coffee, your consumers are looking for a good experience that they can connect with," says Tabachnikoff.

He explains that in order to create that emotional connection, marketers across industry verticals need to understand who their target market is, as well as who their brand is, its competitive advantages and key differentiators. Marketers also need to understand how their design target interacts with their brand, and how products and services coincide.

"Once you understand this connection you can begin to market in a meaningful way. For example, if the design target is looking for new products and new [information], it is imperative to have a relevant product selection with limited time offerings. If your design target is looking for on-the-go options, it might make sense for you to offer portable products and convenient packaging to make the experience more conducive to how the consumers are using your brand and your products," says Tabachnikoff.

***"No matter whether you are serving cheese burgers, doughnuts or coffee, your consumers are looking for a good experience that they can connect with."***



Applying this marketing philosophy to his new gig at The Coffee Bean and Tea Leaf, Tabachnikoff believes that his team should be more focused on social media, mobile app development and loyalty programs.

For example, in collaboration with agency WONGDOODY, The Coffee Bean and Tea Leaf created an interactive social media campaign for last year's holiday season. The company encouraged fans to post a video on their own Instagram, Twitter, and/or Facebook pages tagging @TheCoffeeBean and using the hashtags #SlurpCarols and #PurpleStraw.





***"In retrospect, I would advise 20-year-old Adam to **get out of his comfort zone as quickly as possible.** My biggest successes have come from situations when I had bosses or mentors who pushed me to try something new."***

"Going back to our design target, we know our consumers are on their smartphones, so we need to be there with them. If this means telling our story on social media or offering a guest facing mobile app to make the experience more personal or more convenient, that is where we will focus our resources," Tabachnikoff explains.

Aside from channel strategies, Tabachnikoff's team will also pay more attention to the nuances in The Coffee & Tea Leaf's 1,000 stores across 30 countries. After the company comes up with an overall marketing framework, it will allow franchisers and business partners to localize their marketing strategy in order to respond to customers on a micro-local level.

"In December, for example, it's cold in New York City and Baltimore, while it's still warm in Singapore and Saudi Arabia. The local language and culture vary so we need to think about the differences when we launch and promote our products," says Tabachnikoff.

Being the head of marketing is a milestone in Tabachnikoff's career. Looking back at his work experience in Mexico, Europe and Asia, Tabachnikoff believes that in order to advance in a marketing career, young professionals should step out of their comfort zone intellectually. A step-up may not always result in a promotion or salary rise, but it can broaden experience and an overall skill set.

"In retrospect, I would advise 20-year-old Adam to get out of his comfort zone as quickly as possible. My biggest successes have come from situations when I had bosses or mentors who pushed me to try something new," he says.

"Sometimes you win and sometimes you learn. But if you take the leap and get out of your comfort zone, you are bound to learn more about yourself and your new role. And this is a win every time," Tabachnikoff concludes.



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A graphic for an interview with Mark Traphagen. On the right is a portrait of Mark Traphagen, a man with glasses. On the left is a green triangular area containing text and a microphone icon. The text reads: 'Interview with Mark Traphagen', 'Sr. Director of Online Marketing at stonetemple.com', and 'STONE TEMPLE Consulting'.

Interview with  
**Mark Traphagen**  
Sr. Director of Online Marketing  
at stonetemple.com  
**STONE TEMPLE**  
Consulting

Hello my fellow SEOers! This time I have Mark Traphagen, Senior Director of Online Marketing for Stone Temple Consulting. He is a well-known expert on Google+ and Google Authorship. He is also a speaker on major conferences like SMX, Pubcon, ConvergeSouth and SearchExchange.

Thank you so much Mark Traphagen for spending the time to answer all of my questions!

**Q. I see that you're only active on Google+ with huge fan base. What do you think are the unique features in Google+ when compared to Facebook and Twitter?**

A. It's true that I built my audience on Google+, but these days I'm just as active on several other social networks, primarily Twitter and LinkedIn (I keep Facebook mostly for personal use). I got into Google+ on its third day and was immediately intrigued by Google's plans to integrate the social network and profile system into many of its other products. My following there blew up (currently over 120,000 followers) because I was explaining Google integration and its implications for things like search in ways that few others were.

There's little doubt now that adoption of Google+ by the general public fell way below Google's original hopes. Nevertheless, it succeeded for Google by getting billions of people to create Google accounts and by adding a single-sign-in social layer to Google.

I think the two most interesting unique features of Google+ right now are:

1. Its effect on personalized search. Since I'm an active user, when I search Google while I'm logged into my account, I often see relevant Google+ posts from people and brands I have circled. Most of the time, those prove to be useful results for me.
2. Hangouts, which continue to be the one killer feature birthed out of Google+. I think the recent move to allow Hangouts to stand as their own app apart from G+ was a smart one by Google.

**Did you know?**

**There is a subreddit devoted to chicken nuggets that look like other things.**



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# MWM ask the expert

**Q. Please share some tips on managing a large number of followers on Google plus! How do you keep engagement levels so high?**

A. My number one tip for managing the people you follow on Google+ is to forget about trying to put people in topical circles. Communities are better for following topics. Instead, create three main circles: Notify Me, More Posts, Standard Posts, and Following.

Go to your Home stream and select the Notify Me circle in the top tabs. Click the bell icon on the upper right to turn on notifications for this circle.

Now, click on each of the other circles you created above and go to the settings for that circle (gear icon at upper right). Check the box to show the circle in your home stream and then, hover over the Amount menu and select the amount of posts you want to show corresponding to the circle's identity (More for More Posts, Standard for Standard Posts, and Fewer for Following).

Finally, go to People, then the Your Circles tab, and drag and drop everyone you follow into one of the four circles, depending on their priority to you. Keep your Notify Me circle small, as you'll get a notification for every post from people in that circle.

Doing this will make your Home Stream so much better! From time to time, I re-evaluate and move people up or down the circles.

Managing followers is harder. At my level of followers, you literally get hundreds of notifications a day. I've learned to quick-skim the notifications to look for what I need to see and what I can skip. The new Mentions tab is a big help, as it is a quick review of any posts where someone has mentioned me.

**Q. Google officially stated that they have discontinued rel=author tag. What are your views on this and what do you think is the reason behind this move?**

A. Well, that's a big topic. Fortunately, Eric Enge (CEO of Stone Temple Consulting) and I wrote a comprehensive post for Search Engine Land covering the demise of Google Authorship and our thoughts on why Google killed it.

I know that some people speculated the ending of Authorship-highlighted posts in search was caused by those results taking clicks away from the Adwords ads. However, I don't buy that and I give my reasons in the article linked above. I think it had to do with a combination of wanting to simplify the search results pages for the mobile age, along with a possible conclusion by Google that verifying quality authors was not something they could really do yet.

That being said, I don't believe for a moment that Google has abandoned the idea of author authority as a search factor. I just think it will be years before they will be able to really implement it. When they do it, it will be in a more subtle way than Authorship. However, I don't expect we'll ever see author photos in search again.

**Q. If Authorship didn't work, then according to you, how else can Google to identify quality content and its ownership across the web?**

A. I think the Knowledge Graph is the answer to that. For those that are unfamiliar with that term, the Knowledge Graph is the general name given to Google's project to build algorithms that can "learn" and understand the identities of people, places, and things, and also, understand the relationships and relative importance levels between all those things.

We see the first fruits of the Knowledge Graph in the boxes with instant answers and related facts you often get in Google Search now.

I think Google realized that Authorship based on rel=author markup could never scale. They would never get enough authors and publishers implementing it and many that did, weren't doing it correctly

However, the promise of the Knowledge Graph is that, over time, they will be able to better identify authors and connect them with their content via automation. Once they feel they can rely on that data with high confidence, they can then correlate quality and relevance signals for content to authors and include that as a factor in search.

***"Our primary question is: is our content reaching our target audience (people who are likely to influence a large company's decisions about hiring a digital marketing agency)?"***

**Q. According to you, how will local SEO evolve and which factors/signals should marketers target?**

A. I'm not a local SEO expert, so I'll refrain from sticking my neck out too far on this topic! Nevertheless, anyone with a local business should, without a doubt, create and/or claim a Google+ Local Page for their business and learn now to optimize it. The new Google My Business platform has made this a lot easier to do. Also, webmasters should become familiar with schema markup, which is a way to tell search engines what information on your web pages identifies your location, contact info, hours of operation, and other pertinent data points.

**Q. How do you measure social media success?****What KPIs would you like to measure?**

A. I think the most important determinant of your KPIs is a clear understanding of your goals for social. In our case, we don't expect social media to be a direct channel for generating clients. We understand the sales cycle for our business. Our typical client signs a contract after a relatively long and gradual relationship-building process.

So for us, our content and social media presence exist more to help build and expose our reputation and authority in our industry. Following from that goal, our chief KPIs center around how and where our content is getting shared, and most importantly, to whom it's being exposed. Our primary question is: is our content reaching our target audience (people who are likely to influence a large company's decisions about hiring a digital marketing agency)?

Evaluating that has led us to some hard but important decisions, including abandoning some social media efforts that were fun for us to do, but didn't seem to be reaching or affecting our target market.

**Q. How can a company motivate disengaged users to interact with their content?**

A. The first thing I'd say to that is understanding the importance and meaning of social media engagement metrics. (I wrote about this at <http://stonet.co/1JmsmZ4>) Engagement should not be the main focus of your social media (likes and re-tweets don't put food on your table!), but they can be a measure of the effectiveness of your content.

You have to experiment with your content and social sharing until you find that you're producing things that resonate with your audience, things that truly hit them where they live, that speak to a need, or a problem they are trying to solve.

Listening to what others are talking about is an important part of that and one of the values of social media. However, I want to emphasize strongly on how important it is to invest in the quality of your content. People get inundated with so much online these days. If your content doesn't stand out and provide real value, it will get ignored.

**Q. What are your tips for marketers to target the right audience with their content?**

A. Really answering this question would require a book. Thankfully, there is an excellent one, so I'm going to cop out by recommending it: Audience: Marketing in an Age of Subscribers, Fans and Followers by Jeffrey K. Rohrs. That book revolutionized the way I approached both content creation and social media.

**Q. What are the major misconceptions that you have heard from other authorities/experts and the greater SEO community? Which do you think are the most harmful?**

A. Another question that could take a book to answer! Unfortunately, there are so many misconceptions. That's the downside of social media; with everyone being able to be a publisher, it's hard to discern good information from bad. There are so many bloggers, speakers, and tweeters who just repeat "conventional wisdom" they've heard other "experts" say without testing it for themselves.

My most important advice in this regard would be to choose whom you follow and read very carefully. Start with a few people who have a proven track record and then, look for the people and sites they share and recommend.

As far as the most dangerous myths and misconceptions, I'll share two that are particular pet peeves of mine at the moment:

1. The belief that there is a "silver bullet" or quick trick that can get you ranking high in search, booming in social, and driving more traffic to your site. In every case, the brands I know that are building long-lasting success in digital media ignore such foolishness and adopt strategies that consistently build their reputation and audience over time. As many have said, "be the site or business that Google can't afford to ignore."

2. The insistence that anything that you can't trace directly to ROI is worthless. Believe me, I fully know that everything in business has to contribute to the bottom line, ultimately. Yet, I see a backlash rising against content marketing and social media marketing based on the "finding" that they don't often produce direct sales. To me, this is shortsighted thinking. Yes, it is very possible to throw away money on such marketing. However, if its constructed out of careful strategy with an eye toward attracting and impressing the people or companies that may one day become customers, then those channels have a value unparalleled in the history of marketing.

**Q. How do you maintain a work and personal life balance?**

A. My wife would say I don't. Actually, I'm not a fan of the "work/life balance" terminology as it implies that there is or should be hard, uncrossable lines between the two. If you love your work as much as I do, it becomes one of your passions and it can stimulate and invigorate other aspects of your life. Nevertheless, no one profits from becoming a workaholic or by denying time to family, friends, and recreation. I'm finding that as busy as I am these days, I have to proactively schedule time for those things so I don't leave them out.

Our CEO Eric Enge has been a good model for me in this. As busy as I am, he has ten times the responsibilities and demands I do. However, he makes a priority for little ways to break away from the work. He plays basketball once a week, for example, and being committed to a team gets him away from work and into exercise. Also, he keeps a commitment to go out for lunch every day, even if it's just to pick up a sandwich and get right back to the office. That means that at least once a day, he's going to break away from his desk and computer.

Well that wraps up this very interesting interview. Thanks for sharing all of your expertise and insight with us, Mark.





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

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

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# A BEGINNER'S GUIDE TO INTERNET MARKETING

By: Justin Matthews

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

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

## 1. Planning a Marketing Strategy

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

## 2. Acquiring Website Traffic

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

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

## 3. Making Best Use of Social Media

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

## 4. Improvising the Mobile Version of Website

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

## 5. Search Engine

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

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



# Importance of Internet Marketing to Small Business Houses

**By: Justin Matthews**

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

## **How Does Internet Marketing Help Small Businesses?**

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

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

## **Knowing the Preferences Is Important**

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

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

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

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

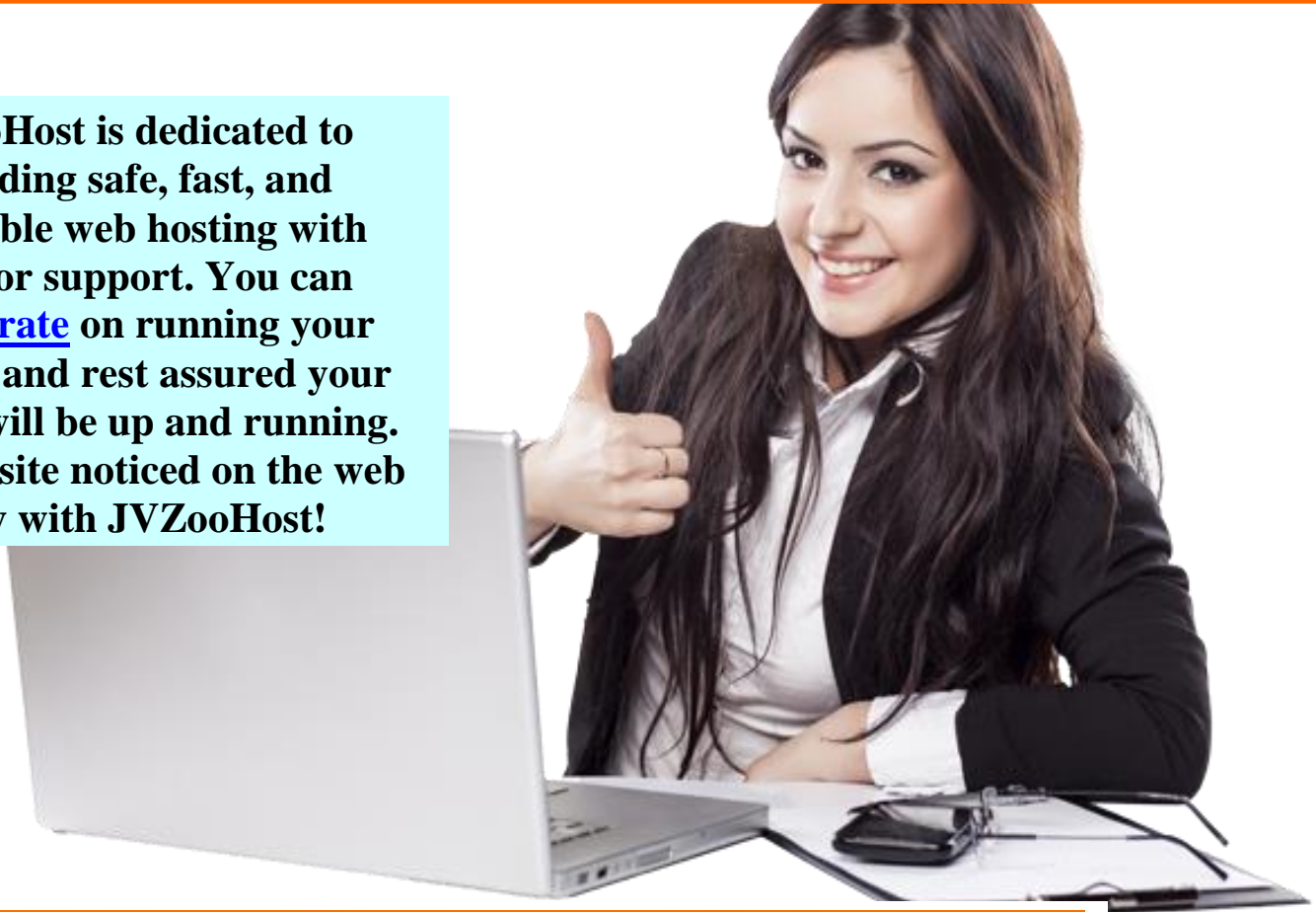




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It goes without saying that life can get rather stressful after a particularly difficult day at the office – or even at home, so much so that you feel as though you need to get out of the house and enjoy a massage session. However, things do not always end up according to plan, and for all of the ladies out there, should the hubby end up being too tired to meet your amorous advances at the end of the day, perhaps it is time you fall back on a different kind of massager in the form of the Sola, where it has been dubbed to be the world's 1st intelligent 4-in-1 personal massager that has been designed by women – for women.



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## MEEM MEMORY CABLE AUTOMATICALLY BACKS UP YOUR SMARTPHONE EVERY TIME YOU CHARGE



Kelly Sumner has created a new innovative charging cable that also automatically backs up your smartphone every time you connect it to charge. Providing peace of mind and the knowledge that all your data is secure even if you haven't docked with your desktop or laptop computer.

The new MEEM Memory Cable is equipped with a USB port and Apple Lightning or MicroUSB connector and will automatically backup your data whether it is connected to a Power Adaptor, Car Charger, PC port or Power Bank.

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## RUNTIMATE MAGNETIC RUNNING BELT SYSTEM



Runners looking for a convenient way to carry smartphones, keys, water or anything else whilst engaging in their chosen sport, may be interested in a new magnetic running belt and arm band which has been created called Runtimate.

Runtimate has been specifically designed to hold your workout equipment and gadgets conveniently in place around your waist or arm. Providing easy access to everything you might need whilst out running without the need to stop, check out the promotional video below to learn more about its design and inspiration.

The creators of Runtimate explain more :

Magnetically secure your workout gear to Runtimate Running Belts and Armbands and unlock it whenever you need it. It's that easy. Keys. Towels. Water. Phone. Our worst nightmares when we decided to go out for running. We tried everything, from waist packs to running backpacks: carrying and using comfortably that stuff was almost impossible. We looked for something better:

- Something with the capacity of a backpack in the space of a waist pack.
- Something so comfortable that you would forget it while running.
- Something designed to maximize usability.

Runtimate Belt and Armband represent our vision of the future of sport waist packs and backpacks. We thought magnets could save us from the bother of carrying running gear efficiently. After more than a year, we can proudly introduce a state-of-the-art invaluable device for your outdoor training.

The Runtimate project is currently over on the Kickstarter crowd funding website looking to raise €65,000 in pledges to make the jump from concept to production. So if you think Runtimate is something your running could benefit from, visit the Kickstarter website now to make a pledge from €25 and help Runtimate become a reality.

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

Did you know



One million babies have been born from people who met on Match.com.

## Feature Article

# STRATEGIES TO THE RESCUE - INTERNET MARKETING STRATEGIES

By: Dave Steele

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

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

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

## Importance of Internet Marketing

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

## Strategies for Successful Internet Marketing

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

1. Be on the top when it comes to Search Engines. There are varied techniques for the same that must be employed by business organizations.

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



3. Email Marketing must be optimized with exclusive discount offers, suggestions of new products based on consumer's purchase history. This procedure must be mastered effectively by business organizations.

4. Try to make the website or blogs more interactive. The users would feel a sense of belonging and the business organization can find out about the user's preferences.

5. Be constantly on the web. This includes constant press releases, exclusive contests and certain giveaway contests on the website coupled with discount offers for consumers.

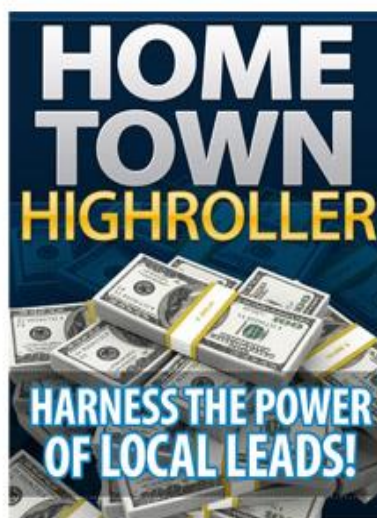
These are just a few of the many Internet Marketing strategies that a business house can adopt in order to garner the consumer's interest.

Try to make the website or blogs more interactive. The users would feel a sense of belonging and the business organization can find out about the user's preferences.



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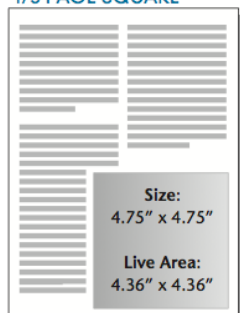


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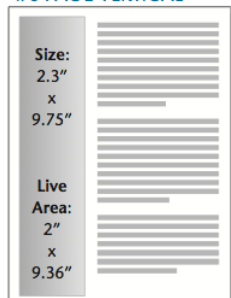
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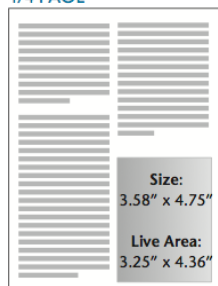
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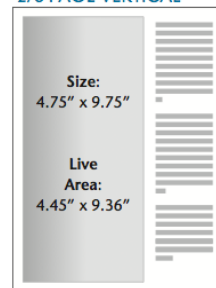
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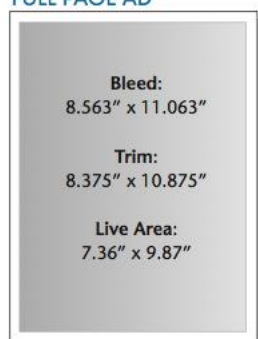
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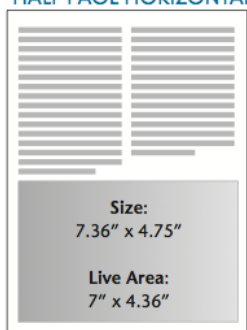
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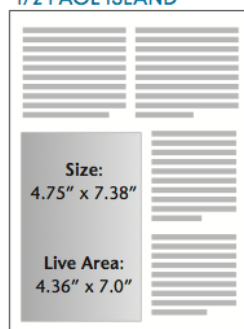
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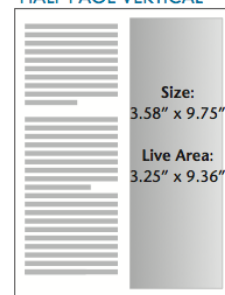
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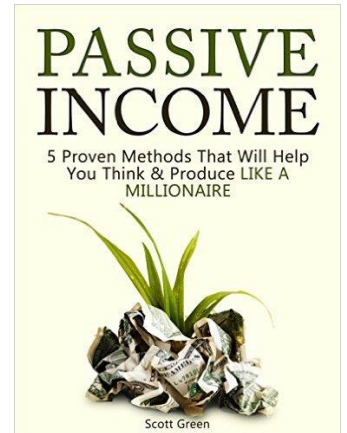
## [Growing Your Social Media in 2016: Make Your Business Soar with Social](#) By: Filip Galetic

Social media is an irreplaceable element in any half-serious attempt at online marketing strategy. Even in 2016, it offers a low-cost, one-of-a-kind solution to building the relationship with your buyers and gaining new ones.

Mastering the top 5 social media: Facebook, Twitter, LinkedIn, Instagram and Pinterest to grow your small business takes time and effort. But before you do that, you need to have a solid knowledge of the basics.

Hot on the heels of the last year's Growing Your Social Media in 2015 (Amazon Kindle Bestseller in several categories), this new and improved edition takes into account some important innovations happening in the last 365 days.

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



Whether you're just looking for some extra monthly cash flow or a self-confessed online hustler, this book can help you chart a course to success. More people are turning to non-traditional employment options to help make ends meet. With the popularity of media such as YouTube, Twitter and Facebook, building a brand has become supremely easy.

Online business offers greater freedom than traditional jobs. You set your own hours. You choose the work you want to do. You make the decisions about the forward direction.

They can be self-sustaining. I will outline passive income streams that you can setup. Once up and running, they require less day to day oversight than active revenue streams.

Most of all they can be a lot of fun. Never before have people been able to write, film, edit and distribute their own creative works with such ease. The technological advance has democratized the worlds of entertainment and art. It has lowered the barriers to entrepreneurship.

In the book we will review:

- How making and sharing videos can be fun and profitable
- The ins and outs of affiliate marketing
- Brand building and money making through social networks
- Setting up your own online storefronts
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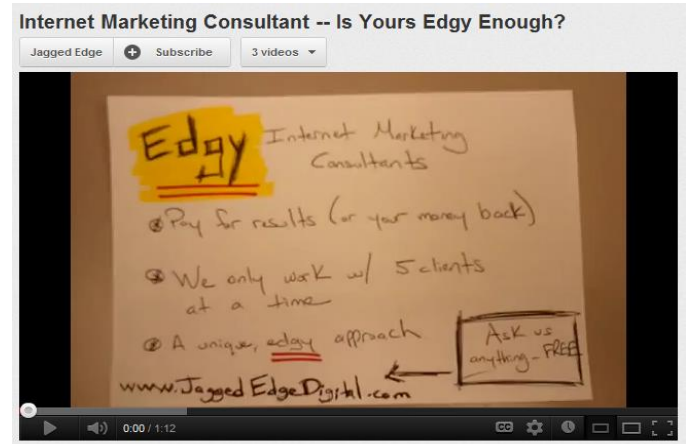
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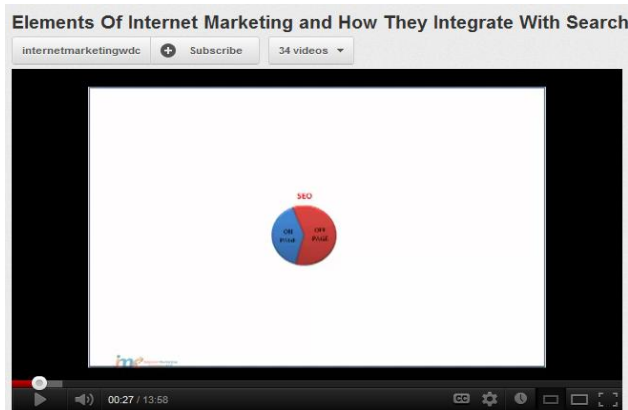
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# Internet Marketing - A Positive Boon

By: Gertrude Curtis

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

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

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

#### 1. Ease:

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

#### 2. Cost:

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

#### 3. Increased Consumer Base:

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

#### 4. Consumer Relations:

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

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

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

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





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## SOCIAL MEDIA EXPERT INTERVIEW: SARAH WORSHAM

By: Kane Lodge

Sarah is the CEO of Sazbean Consulting - a Michigan based web strategy company. They help companies & organisations grow online by creating digital strategies based on customised analysis and achievement of business goals.

### SARAH, TELL US A LITTLE ABOUT WHAT IT IS YOU DO?

We [Sazbean Consulting] help organizations figure out how to use the web and social media in order to meet their business objectives. Websites, social media, search engines and other types of online marketing tactics can be powerful tools if organizations use them properly. We help them figure out how.

***Gone are the days of  
a cute ad or catchy  
jingle. Customers  
want to know what's  
in it for them, and  
that goes beyond just  
advertising to them.***

Tell us about the journey you undertook to get you where you are now?  
Where did you start?!

Well, I started programming on the web in college (where I got a computer engineering degree). After college I worked on large e-commerce sites like Eddie Bauer and 1-800-flowers. Then I went off on my own for awhile creating websites for small businesses. I wanted to get more experience on higher-end technology, so worked at a B2B media company managing all their websites (over 100), as well as their online strategy. Late 2008, I wanted to go back to my own business and also take the opportunity to get my MBA from the University of Michigan, so I left to focus on Sazbean Consulting.

How important would you say having a social media presence is for businesses these days?

This actually depends on the type of business you have, but almost all businesses should at least have a website that's useful to their potential customers, which usually means more than just being a sales brochure. Also, social media can mean a lot of different things, from participating on discussion boards, to contributing to online publications, to more mainstream social media like Facebook and Twitter. What types of social media are important to a particular business will depend on where their potential customers are online. But yes, using various tools, either online or off, to build relationships is key to any organization.



What three bits of advice would you give a business that is taking their first steps into the world of social media?

The most important thing in social media is to really understand the need and wants of your customers. Gone are the days of a cute ad or catchy jingle. Customers want to know what's in it for them, and that goes beyond just advertising to them. The best thing to do when getting started with social media is just to listen. Do some searches, check out industry associations and publications and find out where your customers are online. Then, just listen to what they're saying. You'll find out a lot about what concerns them, what they want and need. And then you can look at ways to fulfill those needs with your products and content. The great thing about social media is that gives you access to information you used to have to pay big bucks for in a market research study. Doing a good job of listening on social media can really impact your business by providing value to your customers in both your products and your content.

What do you think the future holds for social media?

It's not really the future, but mobile is going to continue to affect online marketing. People will be connecting to your online presences and content from a variety of devices, which means serving those devices, as well as the different types of needs people have when using different devices. For example, when you look up a business from your mobile phone, you're probably most interested in the phone number or address (or maybe the menu if it's a restaurant). When you're at your computer, you have a bigger screen, and so are more likely to browse for more in-depth information. How businesses are able to serve different need at different times is going to be a big driver with their use of social media, at least in the near future.



# MY BLOG PROFITS COACHING



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

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

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

**Introducing My Blog Profits Monthly Coaching Program...**

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COACHING

Your ONE Source For Learning  
To Blog Profitably!

Make Money With Your Blogs

# MWM useful links

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

- **Brand Name Tennis Equipment**
- **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](#)**
- **[Best Computer Hardware Store](#)**
- **[Ipod Music Sources](#)**
- **[Jewelry Deal Store](#)**
- **[Toy Reviews Today](#)**
- **[The Twitter Effect 2.0](#)**



# The Pros and Cons of Social Media Marketing



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

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

## **The Pros:**

### **1. Lower Cost**

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

### **2. Wide Consumer Base**

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

### **3. Friendly Consumer Relations**

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

### **4. Fast and Effective**

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

## **The Cons:**

### **1. Lack of Control**

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

### **2. Time-Consuming**

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

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



# MWM marketplace



**Your Ad here**

**Contact Us >**

Contact us to list your  
Domain name or website  
For sale in this section



**Your Ad here Contact**

**Contact Us >** Contact us to list your  
Domain name or website For Sale in  
this section

**MakingWebMoney.com**



**Your Ad here**

**Contact Us >**

Contact us to list your  
Domain name or website  
For sale in this section



**Quotable:**

“In the practical world of computing, it is rather uncommon that a program, once it performs correctly and satisfactorily, remains unchanged forever.” ~Niklaus Wirth

# COVERT PIN PRESS

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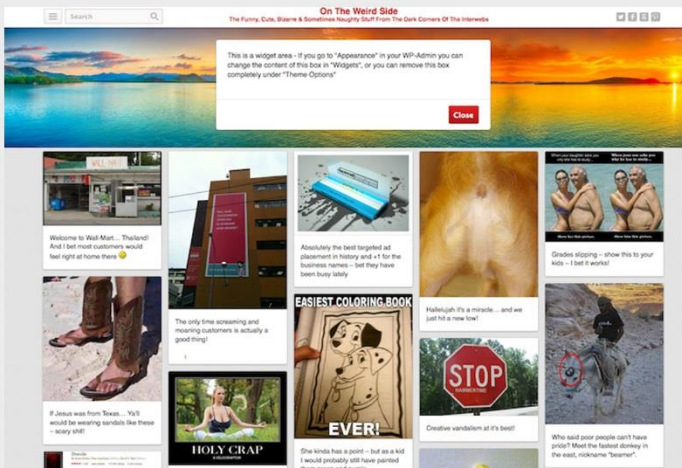


# Fully Monetized

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Use the Covert  
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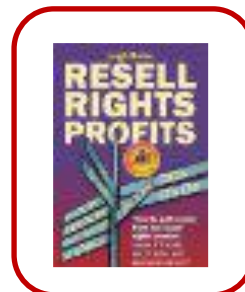
# MWM featured products

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.



## **WPMemberSite.com**

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

Introducing WP member Site. The Wordpress Membership Site plugin that allows you to quickly and easily turn your Wordpress Blog into a recurring income machine. Charge your members a monthly fee and watch your Paypal account expand with cash on a monthly basis.



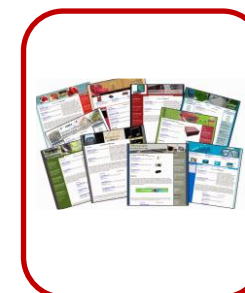
## **CheapestArticles.com**

We have the cheapest article packs on the internet. Our experienced english speaking writers will quickly and expertly craft quality articles that will help you promote your business online and increase the ranking of your web pages. We also offer article submission services, press release writing services & sales copy writing. One of our more popular packs is our Combo Article Writing and Submission services. Click 'Combo Packs' on the left menu.



## **ResellDeals.com**

We have the cheapest and best PLR content available a-lacarte on the internet. Our experienced english speaking writers & graphic designers expertly craft quality articles, ebooks, sales letters, graphics packs, templates and software on a weekly basis. You can purchase any PLR content and use it to help promote your business online and increase the ranking of your web pages. One of our more popular packs is our 319 Premium Wordpress Themes. Click 'Themes' on the left menu. It's currently FREE!



## [iPad2](#)

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





# MWM contributors

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## Luther Ball

Luther Ball is the Director of a digital marketing company based in Melbourne. His clients are from different fields, including real estate, medical, advertising and food and beverage.



## Yuyu Chen

Yuyu Chen is a Digital Marketing Reporter at ClickZ.com, a Contentive Media Company.



## Janet Collier

Janet Collier is a freelance content writer. She enjoys analyzing keywords and making sure that her clients are ahead of the curve.



## Gertrude Curtis

Gertrude Curtis has been a digital marketer since 2006. She knows the ins and outs of Google and she has helped so many clients gain more clients through online visibility.



# MWM contributors

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## Kane Lodge

Kane Lodge is the Managing Director of Giraffe Social Media. His primary focus is Finance and Operations Management, that's when he isn't watching clips from The Office on YouTube anyway.



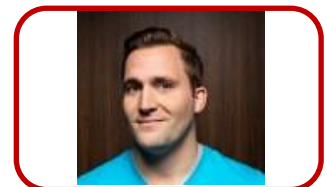
## Justin Matthews

Justin Matthews is a social media marketer. He helps clients become more visible through Facebook, Twitter, Instagram and other platforms.



## Dave Steele

Dave Steele is a freelance graphic artist and content writer. His expertise in SEO helps him create not only informative content, but Google-friendly ones as well.



# INTERNET MARKETING – ERA OF SOCIAL MEDIA MARKETING

**By: Gertrude Curtis**

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

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

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

*The business organizations can easily connect with the consumer through various channels like blogs, videos, contents and also pages dedicated to the organization.*

## Platforms for Social Media Marketing

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

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

### ➤ Social Networking Websites

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

### ➤ Emails

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

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

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







## Drop 3 Dress Sizes in 7 Days?

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

VenusFactor.com



## 5 Veggies that Kill Stomach Fat?

Check out which veggies boost female metabolism and burn stomach fat



## 1 Tip for a Tiny Belly

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

venusfactor.com





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



# THE IMPORTANCE OF INTERNET MARKETING

By: Dave Steele

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

## Internet Marketing and Advertising

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

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

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

## Successful Business Strategy

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

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

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

# OPTIMIZATION OF RESOURCES – INTERNET MARKETING

By: Janet Collier

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

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

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

## 1. Planning Marketing Strategy

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

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

## 2. Budgetary Control

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

## 3. Blog

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



## 4. Social Media

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

## 5. Branding

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

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

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



## 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.

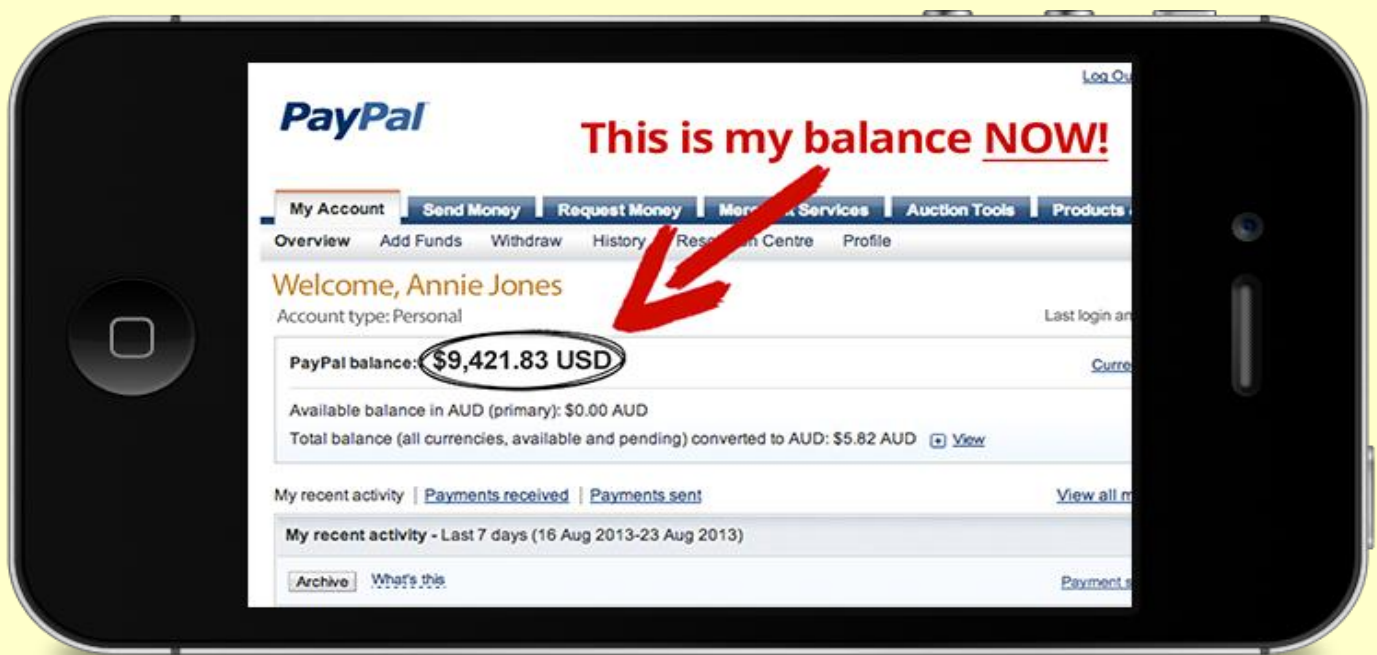
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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



## CORNERSTONE: OLIVER BRIDGE

**Cornerstone:** Oliver Bridge

**Name:** Oliver Bridge

**Company name:**  
Cornerstone

**Number of Employees:**  
1

**Location:** Greater London

**Date launched:**  
05/06/2014

**Website:**  
[www.cornerstone.co.uk](http://www.cornerstone.co.uk)

*After starting his first business at 15, Oliver Bridge shares his latest offering, an online subscription service offering men 'a better, more simple, way to shave'*

### **Tell us what your business does:**

Cornerstone sells razors and men's shaving products on a regular, flexible subscription over the internet. It means a man's bathroom cupboard is always stocked with shaving essentials without the need to remember to go shopping. We've bench-marked the quality of our range against leading department store brands, but because we sell direct to the customer we are significantly less expensive. In a nutshell, Cornerstone is a better, more simple way to shave.

## Where did the idea for your business come from?

I was buying replacement razors in my lunch hour one day and was shocked at the cost. It got me thinking that there should be a less expensive alternative that didn't require me to spend the valuable time away from my desk in a queue in Boots.

## How did you know there was a market for it?

Despite the well-documented rise of the beard, the majority of men prefer to wet shave so there are a lot of potential customers! Cornerstone offers a better quality, cheaper and more convenient way for men to wet shave – so it stands to reason that there is a sizeable market for our products.

## What were you doing before starting up?

I was working for a venture capital fund, identifying and investing in technology and e-commerce businesses. Before that I worked for an 'innovation consultancy' – helping brands like M&S and Unilever develop new products.



## Have you always wanted to run your own business?

Yes – from an early age I've had the entrepreneurial bug! My first business was BiggerFeet.com – a large footwear retailer inspired by my size 13 feet – which I launched when I was 15 (and which Startups was kind enough to cover). At university I launched GenderChecker.com, a database of names and their genders, a tool which is now used by marketing professionals and academics around the world to make sense of their data – we recently registered our two millionth search.

## How did you raise the money?

I borrowed £5,000 from Startup Loans and raised £160,000 from a group of angel investors in September 2013. My background in venture capital was incredibly helpful as I was able to put together a credible business plan to get investors' interest.





### Describe your business model and how you make money:

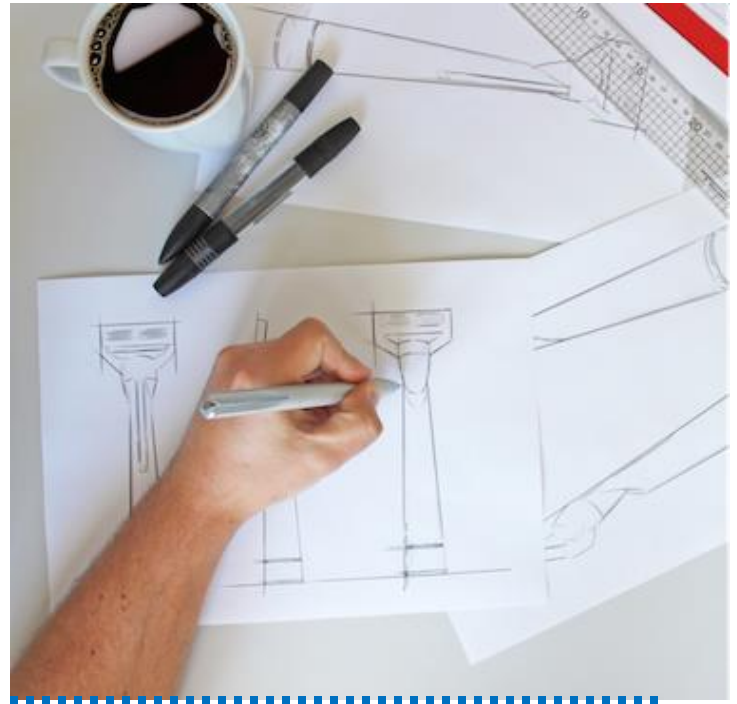
Our customers sign up over the internet. We ask them how often they shave and which of our products they'd like; based on that we suggest a delivery schedule for their subscription containing the shaving essentials they've selected. Every time their subscription box is posted to them we charge their card. A week before each delivery we send a warning email to allow the customer to make any changes to their delivery date or product selection. They can also cancel at any point – it's very simple.

### What challenges have you faced and how have you overcome them?

Sourcing quality manufacturers for our products was probably one of the biggest challenges but one which we were determined to crack – without a good product you won't be successful no matter how good your marketing is. The process we followed was extensive online research followed up by time-intensive on-site visits to all those that responded to our initial enquiries. Our philosophy is that until you've actually put your feet on the ground in the factory and looked the supplier in the eye, you can't tell whether they're the right partner for you.

### What was your first big breakthrough?

Two weeks after registering the business, I first met the supplier that now makes all of our liquid products – our scrub, shave gel and post-shave balm. After meeting the team and hearing about their other clients – leading brands that you find in department stores all over the UK – I knew we'd found the right partner. That was very exciting because the weeks and months that followed involved testing dozens and dozens of different product samples – I could literally see the business coming to life before my eyes.



**"Say yes to everything;  
it's amazing what  
opportunities are hiding  
away in unexpected  
places."**

### What advice would you give to budding entrepreneurs?

Say yes to everything; it's amazing what opportunities are hiding away in unexpected places.

### Where do you want to be in five years' time?

I'd love to be taking Cornerstone into Europe and the US. For the time being, we're UK focused but the scale of the global opportunity is enormous.

# Cornerstone®

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- Joint Ventures
- Blogging For Cash
- Social Networking
- And More!... Get The Facts On What It Takes To Start Making Money Online Starting Today!



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