

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

JULY 2016

The POWER of Internet Marketing

INTERVIEW SUMIT GUPTA, DIGITAL MARKETING EXPERT

Ebony Diaz



Sumit Gupta

Cesar Terry



Emma Watkinson



Online Marketing

THE PATH TO LET INTERNET MARKETING PROVE TO BE A *HOUSE* OF PROFIT FOR YOU

The Entrepreneur: Emma W. & SilkFred

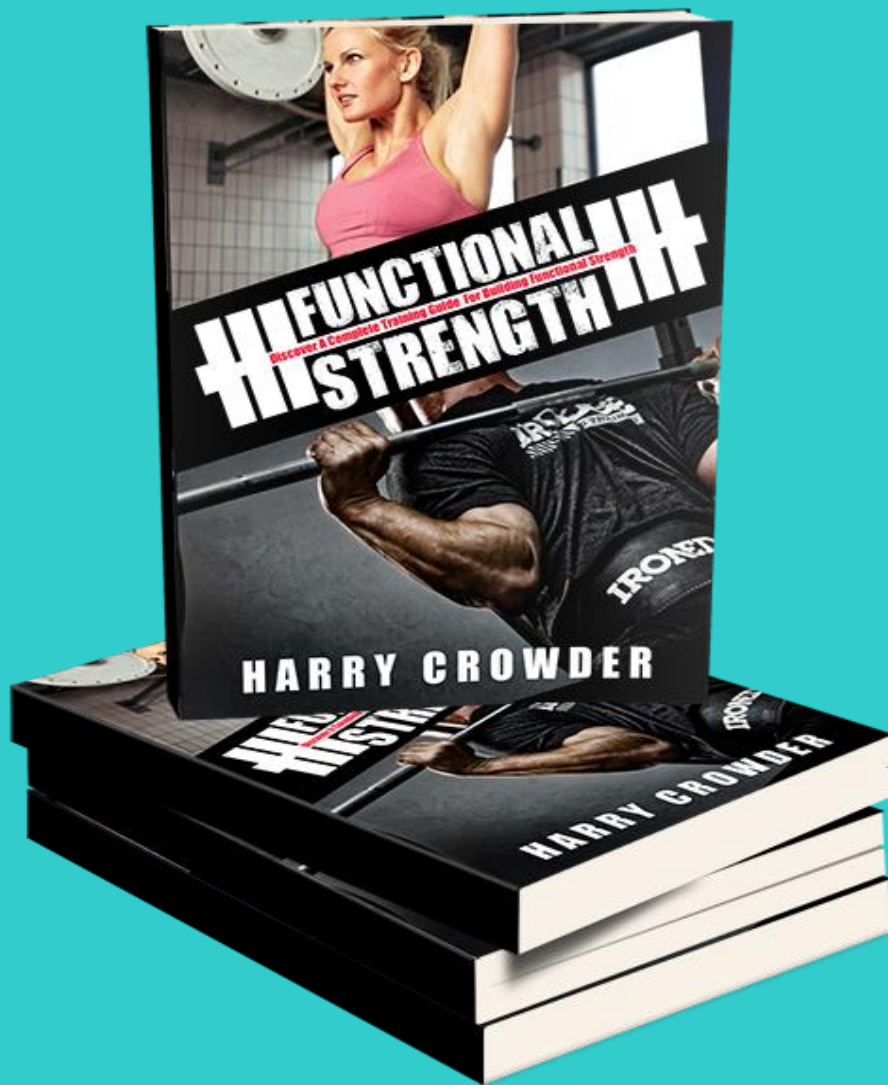
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Welcome to the **JULY 2016 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and personal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

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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.

Remember we have over 52 Great Back Issues too!

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.

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

facebook

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Making Web Money Magazine
Published

12 times per year.

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Making Web Money Online
Marketing Magazine

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Contributors

Various experts in their fields
The instructions and advice in the magazine are for entertainment purposes only.

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What is the easiest way to create an iPhone app?

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

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

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

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

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

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

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

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

Press Release Software



What is Offline Marketing?

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

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

? Did you know:

Mark Zuckerberg's original Facebook profile number ID is 4.



JUL
10-12

iRetreat heads into its 6th year connecting brands and influencers. Join us in New Orleans July 10-12, 2016 for a once in a lifetime event focusing on you, the CEO of your brand, as we guide attendees along the ABC's of blogging—Aspire, Build & Connect. As previous attendees can attest, iRetreat is a conference for influencers by influencers. Whether it's your first or sixth time, we can't wait to see you.

JUL
20

LEARN INBOUND



We LOVE inbound marketing. Plain and simple.

We're trailblazing to round up the BEST inbound marketing experts in an effort to help advance your knowledge and fuel your professional growth. By combining the very best in speakers with an active and engaged community for you to get involved with, we're trying to build something different around Learn Inbound.

From tactics and tools to campaigns and case studies, our talks will provide actionable information to help make you more efficient and more effective.

what's on



JUL
26-27

Make email better—in London!

The Email Design Conference brings the email community together to celebrate their craft and give marketers and designers a platform to learn, share, and grow.

Free from product pitches and meaningless hype, we're all about content: teaching designers, marketers, and strategists how to produce emails that look great, perform well, and engage audiences.

DIGITAL TRANSFORMATION AND THE CONVERGENCE OF MARKETING AND SALES



WHEN: July 6 2016
WHERE: Savoy, London, United

Overview

The separation of marketing and sales is often deeply ingrained in organisations, but this is changing rapidly with the explosion of communication channels and technologies blurring the lines between the functions.

Join us for an exclusive senior leaders' conference, focusing on the convergence of marketing and sales and its integration within wider digital transformation projects.

On the agenda:

- Find out how the path from audience to customer is changing due to the rich and varied communication channels and technologies available.
- Understand how to create and deploy content to answer customer questions all the way through the marketing and sales funnel.
- An overview on re-organising, retraining and re-incentivising a substantial part of the entire organisation without damaging the brand or missing revenue targets.
- How to track suspects, prospects and customers in sufficient detail, across multiple channels to be able to decide on next best lead nurturing action.
- The key role data and evidence-based decision-making plays in the convergence.

Benefit from:

- Insight from those at the forefront of transformation.
- Understand how best-practice processes are being established inside some of the world's leading brands.
- Networking and discussions with your peers from two roundtable sessions.



Quotable: “Computer Science is no more about computers than astronomy is about telescopes.”
— Edsger W. Dijkstra

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MAILCHIMP ADDS NEW FEATURE FOR PRODUCT RECOMMENDATIONS

Company says it is the only SMB-targeted email platform that offers such a built-in capability.

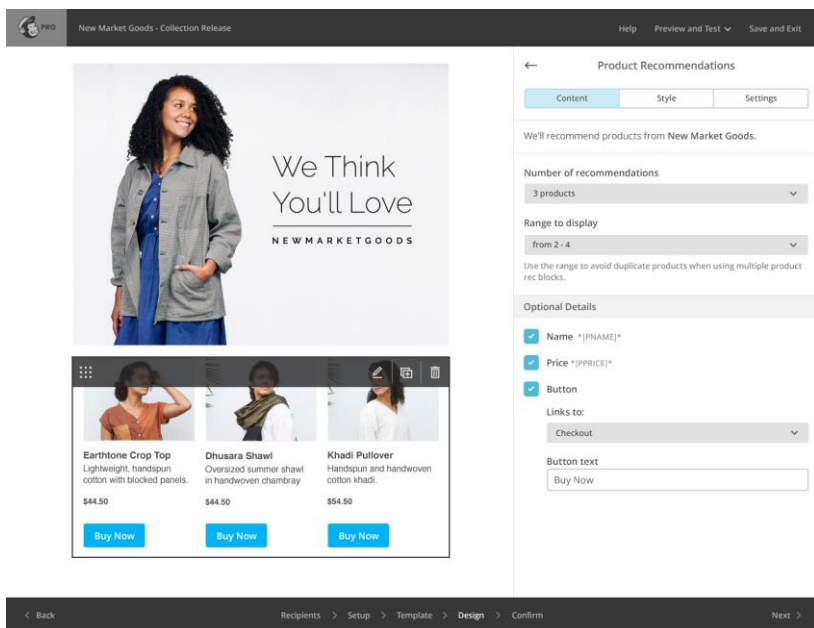
Email marketing provider MailChimp is out with a new Product Recommendations offering, which it says is the only such native feature available on a platform oriented toward small to medium-sized businesses (SMB).

Product recommendations are common in ecommerce sites, including giants like Amazon or Netflix. They are also increasingly common in email platforms, such as the SMB-oriented Campaign Monitor.

MailChimp points out that Campaign Monitor utilizes an integration with personalization provider Barilliance, for which there is a separate charge.

In MailChimp's new feature, personalized emails can contain recommendations of products you might be interested in, based on the user's visits to your website and your site's sales data. The company claimed that, during its beta test, the Product Recommendations tool was able to correctly predict users' future purchases more than 98 percent of the time.

Here's a screen from the Product Recommendations builder:



With Product Recommendations, marketers can automatically include product ideas in an email a few weeks after the last purchase, or they might send suggested products to an inactive customer. So that businesses can utilize an existing product catalog, MailChimp is integrated with ecommerce platforms Shopify, Magento, WooCommerce or BigCommerce.

To utilize the feature, businesses need to have had at least 50 different customers in the past year, over 10 available products and more than 500 orders in the past year. Newer stores that haven't met these milestones can instead offer top sellers.

BING NEWS LAUNCHES PUBHUB, A PORTAL FOR NEWS PUBLISHERS TO SUBMIT THEIR SITES

Bing News has launched their Bing News PubHub, a place to submit your site to Bing News for inclusion.

Bing announced a new portal named Bing News PubHub at pubhub.bing.com.

At the Bing News PubHub, publishers can submit their news sites to Bing for consideration of inclusion in Bing News, which is syndicated in front of Windows 10 users through Cortana and in front of Outlook users through Outlook News Connector, in the Bing mobile apps on iOS and Android and other places.

To get your site included, first you need to ensure your site follows and complies with the Bing Webmaster Guidelines. Then you need to verify your site in Bing Webmaster Tools.

Bing says they will judge your news site based on the following criteria:

- **News worthiness:** Report on timely events and topics that are interesting to users. Content that doesn't focus on reporting, such as how-to articles, job postings, advice columns or product promotions, is not considered newsworthy. Similarly, content that consists strictly of information without including original reporting or analysis, such as stock data and weather forecasts, is not considered newsworthy.
- **Originality:** Provide unique facts or points of view. Faced with numerous sources frequently reporting similar or identical content, originality or uniqueness becomes a critical way to determine the value to a user of an individual story.
- **Authority:** Identify sources, authors and attribution of all content. News sites with authority maintain the highest level of trust and respect from our users.
- **Readability:** Create content with correct grammar and spelling, and keep site design easy for users to navigate. Advertising should never interfere with the user experience.



**Quotable: “Software is a gas; it expands to fill its container.”
— Nathan Myhrvold**

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can grow your business to new heights!**



[Internet Marketing Made Easy Training Guide](#)

THE POWER OF INTERNET MARKETING

By: Ebony Diaz

Boost your sales with effective Internet marketing tools. Read on to discover the effects of effective web marketing ways!

What is Internet Marketing?

Internet marketing is a marketing strategy that uses the internet to give information to consumers via social media, emails, display ads and search engine machines.

It is also known as online or web or internet advertising. It involves writing ad campaigns and then publishing it on the web.

Internet Marketing is the easiest way to inform your customers about marketing messages. This includes various techniques such as email, social media, etc. There is a bucket full of perks this form of marketing

For few years now, internet marketing has overpowered other means of marketing like television, radio, newspapers, etc. This medium of delivery marketing messages has proved beneficial to the industrial sector.

Types of Internet Marketing

Internet marketing can be further categorized into the following types:

- Email marketing: Information about selling and messages regarding any product or company can be sent by email to a specified group. Initially, such messages were considered as "spam" but over the years, it gained popularity.
- Web Marketing: Particular websites, blogs and specialized way of typing a text via search engine optimization have helped many to promote themselves.

With the rise of social platforms such as Facebook and video-sharing websites such as YouTube, marketing strategists, publishers and advertisers did not waste much time to use this platform.



- Display ads: This concept arrived in the year 1990. It involves marketing efforts by posting ads on popular sites so that when a consumer clicks on the link they are directed to their page.
- Social media for marketing purpose: With the rise of social platforms such as Facebook and video-sharing websites such as YouTube, marketing strategists, publishers and advertisers did not waste much time to use this platform.
- Mobile phones have also become a medium to send marketing updates.

Benefits of Online Marketing

Internet marketing has flourished as a significant strategy to deliver marketing news as a large section of the consumers are now web friendly and are available online for a large part of their day. It helps you to connect with the consumers on a more personalized basis plus you can let them know at any time.

Conclusion

Internet Marketing has now dominated other modes of advertising and marketing tactics. Almost the entire industrial sector has taken over online marketing for means to update their customers.

MWM success story

THESE FOUNDERS CALLED 1,000 CUSTOMERS PERSONALLY -- AND THEY'D DO IT AGAIN

By: David Port



"We felt like it would undercut our entire brand if we didn't roll up our sleeves and try to mend these relationships."

In 2015 Nootrobox was flying high from stories about its flagship product -- a pill supplement called RISE designed to enhance cognitive performance -- that appeared in a series of media outlets such as The New York Observer. Not even a year old, the San Francisco-based startup had the kind of marketing boost every company dreams of. Then it ran out of product.

Quotable:

“

“Computers are good at following instructions, but not at reading your mind.”

— Donald Knuth



NOOTROBOX

nutrients for your brain.

“We were very excited about the press coverage, which blew orders through the roof,” recounts founder and COO Michael Brandt. “We had pulled the trigger on a purchase order to replenish supply and tried to get our supplier to move faster when the press stuff happened. But you can’t just snap your fingers and get a product like ours made faster.”

That meant almost a thousand new and existing customers weren’t going to get their orders filled anytime soon. Here was a company whose products claim to promote mental acuity, showing its customer base a clear lack of exactly that with a faulty demand forecast. “We felt like it would undercut our entire brand if we didn’t roll up our sleeves and try to mend these relationships,” Brandt says.



“It took half our day, every day, for several weeks to do it, but I think we succeeded in getting people to understand the processes we have to follow to make our products and that we weren’t going to compromise quality just to ship faster.”

But rather than dump the problem on their customer service staff, Brandt and his cofounder, Geoffrey Woo, grabbed the hot seat themselves and started contacting customers personally.

“We decided we could do the best job of repairing [customer] relationships by answering their questions one by one,” Brandt says. “It took half our day, every day, for several weeks to do it, but I think we succeeded in getting people to understand the processes we have to follow to make our products and that we weren’t going to compromise quality just to ship faster.”

After about 1,000 personal emails and phone calls, they managed to salvage all but a handful of customers. “The conversations turned from a cold, ‘Where’s my product?’ to excitement and curiosity about our products,” says Brandt, who is convinced the unorthodox crisis-communications campaign saved the company.

“Conservatively I’d say saving those 1,000 customers was worth at least \$50,000 in revenue, and likely a whole lot more in recurring revenue. That was a very important \$50,000, because soon after we resolved this situation, we were able to raise \$2 million in VC money that we otherwise might not have been able to raise.”



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MWM ask the expert



AN INTERVIEW WITH **SUMIT** **GUPTA,** DIGITAL MARKETING EXPERT

Sumit Gupta is a digital marketing expert and social media specialist. He has over 8 years experience in the digital marketing niche. Sumit started his digital marketing career with a US-based marketing agency referred to as “Tangence Solutions”. Later on, he worked with other digital organizations like IndiaMART, Careesma, HCL Infosystems, BCC Research (part of ELI Research). Sumit’s twitter handle attracts over 30,000 followers.

How did you get into Digital Marketing? What interested you in learning Digital Marketing?

Sumit: I had an opportunity to work in the US based company when I graduated from college in 2005. I worked with the internet marketing team of the company. That’s how I started by career in digital marketing. I focused more on SEO and internet marketing. Later on, I ventured into SEM and other forms of digital marketing.

Did you
know:



The original Space Jam website is still
live.

COVERT VIDEO PRESS

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

And With This **Game Changing WordPress Theme**
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Without Ever Having To Create A Single Video



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

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



MWM ask the expert

According to you, what are the advantages of conventional marketing over Digital Marketing? Do you think that Digital Marketing is a threat to the future of conventional marketing?

Sumit: Conventional marketing is something which companies are doing and will be doing as still people read news paper, see Bill boards, watch TV, listens Radio, etc. But nobody knows the future. Being a digital guy I can easily emphasize on the advantage of digital marketing over Conventional marketing and here is my take on this.

Biggest advantage of Digital Marketing is ROI calculation which is not very easy in conventional marketing tactics. Other major benefit is, you can resume or stop any of your digital activity in just one click. These 2 things are something which are very important from marketing budget point of view. You have better control on your spending, you can focus on the activity which are deriving results and stop which are not performing well. Even you can track Real time results which are not possible in other form of marketing. Study says, people are spending more time on internet so it makes sense to make your product visible to then and there only. Newspapers have been replaced by e-Newspapers, e-commerce is also growing so these are the some indicators which clearly indicates the boom of internet. Using digital marketing we can encourage our prospects and clients to take real time action, visit our online portal, explore our products and services, rate them, share them, buy them and share feedback which is visible to our core market. As a result it doesn't take long for good advertising to enhance the prospects of your business. Few years back this all was not possible as we are not having such useful platforms. New things like Programmatic buying are the evidence of bright future of digital marketing.

Conventional marketing is what most companies are doing and will continue to do so long as people still read newspapers, see Bill boards, watch TV, listen to the Radio, etc. But nobody knows the future. Being a digital guy, I can easily emphasize on the advantage of digital marketing over Conventional marketing and here is my take on this.

- The biggest advantage of Digital Marketing is ROI calculation which is not very easy in conventional marketing tactics.
- You can resume or stop any of your digital activity in just one click when you engage in Conventional marketing.
- In Conventional marketing, you have better control on your spending. You can focus on the activity which are deriving results and stop others that are not performing well. You can even track real time results which is not possible in other form of digital marketing.
- Recent studies show that people are spending more time on internet. Hence, it makes sense to make your product visible to them there and then. Newspapers have been replaced by e-Newspapers; e-commerce is also growing. These are some indicators which clearly indicate the boom of internet.
- Using digital marketing we can encourage our prospects and clients to take real time action, visit our online portal, explore our products and services, rate them, share them, buy them and share feedback. As a result it doesn't take long for good advertising to enhance the prospects of your business. Few years back all of these were not possible.

Share about your 3 favorite Digital Marketing case studies. What did you like most about them?

Sumit: Actually there are more than 3, and I would say lots of marketers are giving their time to create and execute some fabulous campaign. This era is all about "Storytelling." So, everybody is working on campaign which has some meaning rather than just pushing the product or service. Still here are my couples of favorite campaigns which just keep buzzing in my head me all the time.

- Volvo Trucks the Epic Split: the way brand used Video properties, especially YouTube. From this campaign, brand communicated their truck's key qualities very easily. Video on YT got more than 76 M views which is amazing.
- Google Chrome – "Dear Sophie": This was based on a real story and I love the way how brand added so much emotion in the film. Releasing the same on Father's Day was the best possible connect to the ad and the target audience

According to you, what are the top 3 mistakes committed by organizations today in leveraging Digital Marketing?

Sumit:

- Lack of Integration: If you are doing something online, you should have same thing offline and vice-a-versa. All digital communication should be properly integrated with all the offline communication to get the best outcome of any campaign.
- Expecting overnight Success: Best example is Social Media. Brands are investing a lot of money in social media because their competitors are doing same and by so doing they expect direct sales from this channel. Brands should understand that social media is not for direct selling.
- Ignoring Content marketing: Very old saying – "Content is King" and yes you need to admit this. This is something which support your maximum digital marketing activities like SEO, Social, Email etc. Focus on this as your most of the things depends in content.

First focus on one thing, get expertise and then move to second thing.

Between Agency and In-house, which approach would you recommend for maximum value of Digital Marketing? Why?

Sumit: It depends on how you look at it! Both have their own value. If you manage a large company that also has good B2C domain, I would say having one or multiple Agencies would be the best option as you will generate ideas from multiple teams and will not miss anything which is latest and trending. However, for the smaller companies, In-house team would be the right choice as you need to monitor closely what you spend and how you spend. B2C and B2B worlds are different so you need to choose wisely.

Which are your 3 favorite Digital Marketing Tools?

Sumit:

- Comscore (to check traffic of other websites)
- Google Analytics (analyze anything)
- Hubspot (your one stop in-bound marketing tool)

Why do you think it's important for entrepreneurs, marketing professionals and students to learn Digital Marketing today?

Sumit:

- For Entrepreneurs: Endless business options which can be integrated with Internet and digital marketing can be leveraged easily.
- For Professionals: Endless Job options in domestic and International Market
- For Students: Can be entered with limited experience and knowledge and can learn fast and make a great career in future.

What are the top 3-5 skills you look for when hiring a candidate for Digital Marketing profile?

Sumit:

- Tech Savvy – Earlier the job was frequently about managing the advertising company. But now person need to understand technology. What do some of these technologies look like? Free Tools (ex. Hootsuite, Tweetdeck etc)/ Platforms (ex. Hubspot, Zoho etc)
- Data Analysis – Person should be able to analysis the data as this is very crucial when it comes to analytics and post campaign review.
- SEO Expert – this is something which is a must for digital person.
- Knowledge of Email Marketing

What is your advice for newbies, who are looking at building a career in Digital Marketing industry?

Sumit:

There is a plethora of information about digital marketing on Internet so use that. Subscribe for some good website feeds, email alerts, marketing blog etc. First focus on one thing, get expertise and then move to second thing.

Never stop reading as this is very dynamic domain and daily you have something new and you never know what get missed any point of time.

How do you stay updated on the latest trends in Digital Marketing? Which are the Digital Marketing resources (i.e. blogs/websites/apps) you visit regularly?

Sumit: Reading, Reading and more reading. Google news (specific categories with email alerts), SEW (searchenginewatch), Markteingprofs, Social Media Examiner, Mashable, Techcrunch, are the few of the website/portals which I visit daily. Jeff Bullas, Guy Kawasaki, Matt Cutts, Chris Brogan, Danny Sullivan are the bloggers which I like the most.

Share the names of 3 people you respect when it comes to Digital Marketing.

Sumit:

- Chris Brogan (chrisbrogan.com) – He is the one who we can call as a “True Blogger” and a marketing leader.
- Lewis Howes (lewishowes.com) – Self made millionaire, Social Media expert and knows how to use social media to get something big.
- Neil Patel (neilpatel.com)

How do you see Digital Media evolving in future? What are the top 3 trends do you foresee for 2016?

Sumit:

- Mobile will lead for sure. Study and data clearly shows that, use of the mobile internet is growing drastically so future would be mobile. Usage of Big screen mobile and tablets will replace most of the laptop screens
- Programmatic Buying – Automation! Efficiency and more value in media buying.
- Data – BIG DATA. Money will be spent after a deep data analysis. You can't close your eyes while spending on digital media.

MY BLOG PROFITS COACHING



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INTERNET MARKETING IS FAST BECOMING THE EFFECTIVE WAY OF CONNECTING

By: Jean Jones

The Internet has provided one of the best platforms for building relationships with your buyers, being available all hours of the day, cost-effective and a fast way to update about your marketing news. See which one fits the best for you.

How to Make Online Marketing Work Best For You

Internet marketing is basically marketing efforts which solely uses the internet. It drives consumers towards the advertiser's website by using online measures such as email marketing, web marketing, social media, search engines and mobile phones.

Internet marketing is one of the easiest, and convenient ways to communicate to the consumers as consumers purchasing choices has become quite dependent on the web.

Social media and emails can be read anytime from anywhere opposed to newspapers and television. Thus, there has been a growing interest in this form of marketing and advertisement.

Paths to Connect to Your Audience

There are several delivery methods available for promotion. Few of them are listed below:

- You can put across your ideas to purchasers visually using cartoons, catchy messages, pictures or some other attractive graphic tools.
- If you have a target audience then applying certain techniques such as behavioral targeting, contextual advertising, etc. can be implemented.
- Merchandisers can convince the buyers via compelling videos and audio displays.
- One can also make use of pop-up ads, floating ads, expanding ads and news feed ads.



Advantages of Online Marketing

- **Reach:** You can now connect to a larger section of buyers. The Internet bridges the gap between you and consumers who are miles away from you, and you do not even need to open a local store or connect to distributors.
- **Convenience:** You can be available for online 24*7. You need not worry about reaching your store at the precise time and catching up with customers. They can go to your website whenever they wish to, and you too can keep them updated about the latest trends.
- **Cost:** No store thus no rent. All you need is a steady internet connection. Plus you are aware of the demand so you can manage your stock.
- **Interpersonal Relationship:** You can connect with your customers on a more personal and friendly basis by engaging with them via live chats, blogs, social media, etc.

To Sum It Up

Internet marketing is one of the best and effective marketing efforts. It approaches a large section of consumers as you can reach them from all across the globe with fewer hassles.

The overall setup cost is less while the sale and in turn the profit is quite large.

HOW TO MAKE INTERNET MARKETING WORK FOR YOU

*Internet Marketing has taken over by a storm. Be it medium or large-scale businesses, everybody is relying on the internet to promote their marketing ideas. Global reach, hassle free, 24*7 availability and multitasking are only a few of the advantages of internet marketing.*

Demand for Internet Marketing

Internet Marketing has now become an indispensable part of every corporate company and self-employed business person. The entire world has become tech-savvy and spends a huge part of their schedule over the internet.

People from all across the world of different age groups and social and cultural background are available over the internet. Thus, by making promotional and marketing offers over the internet can enhance a marketer's reach, prospect base, and sales and thus profit by a great deal.

The advertisement will reach to the consumers by a myriad of online tactics such as email marketing, pop-up ads, web marketing, social media such, video-sharing sites, mobile phones, blogs, etc.

Perks of Using of Internet Advertising

As the internet lets you connect to a large proportion of buyers this, in turn, helps you up your sales. Internet marketing has a lot of benefits attached to it. Some of them are listed below:

- Cost Effectiveness: Less capital revenue.
- 24/7 marketing service is available
- Can attend to millions of customers
- Even months after the campaign released, marketers and advertisers can take advantage of the residual effect of online advertising.
- You can reach out to the global market anytime and from anywhere.
- There are various which you can use to save time by promoting your marketing ideas over the internet such as display ads, blogs, etc.
- The era of exchanging and losing business cards are gone now as you can follow-up on your customers by sending them emails about any latest sale.

How to Enhance Your Selling Skills

You can easily become the most valued merchandise by providing special coupons, great discounts, gift cards, easy and hassle free home delivery options, keeping buyers updated, using catchy and relatable slogans online.



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MWM gadgets & toys

PlayStation VR Aim

As well as announcing the highly anticipated launch date for the PlayStation VR virtual reality headset, Sony has also introduced a new peripheral designed specifically for the PlayStation 4 and its upcoming PS VR headset.

The PlayStation VR headset will be available to purchase on October 13th, 2016 priced at \$399 and Sony has designed the new PS VR Aim Controller to provide players with direct 1:1 tracking.

The design of the new weapon styled controller builds on the technology Sony used in its previous PlayStation Move shooting attachment and Sharp Shooter.



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

OPOLAR VACUUM FAN LAPTOP COOLER



If you love gaming, you know the hard life that comes with playing on a laptop. Even the more powerful ones overheat if you go at it for too long and can shut off mid-game. The key to gaming longer and still being able to run everything else in the background is keeping your laptop cool. Since the body is so small, you can't have as powerful of a fan like a PC.

Instead of trying to wait for it to cool down, you could always invest in the Opolar Laptop Cooler, as it uses a vacuum fan to suck the heat out of your air vents. It's a compact system that is easy to put on, and you only have to line it up once to be able to rapidly reduce the surface and internal temperature of your laptop by 18-50 degrees Fahrenheit. This is definitely going to be better than just elevating it on a slatted platform or using fans on the exterior.

You want it

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

ADD A BATTERY AND THIS ULTRA-THIN BOOKMARK BECOMES A READING LIGHT

Just because you've completely shunned ebooks and e-readers for classic paper tomes, that doesn't mean you can't let a little technology improve your reading experience. Kyouei Design's Bookmark Light will not only save your page, it will also save your eyes, turning into an ultra-compact reading light.

Available from Designboom's online shop for just \$US16 (\$22), the flexible bookmark is covered in a simple circuit made from conductive ink, as well as a set of ultra-thin LEDs. When folded over a standard CR2032 watch-sized battery, the LEDs glow, letting you read well into the night.



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

WITHINGS BODY CARDIO ANNOUNCED



We certainly live in very interesting times, where companies do happen to take a very different approach when it comes to doing things. For instance, who would have thought that Nokia would have dropped out of the mobile phone race after being so dominant in the market for so long? Nokia Technologies has just announced the global launch of the Withings Body Cardio, where this particular device will redefine the connected scale category. How does it do so, you ask? For starters, it will make use of Pulse Wave Velocity (PWV) measurements, which is something that has not been part of home scales previously, hence making it the most comprehensive scale on the market.

After just mere seconds of stepping on the Body Cardio, users are able to check out a holistic view of their health with accurate measures of weight, BMI, body composition (fat, muscle, water & bone mass), standing heart rate and the highly insightful PWV. PWV happens to be a measurement which remains as a key indicator of cardiac health and associated with hypertension and risks of cardiovascular incidents.

Those who are interested will be able to pick up the Body Cardio exclusively over at Apple Stores around the world, and also to make their purchases online at Withings.com with an asking price of \$179.95. Body Cardio enables users to obtain an incredible tool in their hands in order to get a daily snapshot of cardiovascular health and take action.

Body Cardio will come jam packed with features in order to help people achieve their weight loss and maintenance goals. Apart from weight and BMI readings, Body Cardio will also expand on its predecessor's body fat indicator in order to provide full body composition analysis. Making use of a scientific technique known as biometrical impedance, it computes the body's percentage of fat, muscle, water and bone mass – important information for general users as well as those tracking weight as part of athletic performance. It also looks sleek, being a mere 0.7 inches thin with a flat aluminum base, sporting a footless design and heat-tempered glass. Looking good on a good looking scale, now that is worth checking out for me.

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

Did you
know



The GIF format was invented by Steve Wilke, an engineer at CompuServe in 1987.

PLAY THE GAME OF INTERNET MARKETING STRATEGICALLY



Internet marketing being fast, low or no capital revenue, cost-effective and reaching to millions on a global level has made internet based marketing a huge success.

In this competitive world, internet and marketing have again joined hands to promote goods and services online. The number of paths to do this is increasing over the years and publishers, copy editors, merchandisers, and advertisers are coming up with new strategies to sell and earn profit in the most efficient manner.

Your Ad Campaign Is Just Around The Corner

Internet Marketing is being used all over the globe which involves the use of Internet or the web for marketing and promotional purpose. This is an effective way of reaching millions of buyers on a global level and ensuring a more powerful effect in comparison to marketing via newspapers, magazines and television.

Internet marketing being fast, low or no capital revenue, cost-effective and reaching to millions on a global level has made internet based marketing a huge success.

It has given a new structure and benefits to the different sectors of the economy like travel, hospitals, academic institutions, etc.

Several Ways to Spread The Word

There are many ways by which one can promote and sell goods and services. Some of them are given below:

- Search Engine Optimization (SEO): is basically a combination of tactics to drive the traffic to a particular website.
- Social Media Marketing: Social networking sites can be used to broadcast about commercial promotions.
- Email Advertising: involves the delivery of emails to recipients describing the promotional and market offers. The buyer has the option of unsubscribing.
- Affiliate Marketing: has a third-party selling their market message online and when any consumer takes the desired action, the affiliate is paid.

Limitations of Online Marketing

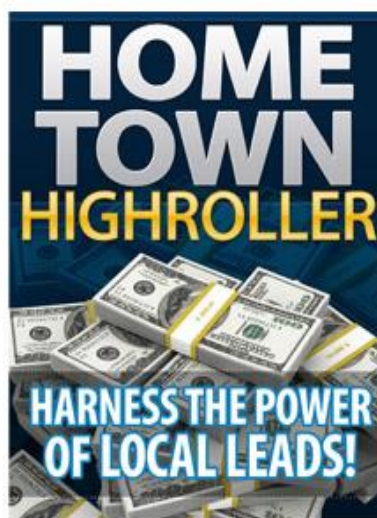
- The marketing ideas and ad campaigns can be copied by other competitors.
- A particular ad may go unnoticed due to other advertisements around it.
- It is a highly competitive marketing skill.
- It may not be suitable for a particular product or a firm.
- There is a lack of trust. Some buyers can be scammed.
- Many buyers still are not acquainted with marketing over the internet.

Conclusion

If you wish to earn profits by marketing online, then you have to choose the most suitable and efficacious way of internet market strategy for your goods and services keeping in mind the downside too.

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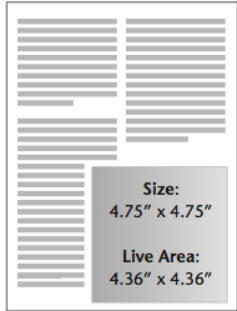


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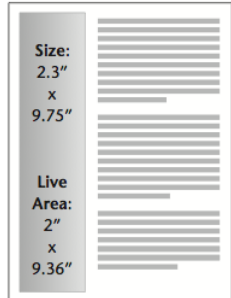
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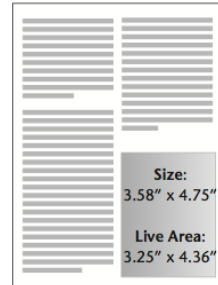
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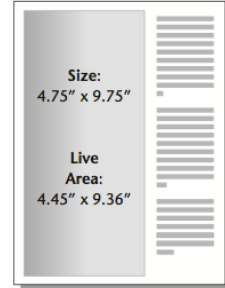
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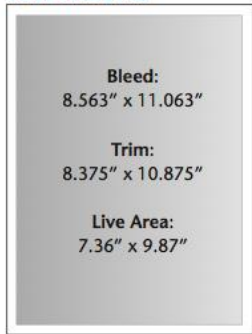
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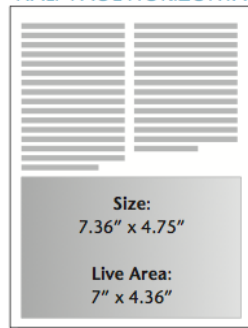
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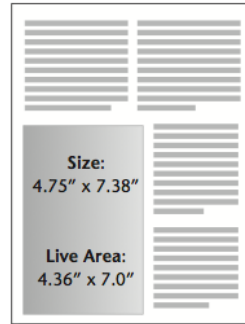
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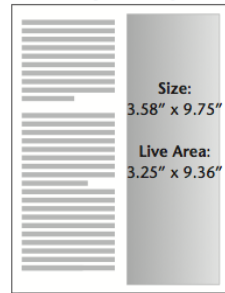
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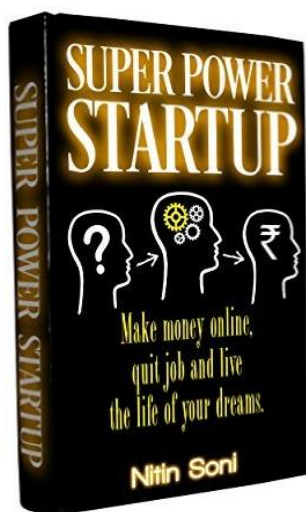


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SUPER POWER STARTUP: Make Money Online, Quit Job & Live the life of your Dreams Kindle Edition

By: Nitin Soni



Super Power Startup is a must read book for anyone who wishes to earn passive income through internet and make money online. This book lays out step by step process of deciding, launching, marketing and building an online startup. This book will reveal to you how you can leverage on the power of internet and blogging to launch a profitable online business through the comforts of your home and without quitting your full time job.

The steps, processes and insights shared in the book have helped many individuals build profitable online businesses including the author Nitin Soni himself, who makes most of his earnings online. If you are looking to make money online – SUPER POWER STARTUP will prove to be the game changer!

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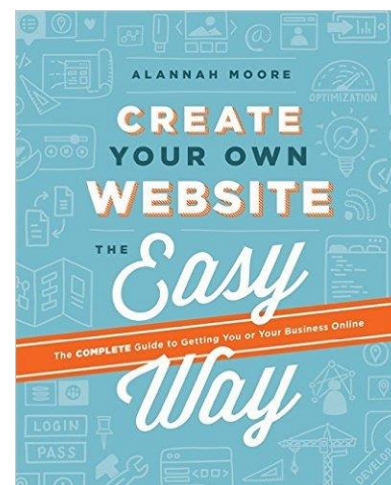
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Create Your Own Website the Easy Way: The Complete Guide to Getting You or Your Business Online

By: Alannah Moore



Every small business or organisation needs a website, whether it is a simple online portfolio or a complex online shop. Expert web design teacher Alannah Moore makes this subject accessible for everyone, even those with no technical or design experience. Avoiding technical language, Alannah provides a summary of the web platforms available, covering, among others, WordPress, Squarespace, Weebly and Shopify. From these the reader can choose the right platform for them, and very quickly get up and running.

Drawing on her vast experience of what a novice website builder really needs to know, Alannah covers all the topics they will come across in their online experience: how to choose a good domain name; what content you need for your site; how to work with images and even create your own logo. The reader will also learn how to integrate social media and a blog, so they are set up and in control of their virtual presence from every aspect.

This is the perfect book for anyone who doesn't want to pay for an expensive web designer. In Alannah's safe and capable hands, they will find the process of building their site easy and enjoyable, and they'll soon have a successful online presence.

Did you know:



The first spam email was sent in 1978 over ARPNET by a guy named Gary Thuerk. He was selling computers.







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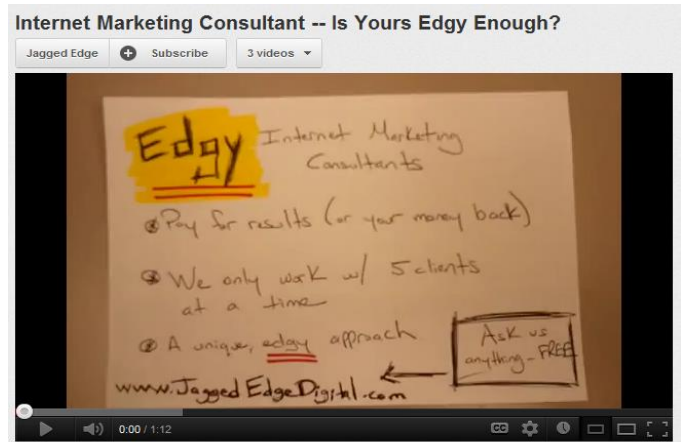
What A Difference 12 Months Can Make [Click Here](#)

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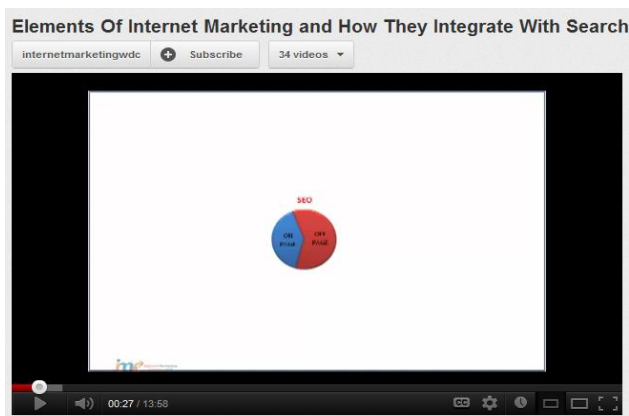
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ALL THAT YOU NEED TO KNOW ABOUT INTERNET MARKETING

The right skills coupled with the perfect target audience can result in successful internet marketing. The Internet has reshaped marketing approaches. There are several ways to communicate to the buyers, to plan strategies, to pocket the advantages and to look out for the disadvantages. Choose the best one and see your business reaching greater heights!

The Marriage of Internet and Marketing

Internet and marketing go hand in hand in this era of globalization. Internet marketing as it is often called is the use of space on the internet to advertise, promote and sell your goods and services.

The Internet has alter marketing techniques and strategies years ago. There has been a revolutionary change in the marketing practices from the onset of online marketing.

It provides the marketer with a myriad of ways to connect to millions of consumers on a global range in a cost-effective way although it has certain limitations too.

Different Way To Reach To Them

There are plenty of ways to update your customers about the latest news. Few of them are as follows:

- Affiliate Advertising
- Chat Advertising
- Search Engine Optimization
- Search Engine Marketing
- Text Advertisements
- Display Advertisements
- Social Networking Medium

Which Strategy To Opt For?

You can promote and sell your goods and services via certain techniques which are perfect for your company or business or product. You can choose from the following:

- Text messages
- Visual aids such as animation, pictures, effective audio and video
- Advertising techniques for a specific target audience
- Graphical advertisements



What Are The Advantages of Internet Marketing?

The benefits attached to internet marketing are huge.

- Cost Effectiveness
- Available all around the clock
- Residual Effect
- Customer feedback, future updates and instant customer care service
- Reaches millions of buyers all around the world without spending
- Gives a personalized effect
- One gets to witness immediate result

Limitations to Internet Marketing

- Has to convince the audience
- Can be left unattended among other online ads
- Unsuitable for your use
- Negative feedback can be read by other customers thus, decreasing reputation
- There is a lack of security and privacy

Conclusion

To make internet marketing work for you try to understand the ongoing marketing strategies and your competitors. With the choice of right technique can overpower the advantages over disadvantages of internet marketing and improve your chances of earning huge profits.

Internet marketing provides the marketer with a myriad of ways to connect to millions of consumers on a global range in a cost-effective way although it has certain limitations too.

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How to create a potential hot-selling eBook

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SOCIAL MEDIA MARKETING FOR YOUR BLOG- INTERVIEW WITH JENN HERMAN

By: Taranpreet Singh



The big trend for 2016 is live video and I love when bloggers use these platforms to build their blogs. You can share live videos on relevant topics to build your audience and trust, while encouraging these viewers to subscribe to your blog.

Jenn Herman is well known Instagram marketing expert. She is a successful entrepreneur who offers valuable blog posts about Social Media Marketing & its utility for online business growth to her readership at JennsTrends.com

As an Instagram marketing expert, Jenn is well dedicated to serve the target readers of her blog with the insightful subjects related to social media marketing as well as management ideas. She coaches & teaches other people to develop their marketing skills in her unique terms & methodologies. That's the reason why she has now become a globally recognized expert.

Question 1: Social media management is an essential aspect to be covered while looking forward for blog growth? How should an effective strategy be developed for best results?

Answer: A social media strategy is absolutely essential to growing a blog. The moment I started my blog, I avidly promoted it everywhere and attribute that to the success I've achieved. Your social media strategy should include posting to all of your social media sites (you should have accounts on all the major platforms). You should also be posting to Facebook or LinkedIn groups in accordance with those group guidelines. Look for blog sharing sites where bloggers are encouraged to share and promote each others content. Your social media strategy should also include deliberate and authentic engagement with other influencers and bloggers in your industry or niche.

Question 2: With change in technology, marketers & bloggers change the way they work upon their blog. What kind of positive change do you feel with available technologies for Social media management in 2016?

Answer: The big trend for 2016 is live video and I love when bloggers use these platforms to build their blogs. You can share live videos on relevant topics to build your audience and trust, while encouraging these viewers to subscribe to your blog. You can use live video to tease or promote upcoming blogs. Get creative and find ways to use live video to your advantage.

Question 3: Content planning & automation of social media posting are in vogue these days. How effective do you feel they are in utilizing the benefits of social media channels?

Answer: Automation should only be used as a resource not a replacement. For example, yes, I schedule out blog posts to social media and use tools to tweet out old blog posts. This simplifies the process of sharing and is very helpful with time management. But these tools should never replace authentic engagement and interaction. That's why I don't like to use dashboards or other tools, but instead, log into every platform daily to stay directly interactive with my audience.

Question 4: You seem to have an influential knowledge base about Instagram marketing. How bloggers & marketers can get helped in growing or monetizing their blog through Instagram?

Answer: I recommend bloggers use Instagram to build their expertise and brand. Share all of your blog posts to Instagram (using your blog post image) and direct them to the link in your bio – which should go to your blog url. You can also share tips, tutorials, helpful insights, and other valuable content on your Instagram account to build your audience and presence.

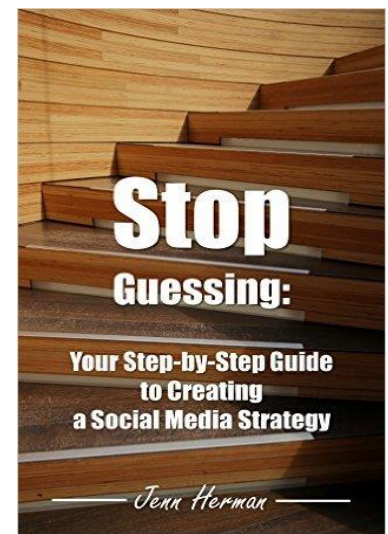
Question 5: Creation of high quality images to be shared at Instagram needs professional touch. Can you suggest some technologically advanced tools with which that touch of high quality can be added?

Answer: For people who struggle with creating quality images, Canva is a wonderful tool. Adobe just launched Spark which allows for social media image creation. Other apps (I like Photofy) are abundant in the app store as a way to add graphics, text, and other enhancements to your images.

Question 6: The recent change in Instagram algorithm about what should be shown in the feed is a part of its business (as you've said in one of your blog post). Will it be having its effect on how Instagram is used for brand marketing?

Answer: The Instagram algorithm will help businesses who already have good engagement as they will get better rankings in the Instagram feed of their followers. If you are doing well with Instagram, the algorithm is a good thing. If you're not getting good engagement, now is the time to focus on creating better content to increase your engagement.

EVERYONE HAS SOME AUTHORITY ON SOMETHING. YOU DON'T HAVE TO BE AN EXPERT TO GET STARTED WITH A BLOG. BUT YOU DO HAVE TO HAVE AN OPINION OF YOUR OWN AND SOME EXPERIENCE IN THE TOPIC.



Question 7: Unlike Facebook & Twitter where outbound links can be added in each update, Instagram can be mainly utilized on the basis of Hashtags? What's the best way to cover blog updates through Instagram for maximum visibility?

Answer: You definitely want to find all the best hashtags for your niche or industry. Think about the types of things your audience is looking for and include these in your hashtag strategy. Use these hashtags (you can use up to 30 hashtags on an Instagram post) on every blog post notification on Instagram to increase your reach and awareness. Then, make sure you include that call-to-action in your post caption to click on the link in your bio to read the post.

Question 8: Why marketers & bloggers should develop a well defined social media marketing strategy?

Answer: Social media is dependent on the level of planning you put in place. Yes, there are those very random people who find amazing success on a fluke, but you can't plan on this happening to you. Instead, you want to have a clear plan for all of your social media activities. This should define what your goals are, how you plan to achieve those goals, and how you'll measure that success over time. That way you can track your progress and determine what platforms, which posts, and which tactics are best helping you grow your blog.

Question 9: Last Question: Share your views about authority blogging as an entrepreneurial idea, which can credit a blogger with a 'BLOGGOPRENEUR' tag. Since with knowledge base, it is possible to develop a blogging business, be it in the niche of content marketing, social media marketing etc., how would you like to promote this idea in a few words?

Answer: Everyone has some authority on something. You don't have to be an expert to get started with a blog. But you do have to have an opinion of your own and some experience in the topic.

I wasn't an expert in social media or Instagram when I got started but through repeated blogging, a strong social media presence, and constantly learning, I was able to establish myself as an authority.

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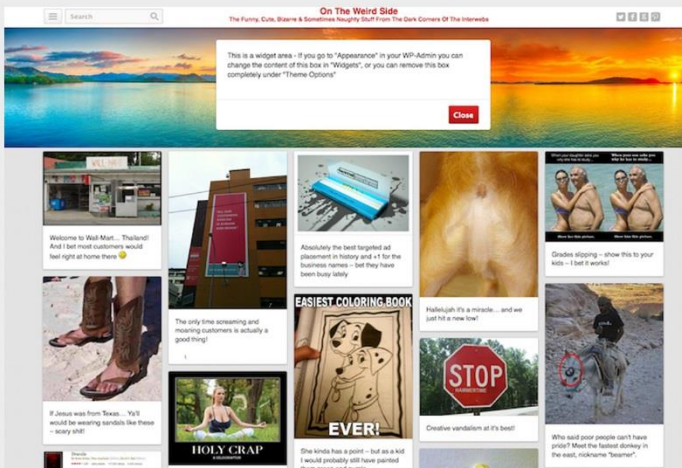


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THE PATH TO LET INTERNET MARKETING PROVE TO BE A HOUSE OF PROFIT FOR YOU

By: Cesar Terry



Internet Marketing will prove to be a success only when the seller is aware of the pros, cons and the tactics of online advertising. It is essential to build a strong and a professional relationship with your customer to increase your sales.

The Tactics of Internet Marketing

Internet marketing gives you a space to provide information and form trust with people all around the world without opening local outlets. With the help of online marketing methods, you can sell your goods and services in a hassle free way.

It is also advantageous for the customer as they can use the internet all day long and thus, do not have to travel long distances to get their favorite merchandise.

Internet Marketing bridges the gap between seller and buyer. It has become an essential way for different sectors to promote and market themselves. Thus, it is critical for you to connect instantly to your target audience.

Tactics To Promote Your Sale

- To convince the customer of your goods and services you have to form stable relationships with them. You also must keep a tab of your previous customers by notifying them about the latest news. Positive feedback from your customers is the key to success.
- Providing special discounts, surprise gift vouchers and promotional activity should be a part of your online advertising strategies.
- The use of catchy and attractive slogans which deliver a positive message will draw in more traffic.

The website that you have created will become redundant if no one knows about it. So you need to carry out certain techniques such as email marketing, affiliate marketing and spreading awareness through social networking sites to promote your company's website.

Advantages of Internet Marketing

- Measurability
- Larger Target Audience
- Lower Cost
- Availability
- Speed of results is quite high

Disadvantages of Online Advertising

- Unprotected Slogans and content
- Opportunity for scammers
- Can go unnoticed among other ads
- Negative Feedback can lead to loss

Conclusion

Internet Marketing has enormous scope for bringing success regarding the sale and in turn profit to different sections of the industry, but one has to be aware of the correct technique to build a relationship based on trust and care with their customers.

MWM marketplace

Domains, Websites & Products For Sale.



Your Ad here

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Contact Us

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



Domain for sale

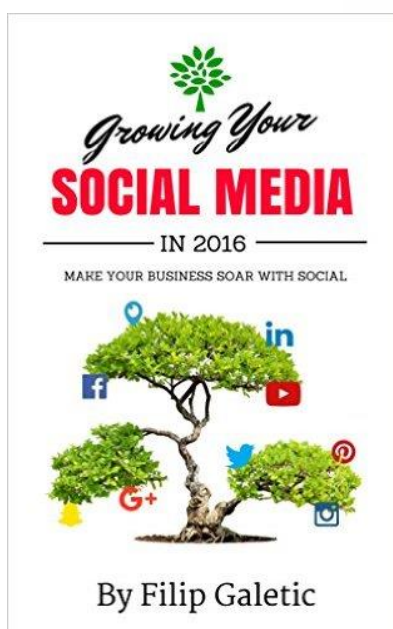
Contact:

ads@makingwebmoney.com

Make an offer

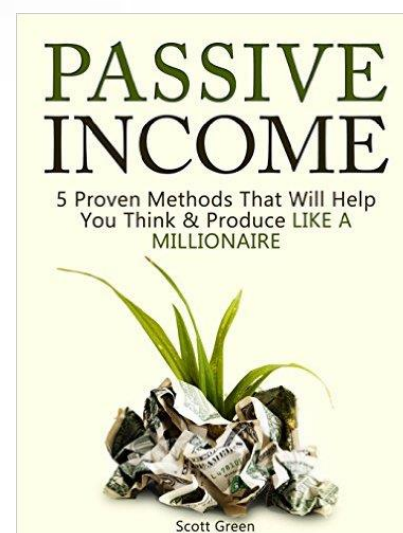
<A great brand name for an
internet marketing
Product or service

ViralInternetMarketing.com.



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

By: Filip Galetic



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

By: Scott Green

“

Quotable:

“The best way to get accurate information on Usenet is to post something wrong and wait for corrections.”

— Matthew Austern



My Coconut Oil Shop

Best Coconut Oil Products and Benefits



FIND OUT:

- **The Truth About Coconut Oil**
- **Get to Know the Benefits of Coconut Oil**
- **The Ultimate Multi-Purpose Product: 5 Ways With Coconut Oil**
- **Coconut Oil Is Truly A Wonderful Product And Can Also Be Beneficial For Your Overall Health**
- **How to Use Coconut Oil for Personal Care**



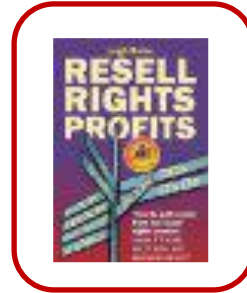
<http://mycoconutoilshop.com/>

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.



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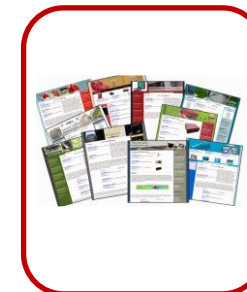
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[Apple iPad2](#)

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 this device.

Used to the old iPad, ? You will notice the changes.



MWM contributors

Samantha Baker

Samantha Baker is a full-time Internet marketer. She started in 2008 and she is passionate in this field. She is a mother of 2 boys.



Ebony Diaz

Ebony Diaz is a writer and entrepreneur. She runs a personal blog as well as a business blog. When not taking care of business, she enjoys travelling.



Zachary Hodges

Zachary Hodges used to be a real estate broker but when Internet marketing boomed, he joined the bandwagon. He has been running his own digital marketing company for 6 years already.



Jean Jones

Jean Jones is a work-at-home mother. Her expertise includes content writing and social media marketing.



MWM contributors

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David Port is a freelancer based in Denver who writes on small business, and financial and energy issues.



Taranpreet Singh

Taranpreet Singh is the founder of The-Blogger.com. He is a Bloggo-Preneur, content marketer and innovator.



Cesar Terry

Cesar Terry started his SEO company in 2005 and now, his company evolved into a digital marketing firm. His clients include child care providers, real estate brokers and small businesses.



APPROACH THE WEB WITH THE RIGHT SET OF SKILLS TO ACHIEVE SUCCESS VIA INTERNET MARKETING

By: Ebony Diaz

With the boon of technology, the definition of marketing has been reshaped by the internet. The online market is flooding with advertisers and publishers, the various payment methods that they use and the pros and cons of online advertising.

Facet of Internet Marketing

Internet Marketing is marketing efforts which ultimately depends on the use of the internet.

You can advertise or inform customers via websites, social media like Facebook, Twitter, etc., blogs about the promotion and sale of your goods and services.

Internet Marketing has become a necessary tool in every seller's life. But the competition is quite stiff.

Pros and Cons of Internet Marketing

With the use of a suitable technique, target audience and an in-depth understanding of online marketing skills and strategies one can achieve skyrocketing sales and thus, huge profits.

Online Marketing is fast, measurable, feasible, low-cost and reachable. But there are certain limitations too such as lack of trust, copying of slogans and content by others,

Who pays who?

There are many ways in which the advertisers and publishers form a professional relationship and carry out the payment. Few of them are listed below:

- Cost Per click (CPC): This is also known as Pay Per Click (PPC). Whenever a buyer clicks on a particular ad, the advertisers pays for it.

It is a good marketing approach when a marketer wants to drive traffic to his website, but if you want to create brand awareness, then it is not so suitable.

- Cost Per View (CPV): When any viewer sees your video for 30 seconds or less than that then you pay for it. It is based on a bidding pitch.
- Cost Per Mille (CPM): The display ads are also known as impressions. Basically, the advertisers pay for the display of the ads to potential buyers. But some impressions are not charged as they may not providing any new information.
- Fixed Cost: In this arrangement, the advertisers will pay a fixed amount when the ads are displayed online. It does not take into account the success of the ads displayed.

Conclusion

Internet Marketing has become a favorite source of marketing, and different sectors of the industry are plunging into it.

The payment methods include cost per click, cost per view, etc. Keeping in mind the combination that best suits you will fetch you huge profits while marketing online.





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

INTERNET MARKETING IS BOTH A MODERN AND TRADITIONAL MARKETING TOOL

Marketing and the Internet have combined to give business people all over the world a new platform to deliver marketing messages to potential customers. With carefully analyzing the market and using suitable marketing tools you are sure to pocket the perks of Internet marketing.

The Brilliant Amalgamation Of Internet And Marketing

The fundamental aim of marketing is to maximize revenues. It involves a wide spectrum of business strategies, skills, and operations. The Internet on the other hand has become the biggest platform for communication. A combination of Internet and Marketing has proved to be successful.

Internet Marketing has now become a standard marketing approach by industries all across the globe. The existing four P's of marketing has found a fifth P (People) after befriending the internet and it easily into the framework.

Marketing Analysis Based On Target Audience

To carry out marketing analysis for Internet Marketing we have two broad areas based on the target group:

- **Internet Access Profile:** This area includes technological capability, mode of access, medium of addressing the group, etc.
- **Target Market Analysis:** This area involves focussing on the suitable target audience, building a strong interpersonal relationship with clients, creating awareness and image of the goods and services, etc.

Tactics of Internet Marketing

The commonly and effectively used internet marketing tools are as follows:

- **E-Zines** is basically an online magazine which concentrates on a particular topic and wants to drive a specific section of buyers. Companies often approach customers who have shown interest in that area, and they send the recipient these magazines.
- **Banner advertising** can be used as per your needs. It can generate revenue if you wish to provide virtual space on your website for display ads. It can be used to inform the customers about your product or services or just spread awareness about your company.
- **Rich media advertising** is streaming advertising. It can be viewed as a video or an audio, or it can be downloaded from the company's website.
- **Sales Promotion:** You can increase the sales by giving attractive offers to the buyers such as bonuses, special discounts, limited time offers, member's discount, etc.

Conclusion

Internet Marketing has overpowered other modes of marketing such as television, newspaper, print, radio, etc. although they are still existent but the ones who are not making use of the internet may face heavy loss in this competitive world.

It is a new path to connect to a larger audience in more ways but keeping the traditional ways intact.

By: Samantha Baker

CAN INTERNET MARKETING BE A VIABLE OPTION FOR YOU?

By: Zachary Hodges

There has been a buzz among the business people and marketer about Internet marketing for quite some time now. As customers are spending time on social media and reading blogs, marketers have taken advantage of this and with the right skill their up for successful promotion and sale of goods and services.

Is It Time To Let Go Of The Traditional Marketing Tools?

As the standard traditional marketing methods have become expensive and not so fruitful, businesspeople are turning to internet marketing for promoting and selling their products and services.

Internet marketing tool is effective and has brought in a lot of sales and profit for marketers from different sectors of the industry.

All that Buzz About Online Marketing

The Internet is not only a new way of updating and promoting your product, but it also creates brand awareness among the buyers, can lift your brand's reputation via positive feedback from consumers and a new form of marketing tool

The Essential Strategy To Channelize Customers To Your Website

- **Keyword:** It is essential that you use proper keywords so that your site is available on the first page of the search engine. This technique requires practice, and once you ace it no one can stop the customers from clicking your website.
- The text should be brief and catchy. You can accessorize your messages with images, videos, and audios.
- It is important to connect with your target audience on a more personal level, and regular follow-ups will enhance your reputation in the market.

Internet Marketing Ways

There are a number of ways that can be employed to connect to with the buyers. Few effective ones are listed below:

- **Blogging:** You can use both free and paid blogging platform as your business tool. Some of them are WordPress, Drupal, Hubspot, etc. Your blog should have a remarkable title, articulate writing, and informative content.
- **Social Media:** Marketers are now turning their heads towards social media as you can directly communicate with your buyers and instantly provide them with feedback. LinkedIn, Facebook, and Twitter should be your first choice followed by Pinterest and Google+.
- **Email Marketing:** If you wish to approach a specific audience then email advertising is the best way. Sending direct and well-written emails which provides information to your customers and thorough follow-up thereafter is one of the promising paths to achieve profit via online marketing.

Conclusion

For Internet Marketing to prove beneficial for your products and services follow the appropriate strategies like use of suitable and important keyword, regular follow-ups and correct use of online marketing tactic.

Marketers are now turning their heads towards social media as you can directly communicate with your buyers and instantly provide them with feedback. LinkedIn, Facebook, and Twitter should be your first choice followed by Pinterest and Google+.



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.

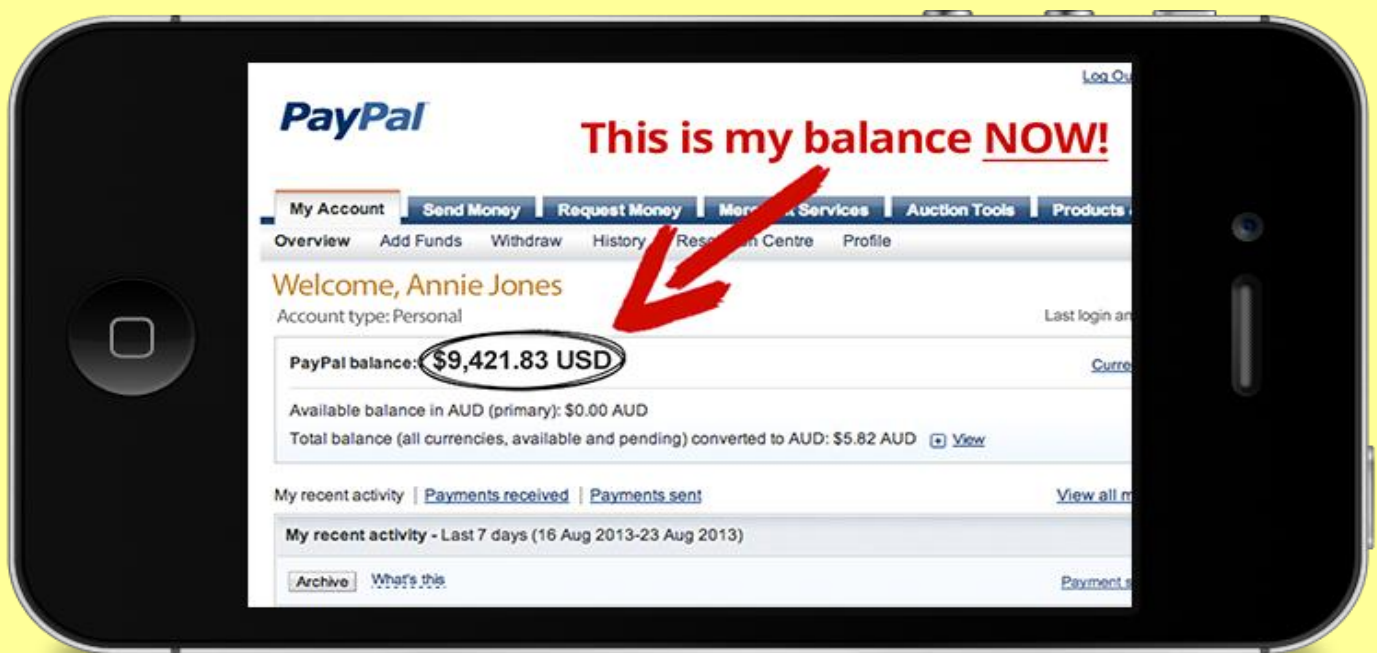
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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



THE ENTREPRENEUR: EMMA

CEO of the site which gives independent brands a platform to sell their wares, Watkinson explains why she's trying to spend more time 'on' not 'in' the business

Founder and CEO: Emma Watkinson

Company: SilkFred LTD

Website: www.silkfred.com

Description in one line: SilkFred is a platform for the best independent fashion brands to sell their products online and for shoppers who love cool, unique clothes to discover them.

Previous companies: Worked at mywardrobe.com, guestofaguest.com, Whistles

**Turnover: £2.7m (last 12 months)
12-month target: £8m**

Business growth

Describe your business model and what makes your business unique:

- SilkFred cuts through the noise of online shopping.
- It provides a central destination for shoppers to find original yet affordable pieces that their friends won't have.
- It is a retail space for the discerning customer and fashion savvy in search of some of the most exciting independent brands around.

What is your greatest business achievement to date?

Being featured in the Evening Standard as the online business to watch!

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

- Total transactions through the marketplace
- Marketing spend
- Sales by brand
- Returns rate

SilkFred

Unique fashion from the best independent brands

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

SilkFred delivery is available world-wide, offering a 24-hour delivery window for UK customers. We plan to continue to build on our growth in the UK and take the company international by 2017.

Describe your growth funding path:

We started to build a business plan early 2011. We raised £150,00 seed money from three investors in May 2011 and I handed in my notice at my-wardrobe the day we got confirmation that the investment was going through.

The second fundraise was via online crowdfunding platform Crowdcube; we had built the technology, brought some brands on board and we raised £145,000 to invest in marketing and growing the business. We have since raised further funding and continue to grow the business.

What technology has made the biggest difference to your business?

Our technology is proprietary and we've built the SilkFred platform with our in-house tech team who have been with us since day one. We are a fashion business first and it's our tech that allows us to do business every day. It empowers us to provide a great experience for brands and customers.

As well as our tech, social media and advancements in online advertising that allow us to reach more customers and get a better return on investment. In addition, cloud server technology allows us to effectively scale as our traffic increases.

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

We would eventually like to scale up to "a couple of thousand brands". We are developing technology to personalise the experience so customers will only see what's relevant for them based on their last visit or shop.

Growth challenges

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

This changes as the business grows and new challenges present themselves. I've found that raising money at the same time as sustaining high growth to be particularly difficult.

There are moments though that stand out as the "most challenging" and one of these was when we had closed our crowdfunding campaign in 2013 and our largest single investor pulled their investment, dragging us 30% underneath our target. After two months of hard work, we had to rally quite hard to get that over the line.

What was your biggest business mistake?

Taking no for an answer when I should have pushed harder. When we first started, I missed a few useful opportunities because I was too nervous to approach people I felt were too "high level".

I pushed through that personal insecurity and now it's a team motto! Do not take no for an answer. It's surprising what you get when you push for it. We're more capable than we realise.

Piece of Red Tape that hampers growth most:

Lack of UK manufacturing and incentives for companies to produce locally. Many young fashion brands who are trying to scale cannot afford to manufacture here in the UK, it's too expensive. As well as it being great to support the UK economy, it is actually better for retail businesses to be able to produce and replenish stock more quickly rather than wait for long lead times from China or India.

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

Not having enough focus. You have to be so disciplined in how you prioritise what you do and what the people in your business do.

This is still something I have to remind myself of from time to time. Entrepreneurs are naturally impatient to do everything which can throw your time into a constant state of chaos and it also doesn't allow opportunity to really focus on results of the things you do.

How will your market look in three years?

Online fashion retail is only still a very young market and it's easy to forget that because so much has changed rapidly in a short period of time. The market is exploding and the opportunity to expand into new territories, leverage new and innovative retail channels is huge.

We will see more brands sell on independent channels, more people will set up their own brands, and factories will even start to focus on creating their own brands.

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

Cultivate resilience. I always try and talk to experienced, successful entrepreneurs – the ability to keep going, stay motivated and push through comfort zones seems to be the trait they all have in common.

I've also found this to be the case at the different junctures of growing SilkFred and seeing the results.

Personal growth

Biggest luxury:

I love to travel whenever I can. That said, I don't get to do it as much as I want to so I would definitely say shopping...

Executive education or learn it on the job?

It depends on the person. I learnt on the job and it was incredibly challenging but I'm not convinced an MBA would have given me the same insights.

What would make you a better leader?

I would like to spend more time developing my team, setting clear goals and talking through strategy in more detail. A great deal of my time has been spent "in the business" rather than "on the business", which I think is a tension any young fast growing business would deal with.

As our team grows, I'm finding more time "to lead" and developing my skills as a leader to support my team more.

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

Not to underestimate myself and listen to my instincts, allowing myself to be more confident in my decision making.

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

Business: SilkFred app. It's an in house app that pulls in all the KPI's real time that I use to make daily decisions. I check it obsessively!

Personal: Podcasts. I love podcasts and listen to them everyday. I like GirlBoss from the founder of NastyGal.com – it has great interviews with inspiring female entrepreneurs, The Tim Ferriss Show also has awesome interviews. I love to learn and listening to people talk through business experiences on my morning/evening commute is awesome.

Business book:

The Hard Thing About Hard Things by Ben Horowitz. He is both an entrepreneur and an investor – so has sat on both sides of the table. His story of building a business is so honest. Honest about failures



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- Viral Marketing
- 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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