

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

Traditional advertising vs.
Internet marketing **P.41**



James Parker

Gadgets
interviews
products
Q and A



Fred Lizza



APPROACHES to

Internet Marketing **p.20**

How I Did It:

JUNE 2013

Jerry Murrell
Five Guys
Burgers
and Fries



p.43

Jerry Murrell

Rick JESSUP

p.30



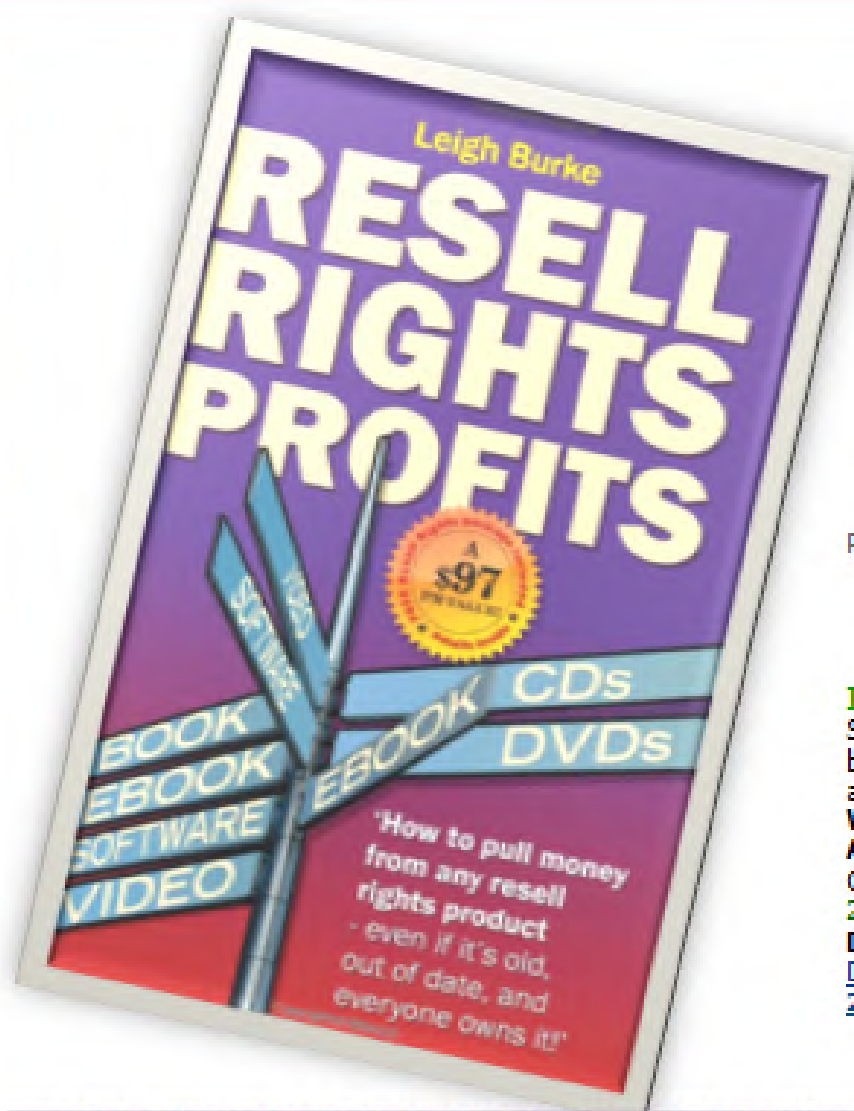
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MWM contents

[JUNE 2013]

Regular Columns

- 6 Editor's Letter**
Welcome to the June edition.
- 7 MWM Inbox**
Got something to say?
Tell us what you think.
- 8 What's On**
Seminars, Expos and
Summits, oh my!
- 10 MWM News**
Stuff you should know about.
- 12 MWM Success Story**
Tipping Its Hat to A Younger Generation, Pukka
Headwear Finds Success In The Golf Industry
- 15 Subscribe**
Subscribe for free.
- 16 Ask the Expert**
Interview With Content Marketing Expert Andreas
Ramos
- 22 MWM Gadgets and Toys**
You know you want them.
- 25 Advertise in MWM**
Be seen by potential customers.
- 26 MWM Tools**
Books, Courses, Software etc.
- 28 MWM Videos**
Watch useful videos on internet marketing etc
- 30 Q&A**
Interview with Rick Jessup, Digital Marketing
Strategist



12 Shawn Rogers



43 Jerry Murrell

- 33 MWM Useful Links**
All the links in one handy place.
- 35 MWM Marketplace**
Buy & Sell domains and websites.
- 37 Featured Products & Contributors**
The people and products that
helped make this edition.
- 43 Back Story**
How I Did It: Jerry Murrell, Five
Guys Burgers and Fries

MWM contents

[JUNE 2013]

Features

11 Appeal to Specific Interest under Internet Marketing

By: Shruti Singh

20 Approaches to Internet Marketing

By: Fred Lizza

21 Different Views of Internet Marketing

By: Patrick Anthony Mattis

23 Evolution of Internet Marketing

By: Larissa Vinci

29 Geo Targeting In Internet Marketing

By: S. Buendia

34 History of Online Advertising

By: Steve Shaw

38 Contributors

40 Niche Marketing Through the Internet

By: Viggo Joergensen



34 History of Online Advertising



42 Types of Internet Marketing

41 Traditional Advertising vs. Internet Marketing

By: James Parker

42 Types of Internet Marketing

By: Karen Heidi Pierce

MWM editors letter



Welcome to the **JUNE Issue** of "Making Web Money" Online Digital Marketing magazine where every month we show you how real people, just like you, are making web money –

Again this month we have great articles and personal insights like,
Different Views of Internet Marketing By Patrick Anthony Mattis, **Geo Targeting In Internet Marketing** - by S. Buendia. **History of Online Advertising** - by Steve Shaw and **The Evolution of Internet Marketing** - by Larissa Vinci. **Appeal to Specific Interest** under Internet Marketing - by Shruti Singh

MWM Success Story – Tipping Its Hat to A Younger Generation, Pukka Headwear Finds Success In The Golf Industry PLUS "Ask the Expert" - a NEW Interview With Content Marketing Expert Andreas Ramos Along Back Story: How I Did It: Jerry Murrell, Five Guys Burgers and Fries and more.

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

Harry Crowder

“
 An
 economist
 is an expert
 who will
 know
 tomorrow
 why the
 things he
 predicted
 yesterday
 didn't
 happen
 today.

-Laurence L. Peter

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Making Web Money
Online Marketing Magazine

Editor Harry Crowder

Advertising See Above

Contributors

Various experts in their fields

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Press Release Software



TOP EMAIL

What is the easiest way to create an iPhone app?

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

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

What is Offline Marketing?

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

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

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

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

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

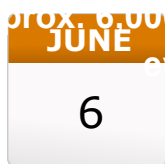


Quotable: "Software is a gas; it expands to fill its container."
— Nathan Myhrvold

MWM what's on



Future of Digital Marketing London



Heads up. Eyes forward.

No discipline changes faster than digital marketing. It's hard enough to keep up with the present much less look ahead.

But if you don't know what's coming around the corner, you just might find yourself under it.

And if you do know, you can seize the most exciting opportunities and leave the scraps to your slower competitors.



Email Marketing Roundtable



The Email Marketing Roundtable is your chance to share knowledge, experience and best practice on the issues, trends and developments around Email.

Attendance is limited to 12 - 18 attendees, with discussion chaired and facilitated by Econsultancy to ensure all participants get the most from the session.

Agenda

The agenda for the day is very much driven by those attending - your priority areas and pain points. Potential topics for discussion on Email Marketing to be added shortly.

what's on



Digital Cream Hong Kong



Digital Cream Hong Kong is a unique moderated roundtable forum for the most senior client-side digital and brand marketers to discuss and explore the latest best practice on emarketing procurement, business cases, investment, ROI and supplier selection. Attendees will also discuss their future online strategies and compare these with like-minded peers.

The key to the event for senior buyers is to learn about gaining more budget and CFO commitment in digital marketing, better selection and short-listing of partners as well as suppliers and maximizing ROI longer term. There are 11 roundtable topics and each delegate chooses three table topics of their choice, each session lasting about an hour and fifteen minutes. Each roundtable is independently moderated and focuses on a particular topic with the roundtable attendees proposing specific questions or challenges they wish to discuss on that topic in the time available. The specific agenda for each topic roundtable will depend on the input of the delegates.

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DATE: 9:00am 10th June – 5:00pm June 13 2013

VENUE: Metropolitan Pavilion, New York, United States

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“

Quotable:

“What, exactly, is the internet? Basically it is a global network exchanging digitized data in such a way that any computer, anywhere, that is equipped with a device called a 'modem', can make a noise like a duck choking on a kazoo” ~ Dave Barry

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How Will Yahoo's Purchase of Tumblr Affect Advertisers?

Yahoo's acquisition of Tumblr for \$1.1 billion, announced today, will bring together Yahoo's financial resources and backend technology with the reach of one of the Web's fastest growing and hippest blogging platforms.

But with a concrete monetization strategy for Tumblr still in the works—and a need to not alienate Tumblr's youthful, ad-averse audience—digital marketers will likely have a wait ahead of them before they see more advertising opportunities on the platform.

"As with any platform so loved by its user base, Yahoo and Tumblr must tread cautiously," says Ming Linsley, senior director, social media at media agency MEC.

But she also sees many benefits in the tie-up. Yahoo's backend infrastructure will enhance Tumblr's ability to help advertisers measure the impact of their ad campaigns on the platform, she said, while gaining access to Tumblr's 18-34 year old audience as well as a successful mobile app. "There are so many visual opportunities with Tumblr," she says. Tumblr has more than 300 million monthly unique visitors and more than half of them use the mobile app for an average of seven sessions per day.

But Roj Niyoi, co-founder and CEO at Perk, a loyalty web browser company, believes that if Yahoo pushes too hard to sell ads on the platform, users could flee to new competitors such as Svble and Medium.

"Yahoo acquiring Tumblr only provides Yahoo the fuel and potential to thrive, but nothing more," he said. "The question is whether or not users will abandon the Tumblr ship because alternatives exist or see true value in Tumblr despite the impending monetization strategy Yahoo/Tumblr has for it."

In a conference call today, Yahoo executives roughly detailed their plans for beefing up the advertising on the site by 2014, which reportedly only saw about \$13 million in revenue last year. CEO Marissa Mayer said the company will explore unusual formats, including running ads with the explicit permission of selected bloggers.

Tumblr first introduced native ads in April 2012 and, more recently, introduced sponsored posts into its mobile app.

In a statement announcing the deal, Mayer also said that Tumblr users will be able to use Yahoo's personalization technology and search infrastructure to help discover content, while Tumblr brings 50 billion blog posts to Yahoo's network and search.

Mayer also stressed that Tumblr will remain independent, with David Karp remaining as CEO and that the "product, service and brand will continue to be defined and developed separately with the same Tumblr irreverence, wit, and commitment to empower creators."

Perk's Roi says he sees potential if the companies develop in-stream advertising similar to that recently introduced by Yahoo on its homepage, which are embedded into their Twitteresque newsfeed. "Similar strategies implemented on Tumblr could help strike the right balance and not have Tumblr users running to competing services," Roi said.

Greg Kahn, chief business development officer at, MXM, a customer engagement agency, is optimistic that well-crafted native ads on Tumblr will not scare a significant portion of its user base.

"Facebook and Twitter may have had some people drop off the platform since the introduction of native ads, but I think both are still incredibly relevant. Consumers are starting to understand that they need to pay for content in one form or the other, either through advertisements or premium subscriptions," he said.

PUTTING THE 'U' BACK IN AUTOMATION

Recently, I ruminated on the value a handwritten letter can have in our world of technology. As we look to automate more of our marketing, such as connecting with clients and prospects, we can find that there is still a benefit to our more traditional and manual ways (e.g., the use of a handwritten letter).

Nonetheless, technology has fueled the marketing industry with incredible opportunities to achieve time savings, better performance, improved speed, optimum frequency, etc. As we look to maximize these opportunities, we can find that our lives have become more and more dependent on marketing automation and most of us couldn't dream of running campaigns without these platforms. While technology has played an increasing role in our day-to-day efforts, our ability to fully capture the benefits still requires a successful balance of our automated efforts with the people behind the tools.

Here are a few areas where technology just can't hack it alone:

Relationships. Growing and fostering the right relationships internally and externally are key to running successful programs. Internally, there are many teams from sales to client service and product to leadership with whom it's important for the marketing team to partner. Creating aligned agendas is much easier when the right relationships are formed, leading to programs that will be more on target. Externally, building relationships with clients can help the marketing team stay more in tune with needs and messaging. Who better to learn or gauge feedback from than the people we're trying to target?! Relationships don't always happen with the flick of a switch. They can take time and effort that technology just can't help us with.

Content development. Now, we really can't run a marketing program without content and that content must be compelling to be successful. I have yet to meet an algorithm that can create truly compelling content and resonate on an emotional level. Beyond creation, we need people to plan out the right content and find ways to get mileage out of the content. Technology may be able to help us test or customize various pieces of our messaging, but ultimately it's our human resources that have the biggest impact.

Analysis. When we consider what some companies are doing with machine learning, technology is pushing the boundaries of doing more analysis on our behalf and learning from the data that's collected. With the large amounts of data we have at our fingertips, this can have huge potential on time savings and in helping marketers make the right optimizations. However, we still need to dedicate sufficient manpower to run the right report queries, analyze how our programs are doing, and make decisions on how to move forward. Furthermore, only people can determine how to take the insights from one channel and apply them to another, especially when multiple tech platforms are involved.

These areas are just a few of the ways we marketers can focus on putting the "u" back in automation. We may find ourselves addicted to technology, but let's not overlook the value we, as people, add to our programs!



Quotable:

"Computers and the Internet have made it really easy to rant. It's made everyone overly opinionated." ~ Scott Weiland

APPEAL TO SPECIFIC INTEREST UNDER INTERNET MARKETING

By: Shruti Singh

There are various approaches which can be used in the internet marketing also in order to get the best kind of exposure to your advertisement as per your target audience and the product or service which is being advertised through the internet marketing medium. The target of the internet marketing approach is the main concern of the marketer who has adopted the marketing method of internet marketing. This is because the target consumer is sitting in front of the computer or laptop screen and not actually in direct interface of the product and the company.

The reach of the internet is so wide that any small piece of information can also be conveyed from one end of the globe to a completely opposite direction of the message sender. Internet marketing for a lay man is a source of advertising and promotion of a product or service through the medium of the internet. It can be done via many methods using the number of tools provided by the internet for the marketer's disposal. To find customers online for your products would definitely require for the existing and potential customers to be aware of your product.

There is a particular approach to internet marketing in which a special emphasis is made on the delivering of or catering to a particular kind of behavior or specific interest of the target audience. In other words we can also say that the focus or the target is that particular interest or behavior towards which the message of the marketer has been targeted. Under this approach the targeting is done by means of behavioral targeting in which the various consumer behavior traits are mapped in relation to the product or service which has to be sold and then according to that the message and advertising campaign through the internet is created so that there is minimum discord between the sent message and the received message.



There is a particular approach to internet marketing in which a special emphasis is made on the delivering of or catering to a particular kind of behavior or specific interest of the target audience. In other words we can also say that the focus or the target is that particular interest or behavior towards which the message of the marketer has been targeted.

MWM success story

TIPPING ITS HAT TO A YOUNGER GENERATION, PUKKA HEADWEAR FINDS SUCCESS IN THE GOLF INDUSTRY

By Lisa Girard



After years of struggle, Pukka finally broke into the tough-to-penetrate market with a customized approach to selling hats has led to annual sales of \$10 million, nearly 20 percent of the entire golf headwear market.

Pukka Headwear is not your typical straight-laced golf business. Every January at the golf industry's biggest trade show, the Findlay, Ohio-based golf accessories company hosts a beer pong party. Its 44-year-old founder, Shawn Rogers, looks more like a California surfer than an Ohio native, and at the company headquarters, there's always beer on tap in the employee break room.

Pukka's youthful culture may not seem like a good fit for the tradition-bound world of golfing, but it appears to be working. After years of struggle, Pukka finally broke into the tough-to-penetrate market with a customized approach to selling hats that has led to annual sales of \$10 million, nearly 20 percent of the entire golf headwear market.

Quotable:

““

“The internet has been a boon and a curse for teenagers.” ~ J. K. Rowling

Rogers launched Pukka in 2003, following the success of his private-label hat and accessories company FDI, which supplied shopping-mall retailers such as the Limited and American Eagle. But the golf business wasn't easy to wrap his head around. Rather than large retail chains, he was now dealing with a fragmented market of about 15,000 small, independent golf shops. "Not only were we surprised by the tight-knit relationships, we were shocked by how difficult they were to penetrate, even with what we felt were superior products and capabilities," says Rogers.

Eventually, Rogers broke through by applying an element of FDI's private-label hat business to the golf industry. The factory they used in China did sample orders for FDI every day, so he figured, why not pay them a premium to do small orders for golf shops? Pukka introduced complete customization -- including fit, fabrication, color and unlimited logo designs -- with low minimum orders delivered directly via FedEx to the golf shop. While their competitors import a selection of styles from overseas factories and then take shop orders and customize the hats, Pukka takes the shop's custom orders first. The hats are embroidered before they leave China.

Rogers was able to customize such small orders, a minimum of 12 hats per style, by leveraging the factory relationship he'd established through FDI. And without stock sitting around, he eliminated warehouse costs. "Our goal as a company is to never touch product," he says. "That costs money."

"Not only were we surprised by the tight-knit relationships, we were shocked by how difficult they were to penetrate, even with what we felt were superior products and capabilities"





"Maybe not every customer is thrilled with us having a beer pong party at the PGA Show, but we know you can't be all things to all people"

What he didn't foresee is that not every golf professional would want that much control. Their ability to customize 100 percent was overwhelming to many customers, Rogers says. So after two difficult money-losing years, he took a hint from the Subway sandwich chain and presented golf shops with a list of a dozen of the most popular styles to build from. "We found our customers liked us to narrow down the choices, even though they might want to change the type of 'cheese' or 'bread' on the order," he says.

Still, it was a learning curve for the PGA professionals, and it took a few years for the new kid on the block to develop a following. "They'd say, 'Who's Pukka? Will they be around next year?' They had seen golf companies come and go, so we had to survive the first few years first," Rogers says. Pukka also received a boost when he hired 25-year industry veteran and star John Bond, who had a black book full of contacts, as vice president of golf sales in 2008 -- the same year the bottom dropped out of the economy.

"After the crash of 2008, suddenly we were brilliant," Rogers says, because Pukka didn't have a back room full of unused inventory.

Going forward, a big part of Pukka's strategy is to gain traction with the younger generation of golf professionals. With its Build Your Own Cap (BYOC) parties, Pukka reps bring pizza, beer and crayons into golf shops to get everyone from cart barn attendants to golf shop assistants to design their own hats. Pukka also hosts regional design fairs, bringing a graphic designer into a local market to help clients come up with a seasonal product mix. And the company diversified this year with the industry's first-ever customizable iPhone cases, which won a Best New Product Award at the PGA Merchandise Show.

"Maybe not every customer is thrilled with us having a beer pong party at the PGA Show, but we know you can't be all things to all people," Rogers says. "From the inception of the company, we've been about youth and fun and social media. We're growing up with that younger generation of assistant golf professionals, the ones who are going to become head professionals and make the buying decisions in the future."

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MWM ask the expert

INTERVIEW WITH CONTENT MARKETING EXPERT ANDREAS RAMOS

By: Hamzah Qutub



"As for quality, you must maintain high standards. If you release junk content, it will damage your brand. Once you're released it on the web, it's out there forever."

Today I would like to introduce my friend Andreas Ramos. Recently I interviewed him regarding his book Content Marketing Strategy and Tactics. But before moving forward let me introduce Andreas. He is an online marketer when Netscape was the primary web browser used by people, when no body was even aware of what is Google . He is the guy who designed PPC campaign for MIT OpenCourseWare, he was the SEO and Analytics strategist for Stanford. In addition to this he has also authored 6 books about the web and digital marketing.

Below is the transcript of interview with Andreas.

Me: Hi! How are you Andreas?

Andreas: I'm fine. What about you? just working on my book which will be released in April.

Me: I'm fine Let's start our interview .What do you think about Content Marketing as a new tool of Marketing?

Andreas: Content marketing is an entirely new thing. Some people are just using content marketing to create and post lots of content. That's not different from spam.

Proper content marketing goes far beyond "just post lots of content." Web 1.0 introduced low cost distribution. You can post an article and over a billion people can (in theory) see it, for practically free. That literally kills tradition media because they can't compete with free distribution.

Web 1.0 also brought us search engines, web analytics, and pay-per-click. That means tracking and metrics.

Web 2.0 added AJAX and social media, which allows interaction. Suddenly, your audience can talk with you and with each other. Traditional media never had that.

Now tie all of this together. You can create and distribute all kinds of media: text, photos, illustrations, video, and voice, for free. Your target audience can find it, share it with each other, and discuss it. You can track all of the activity. That's content marketing.

Did you know:



Doug Engelbart, invented the first computer mouse in the year 1964 and was made up of wood!

MWM ask the expert

Me: You have been involved with Internet for two decades and as one of the persons who has watched Dot Com crash very closely how would you define the social media boom(or coming crash) of our time. Of course there are some companies who will survive in the long term. But practically it's not possible to have ten Facebook-like social media companies that each have a billion members when the population of our planet is only six billion. What's your take on these new social media companies which are popping out almost every day? I don't want to sound cynical but when companies without a tested business model, revenue, or profits are able to secure millions of dollars in funding just because they say they have a wonderful idea to change the business landscape, I think it's time to worry.

Andreas: I lived through the dotcom boom, when there were startup launch parties nearly every night, and the crash, where over a hundred thousand people in Silicon Valley lost everything. I became very cynical about venture capital and startups.

In the dotcom boom, there were many real companies with good ideas and honest teams who were building sustainable companies. But there were also hundreds of billions of dollars, which attracted every shark, scoundrel, and swindler. It was easy to fake the traffic, hits, and eyeballs, so they posted charts of hockey stick growth curves, which were certified by \$50,000 payoffs to Wall Street analysts. IPOs were massive swindles of the small investors. Everything crashed because the fantasy had to end.

It's happening all over with some of the social media companies. Some of these are run by honest people who really believe what they are doing and have good intentions. But other social media companies are based on fake members and fake traffic. It's easy to create 100 million members with fake profiles, photos, interests, backgrounds, and so on. Investors put in a million, pump up the valuation, and sell it to the next round of investors for \$20 million, even with companies with no revenues or even a way to make money. Some of these investors have turned \$4 million into \$70 million. Social media will crash and the workers and investors will lose their stock.

Social media is nice. It's fun. It's a great to stay in touch with your friends. But it doesn't make money.

SEO and content marketing on the other hand can be measured in terms on leads, sales, and revenue. You can use web analytics to tag the pages, track the visitors, and show how many sales and revenues it produced.

Me: There is a question which we frequently hear from CEOs, CMOs and management of businesses, it's about the ROI of social media and content marketing. What do you think are the best metrics to measure social media and Content Marketing ROI? Or is there any way we can measure ROI from web marketing because many people believe that it's quite difficult if not impossible to measure ROI of SEO and Content Marketing.

Andreas: The first thing to do is to turn the question around. It's not a matter of measuring the ROI of social. The real issue is to know the company's business goal. That's what matters to the CEO, the CFO, the board, and the investors. For them, it's a simple goal, such as "increase revenues by 15% by December 31st. If they reach their goal, they get a bonus. If not, they get to spend more time with their family J
So what's the ROI of social? The task is to align social with the company's business goal. If the CEO has to increase revenue by 15% by December 31st, then how can social support that goal? If you can come up with tactics to do that, then you can measure it and get a bonus. But if you can't support the goal, then frankly, it's just a cheerleader at a game: it's nice but it has no impact. That's the problem with social: engagement, likes, sentiment, and so on don't have a direct impact on the bottom line or top line.

SEO and content marketing on the other hand can be measured in terms on leads, sales, and revenue. You can use web analytics to tag the pages, track the visitors, and show how many sales and revenues it produced.

Me: As we are aware soon you are going to publish a book on Content Marketing Strategy. If you'd like to share some advice with our readers on Content Marketing tactics then please share and also tell us what your book is about.

I worked quite a bit with Fortune 500 companies, so I write about this with the goal of it being used by those companies. There are examples of corporate-quality brand guidelines, creative briefs, editorial calendars, and so on, plus how to use all of these.

I show how content marketing fits into the general business context of business goals, metrics, and KPIs (key performance indicators) such as cost-per-lead and cost-per-sale.

I've also included "the little guys," strategy and tactics for the mom-and-pop businesses. Many of my friends run small companies or they have family who have small companies. They need something they can use. I'm also on the advisory board for five Silicon Valley startups, so I've included strategies for what we call "pre-seed stealth startups," which is the technical name for two women and a cat in a Palo Alto garage trying to build a company J (and yes, friends of mine are doing that.)

Me: As we have seen last year many top ranking sites were hit by Panda and Penguin updates. Google has this time disrupted the whole business of many content based websites such as Hubpages, eZine etc. Even now almost a year has passed but even the genuine sites haven't recovered fully from the effects of Panda and Penguin. How do you think Content Marketing has changed after these updates and the future algorithm updates which Google has announced

Andreas: Web 2.0 is the death of Google. During Web 1.0, people built lots of websites. How many? Oh, 175 million or so, with perhaps 1,500 billion pages. So we needed a way to find stuff. Voila, search engines! That's why Google exists. Because there are lots of pages.

But Web 2.0 killed that. How many pages are there? You can count them on the fingers of one hand: Facebook, Twitter, WeChat, Youtube... what else? That's it.

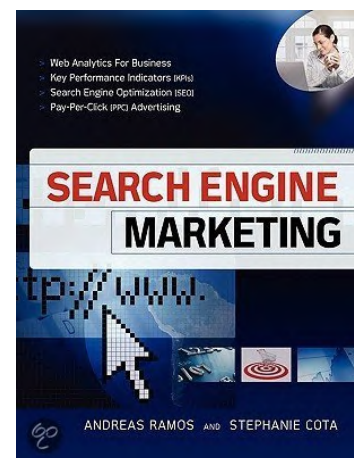
Google has 7,500 engineers who work on search engine. Facebook has... twelve. That's it. Twelve. Why? Because search doesn't matter to Facebook. If you and me and Laura and Wendy are good friends and we all work in (say) aeronautics and Wendy finds a good app to measure fluid mechanics, then she'll tell us about it. We don't need no stinking search engine. Friends share stuff with friends. You don't need a search engine to find out what music your friends are listening to. Social doesn't need search.

It turns out that some of the stuff Google does isn't good for you. For example, Google bans copycat pages. There can be only one official version of that article that you wrote about your new farm tool for artichoke harvesting. If you post ten copies, Google ignores nine of them. Spammers can't copy your article and put it on 100 sites. Google blocks those copies too.

That's great for Google... but bad for you. Why? You want all the artichoke farmers all over the world to see your article. It's best for you if your article is posted to the 300,000 artichoke websites. But Google blocks that.

So you should do two things: make your article "SEO-compliant" so Google can find it, index it, and that one original version for the people who search on Google. At the same time, go around Google's back and distribute your articles to as many sites as you can. The more distribution, the more your audience will see it, and the more artichoke farm tools you'll sell.

"Web 2.0 is the death of Google. During Web 1.0, people built lots of websites. How many? Oh, 175 million or so, with perhaps 1,500 billion pages. So we needed a way to find stuff. Voila, search engines! That's why Google exists. Because there are lots of pages."



Me: I believe that we are in a content race where companies are trying to build a presence on every content sharing platform such as Slideshare, Pinterest, LinkedIn, Facebook etc. And most content marketers are advising to create more and more content. Do you really think that it's practical to be present on every social media site or just creating more content is the answer. As I believe that very few people are focusing on quality the main thing people especially marketers have in mind is to create as much content as possible. So where do you think content marketers must focus on quality or quantity. Please share your thoughts on this issue.

Andreas: Yes, this is huge problem and you stated it precisely: quantity vs. quality. The difficult thing is that you must do both.

As for quantity, you have to be on many websites, forums, and social sites. You have to be on all devices, incl. desktop, tablet, mobile, wifi-enabled dishwashers, and whatever crazy new thing will come out of Shanghai next week. And you have to be in all formats: PDF, Powerpoint, ebooks, video, podcast, infographics, photographs, and many more. And more formats come out every other week. It's obvious you either keep up or fall behind. I talk with US\$30 billion companies and they can't keep up. I'm the SEO advisor to a leading global university and they're trying to figure out what to do.

As for quality, you must maintain high standards. If you release junk content, it will damage your brand. Once you're released it on the web, it's out there forever.

What to do? Hire people who are fanatic about staying in front of the wave. Give them the tools and get the hell out of their way. It's amazing how much noise those people can stir up. At the same time, have clear business goals, write a good brand guideline, and set up a robust metrics system. That gives you the structure to grow very explosively.

Me: Thanks for your time Andreas. Hope we will see you again soon. Any message for our readers?

Andreas Ramos: If your readers are interested in getting my book then they can sign up at my site www.andreas.com/content-marketing/. The book comes out April 15th. Visit my site and join the mailing list. I'll send a free copy to the first 1,000.

Make Your Computer Error-Free and Run Faster In Under 3 Minutes! 4 Free:

Get Instant [Access](#) to the FREE Report:

Make Your Computer Error-Free and Run Faster In Under 3 Minutes

Registry cleaners are a necessary tool for all PC users, and finding a [RegCleaner download](#) can get users the [program](#) they need to keep their registry in good shape. [RegCleaner is easy](#) to use, effective, and one of the best registry cleaning programs available.

The registry is a vital component of all Windows PCs, since it is the way that a PC is able to chronicle all of the changes made to it. This includes any changes, reconfigurations, software installations, and software removal. By its very nature, it's integral to how a PC works. Unfortunately, because few users end up never adding or deleting anything from their PC, this means that the registry can eventually become a minefield of outdated information, inaccuracies, and errors. Eventually, PCs will become slower, and more prone to problems like conflicts, freezing, crashing, and other issues.

<http://regeditcleaners.com/>

APPROACHES TO INTERNET MARKETING

By: Fred Lizza

Internet marketing involves the interaction of the selling party and the buying party through the means of the internet and World Wide Web medium. The target of the internet marketing approach is the main concern of the marketer who has adopted the marketing method of internet marketing. This is because the target consumer is sitting in front of the computer or laptop screen and not actually in direct interface of the product and the company.

Internet marketing for a lay man is a source of advertising and promotion of a product or service through the medium of the internet. It can be done via many methods using the number of tools provided by the internet for the marketer's disposal. To find customers online for your products would definitely require for the existing and potential customers to be aware of your product. Thus in the busy and fast paced world of today nobody has the time to go through news paper advertisements and flyers or even bill boards around the place. The best way to capture their attention is to reach a place where people will have to access no matter what.



In the busy and fast paced world of today nobody has the time to go through news paper advertisements and flyers or even bill boards

around the place. The best way to capture their attention is to reach a place where people will have to access no matter what.

There are various approaches which can be used in the internet marketing also in order to get the best kind of exposure to your advertisement as per your target audience and the product or service which is being advertised through the internet marketing medium. The most direct approach out of all is the one to one approach in which the message of the marketer reaches the target audience or consumer in a personal way or through a personal message. Since the message does not pass through intermediaries it is delivered exactly in the way the marketer intends the customer to see and interpret it without unnecessary delusions and obstacles.

DIFFERENT VIEWS OF INTERNET MARKETING

By: Patrick Anthony Mattis



Internet marketing is done through various means and thus it can be divided into various types. Placing web banner ads on a third party web site and thus enable the traffic to move from the web site where the banner has been placed to the web site of the company which has placed the advertisement banner. Social media marketing is also a very upcoming and latest trend which has sprung up with the popularity of Face book, Twitter and such social networking web site.

Companies providing products and services have made special pages on face book and twitter accounts who keep on posting the new trends, special deals and new launches by the company which is a great pool of information for the prospective buyers and the brand loyalists who want to keep a track of what is happening in the brand or the company. Referral and email marketing are also tried and tested means of doing the work.

Internet marketing for a lay man is a source of advertising and promotion of a product or service through the medium of the internet. It can be done via many methods using the number of tools provided by the internet for the marketer's disposal. To find customers online for your products would definitely require for the existing and potential customers to be aware of your product. Niche marketing is one of the most upcoming and new interesting concepts under marketing. Under this concept a particular cluster of a similar kind of taste are created and then as per the product the targeting and marketing is done. The target of the internet marketing approach is the main concern of the marketer who has adopted the marketing method of internet marketing. This is because the target consumer is sitting in front of the computer or laptop screen and not actually in direct interface of the product and the company. The reach of the internet is so wide that any small piece of information can also be conveyed from one end of the globe to a completely opposite direction of the message sender.

To find customers online for your products would definitely require for the existing and potential customers to be aware of your product. Niche marketing is one of the most upcoming and new interesting concepts under marketing.

MWM gadgets & toys

A ChargeCard...Literally

Meet ChargeCard, a compact USB charger that fits virtually anywhere in your life. These card sized units, available for iPhone 4 or 5 and in micro USB, fit in places as small as your wallet. When you need to charge find a USB port pull back the rubber tongue and plug in. Then plug the adapter into your phone or device. The USB plug snaps back into place when done charging. It functions just like any other USB cable so yes, you can sync too. As simple as the concept may seem, ChargeCard is apparently something that we all need as the project received plenty of CES press and tripled their Kickstarter goal last summer. Sometimes some of the simplest gadgets are the most helpful though! Pick up your own ChargeCard in black or white for \$25.



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

Creative AirWave HD NFC Wireless Speakers Now Available

Creative has this week added a new addition to their range of wireless speakers, in the form of the newly launched Creative AirWave HD NFC speakers, that can support two NFC-connected devices at anytime.

The new Creative AirWave HD NFC speakers can easily be paired with your device by simply touching them together, enabling you to enjoy up to 7 hours of non-stop music on a single charge, thanks to the speakers built in Lithium-ion battery.



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

You want it

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

Portable Solar Powered Speaker

The Portable Solar Powered Speaker not only lets you share your favorite tunes with the general public within an acceptable radius, but as its name implies, it is capable of offering an infinite amount of charging for your compatible power hungry devices – as long as the sun shines, that is. The speaker would pair up with a Bluetooth-enabled smartphone, tablet, or other wireless music player, where audio is played back via a 2.5", 3-watt full-range speaker which delivers crisp sound. Its rechargeable battery has been rated to deliver up to eight hours of operation from a five-hour charge thanks to its built-in solar panel, and it comes with a rugged, water-resistant IPX4-rated exterior to boot.



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

Allwinner A31 Quad Core



If you are looking for a more powerful Android TV Stick mini PC to transform your HDTV into a smart TV, rather than using one of the numerous dual core Android sticks available, you might be interested in a new Allwinner A31 mini PC that is equipped with a quad -core processor.

The new Android TV stick is fitted with a quad-core Allwinner A31 ARM Cortex-A7 processor, supported by PowerVR SGX 544 graphics, and 2GB of memory.

The new quad-core TV stick is also fitted with 8GB of onboard storage and features WiFi 802.11b/g/n wireless connectivity, together with a USB 2.0 host port and 2 x mini USB ports, and comes running Google's Android 4.1 Jelly Bean operating system.

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

Did you know



The group of 12 engineers who designed IBM PC were called "The Dirty Dozen".

EVOLUTION OF INTERNET MARKETING

By: Larissa Vinci

With the increase in the impact of internet on the world new and innovative tools and techniques have taken over to the route of internet too. One of these is Internet marketing. The people who would have studied about internet marketing or know about the concept before the advent of the world wide web were a little bit reluctant to opt for this method of marketing and promotion. But with more and more getting connected through the internet and people relying more on the web for services, tools and communication it was inevitable for everyone to succumb to the ease of internet marketing.


Internet marketing for a lay man is a source of advertising and promotion of a product or service through the medium of the internet. It can be done via many methods using the number of tools provided by the internet for the marketer's disposal. To find customers online for your products would definitely require for the existing and potential customers to be aware of your product. Thus in the busy and fast paced world of today nobody has the time to go through news paper advertisements and flyers or even bill boards around the place. The best way to capture their attention is to reach a place where people will have to access no matter what.

This place is the internet and it is one junction where it does not matter that the target audience is miles away, but what matters is the connectivity of the target customers. Social media sites are proving to be one of the most popular ways to promote the products and services as we can see that many world known brands have now made their existence prominent on the internet. This tool is here to stay for a long time since people are becoming more reliant on the internet for various aspects of their life.



Social media sites are proving to be one of the most popular ways to promote the products and services as we can see that many world known brands have now made their existence prominent on the internet.

Press Release Software

A man in a dark suit, light blue shirt, and grey tie is holding a silver laptop. He is looking towards the camera with a slight smile. The background is a blurred city street with other people walking.

"Using my press release software, in a short while from now, your product, service or website could be announced to hundreds of news and media outlets around the entire world - giving your product unprecedented press exposure, boosting traffic to your website, and adding bucketloads of cash to your bottom line."

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“Making Web Money” Online Marketing Magazine is an affordable way to reach a targeted audience for your internet marketing product or service.

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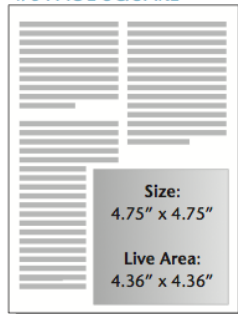
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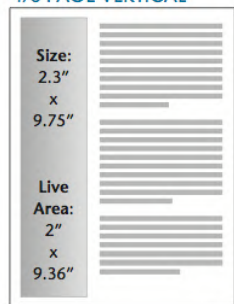
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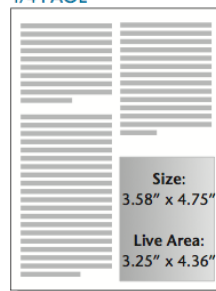
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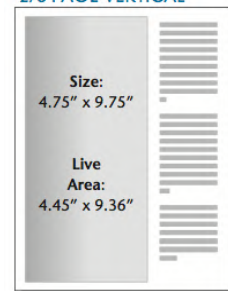
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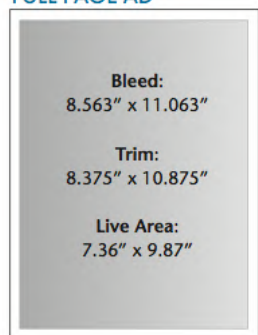
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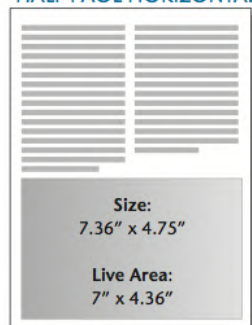
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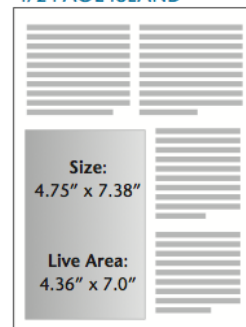
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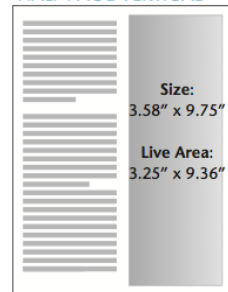
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Web 3.0

Startups: Online Marketing Strategies for Launching & Promoting any Business on the Web

By: R.L. Adams



Unlock Powerful Online Marketing Strategies and Principles!
Learn how to Harness the Power of Marketing on the Web for any Business!

The Internet is evolving at a remarkable pace and it is much more different today than it ever was all thanks to one company: Google.

Google has shaped the Web and how we search and find the answers to all of our questions through its organic online search, an online search that has changed enormously in recent years.

Google's changes to its search have ushered in a new era of the Web, the Web 3.0 era. In this new era, you are only as good as you are relevant and to be relevant you must not only address the individual's desire to find you through organic search, you must also address group aggregates through social recommendations.

To be successful you must understand the online marketing strategies that work to effectively boost the visibility of any business on the Web.

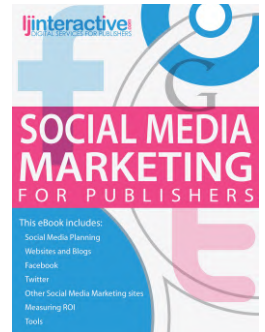
Today, without the right guide to effective online marketing strategies that work, most entrepreneurs are left scratching their head. While you can read about all the theory desired for launching a lean startup, this guide actually gives you the marketing tools and understanding for marketing any business on the very overcrowded Web.

Without a guide like this many entrepreneurs are left suffering trying to understand all of the various disciplines that it takes to market a business in the Web 3.0 economy.

Social Media Marketing for Publishers

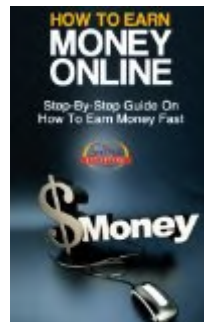
By: Liz Murray

Marketing your books or publishing brand through social media needn't be confusing! This eBook is the essential Publisher's Handbook to all social media activities that you need to know about. Social media marketing expert Liz Murray guides you through a series of social media topics by making the subject matter easy to understand, engaging and personal. You'll learn the same methods that she has used working with well known publishing brands. Key areas covered include social media planning, websites and blogs, Facebook, Twitter, other social media marketing sites, measuring ROI and social media tools. The book is aimed at those who want to gain a low level understanding of all areas of social media rather than extensive knowledge about one area. It's the perfect go to handbook, there when you need to refer to it.



How To Earn Money Online - Step-By-Step Guide On How To Earn Money Fast

By: Success Sculpting Coach



If you want to learn step-by-step how to start making real money right now on the internet, then the "How To Earn Money Online" Kindle book is a must have for you.

Inside of "How To Earn Money Online" you will learn how starting from scratch ...with NO list, NO contacts, and NO help from anyone, you can start making thousands of dollars online.

With the cost of living (food prices, gas prices, etc) soaring higher while job availability drops further, there is no better time than now for you to take your financial destiny in your own hands and take charge of how much money you and your family make each month.

This Kindle book covers everything in great detail. Nothing is left out and no matter what level of experience you're at right now, you will quickly become a "money making marketing machine" in no time flat.

The details on how to earn money online are broken down into bite-sized chunks so that you can implement immediately.

So listen, if you haven't made as much money as you want - it's not your fault! You need to stop following bad advice and start following the right advice of battle-tested proven money making methods that work in the real world, in real time... and right now!

Online Marketing Help: How to promote your online business using Twitter, Facebook, MySpace and other social networks.

By: David Amerland

If you really are ready to Crush it! and want to work the four hour week. If you really are ready to take the uncertainty out of your online marketing. If you really want to make succeeding online possible, then Online Marketing Help is perfect for you.

This is no wake up call (you should have already had that by now), nor is it a rousing speech of a book to action. It is however a book packed with practical steps and explanations. Everything you need, in short, to start using the real-time web to your advantage.

Understand how to mine Twitter and use Facebook for active marketing. See what free online tools are available to help your marketing efforts. Learn how to social network optimize your website and how to employ real-time web marketing tools to promote your online business.

Online Marketing Help is a practical, step-by-step guide which takes you through all the steps you need to social network optimize your business, set up the time-saving tools you need to run its marketing and set up the activities which will increase its online impact and help you succeed at next to no cost.

An online business which is social networked properly has:

- Greater online visibility
- More targeted visitors
- More online sales and advertising enquiries
- Greater opportunities to make a profit



Did you know:



Computer circuitry can be destroyed by static electricity, it is so mild for humans that they don't even feel it.

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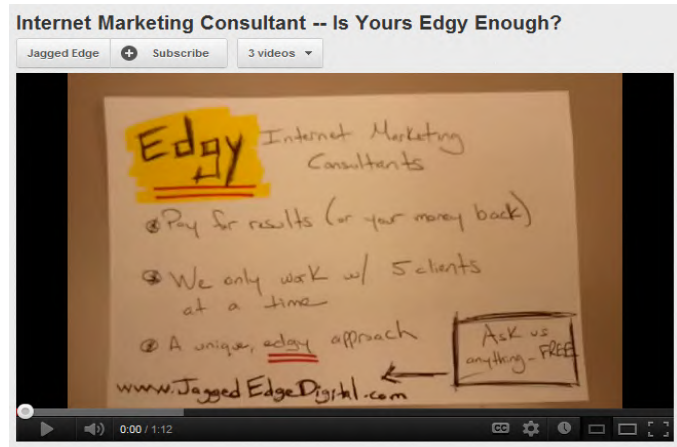
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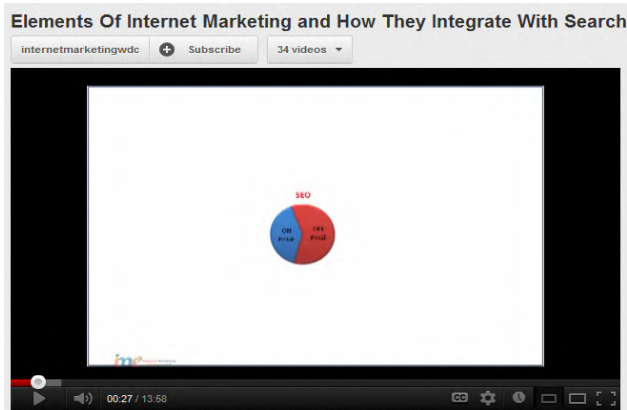
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<http://www.youtube.com/watch?v=0CaUclwPsH8>



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GEO TARGETING IN INTERNET MARKETING

By: S. Buendia

The internet marketing industry found its boost and boom moment in two thousand and seven. This time the facilitator for the boost was none other than the search giant Google. Online word processing, mobile banking and online payments which were brought in by Google through foray into these different areas were the ones responsible for the surge in internet marketing and its major role in the new age business. The increased use of internet marketing does not mean that the usual and traditional methods of marketing and advertising will now become obsolete and out of use. Their popularity will not get affected for the cause that they have been going on in the business for a very long time whereas the concept of internet marketing is relatively very new in the marketing arena. The increase in social media marketing does not mean that people will not want any advertisement so not their television channels in between their shows and programs.

There is a concept known as geo targeting in the internet marketing concept. In this kind of internet marketing the targeting is done through the sectioning of the potential customers as per their geographical location.



To find customers online for your products would definitely require for the existing and potential customers to be aware of your product. Thus in the busy and fast paced world of today nobody has the time to go through news paper advertisements and flyers or even bill boards around the place. The best way to capture their attention is to reach a place where people will have to access no matter what. There is a concept known as geo targeting in the internet marketing concept. In this kind of internet marketing the targeting is done through the sectioning of the potential customers as per their geographical location. The geographical locations of the ip address used on the internet by a user can be easily mapped and thus all the relevant advertisements regarding that location will be prominently displayed for that particular location.

MWM Q&A

INTERVIEW WITH RICK JESSUP, DIGITAL MARKETING STRATEGIST

By: Alex Rascanu



Rick Jessup is the Director of Digital Strategy at Capital C, co-founder of Foursquare Day Toronto, on a quest to find the world's greatest beer, part way through visiting every ballpark in Major League Baseball, and will one day retire with his guitar to the beach in Mexico. Connect with him on Twitter, LinkedIn, and Facebook. And connect with Capital C on LinkedIn and Facebook.

We're caught up in Likes/Followers and how to be "mobile ready" when everything could be taken care of by truly focusing on the paths of those that use our products or services. We have access to so much information about the people we want to reach and how they make decisions, but so few of us take advantage of that.

Today we had the pleasure of interviewing Rick Jessup, head of Capital C's digital strategy, insights, and analytics practice.

From managing Bulletin Board System on the Freenet in 1990 to starting one of Canada's first blogs in 1995 to public speaking in 2010, Rick has truly grown up digital. Over the past 20+ years he's had the opportunity to manage the digital and social media marketing for small startups, multi-national industry leaders, and some of the biggest names in entertainment and consumer packaged goods. His team works with clients such as Pepsi, Nissan/Infiniti, Doritos, Google, Scotiabank, Unilever, Miss Vickies, Holt Renfrew, Grant Thornton, and Toshiba.

1. How would you describe Capital C in 3 words?
Analysis, insight, ideas.

2. You have 20 years of digital marketing experience. What are some of the most interesting campaigns you've worked on?
There have been so many but the ones that stand out would be the latest Christmas campaign we built for Toshiba here at Capital C, the social media strategy for Toronto Pearson, and using grassroots and influencer marketing to build Canadian ratings for World Wrestling Entertainment. But the one closest to my heart was sending the brewmasters at Creemore Springs to Germany to create their 25th anniversary beer in collaboration with Zum Schlüssel in Düsseldorf, and tracking the journey socially.

3. You spoke about the "death of mobile" at the last Innovative Evenings meetup in Toronto. What would be the main take-aways?
That agencies are being lazy and clients aren't pushing for the right things. We're caught up in Likes/Followers and how to be "mobile ready" when everything could be taken care of by truly focusing on the paths of those that use our products or services. We have access to so much information about the people we want to reach and how they make decisions, but so few of us take advantage of that. It's like going to war without armour. The tools are there, let's be smart about using them.

Take a pause and reflect on how you go about your day, when you use a digital device, how you make decisions, how you recommend or request. Our paths are different today than they were 5, 10, 20 years ago.

4. On a more personal level, you're on a mission to try every beer in the world. What's your favourite brew?

Dogfish Head World Wide Stout. Had it in a bottle and it was amazing, then stumbled across it on tap outside Tampa, Florida. It was a 300ml tulip glass and I took an hour to finish it, I wasn't letting that moment escape without savouring it.

5. You're a world traveler. What were the most moving experiences you've gone through while on your travels?

Most of my travels thus far have been selfish, and thus lack anything truly moving, but spending an afternoon in a Mexican cantina under Arizona on the Sea of Cortez is a moment I wish I could freeze. Check back in a few months, I might make a missions trip to El Salvador in June and I think my answer to this question may change.

6. Who are some of your role models?

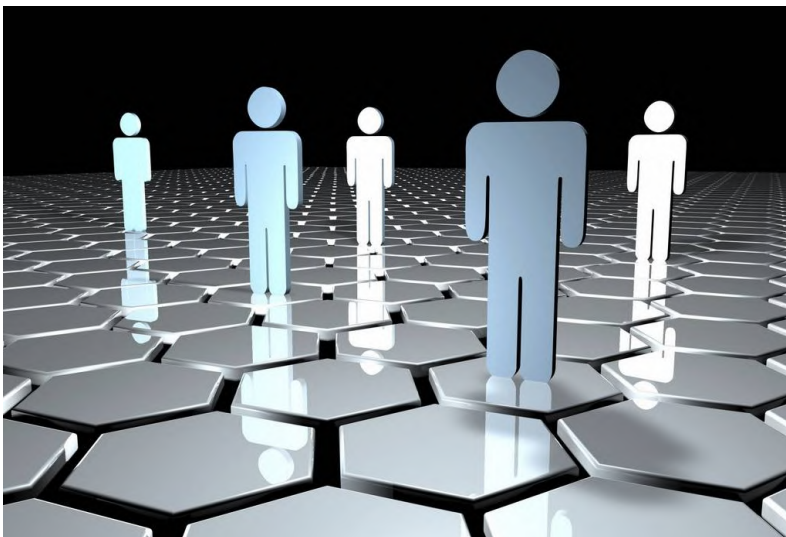
Per my personal brand as the last Christian in digital advertising I put Jesus tops here. Other than Him I wish I could cook like Rick Bayless and I wish I could write songs like Josh Ritter. I can't, but I'll keep buying their stuff and studying until I'm close.

7. What's the #1 reason every business should develop a digital marketing strategy?

All businesses first need a brand strategy. Out of that, how to use digital/social/mobile to build that out is an imperative. Take a pause and reflect on how you go about your day, when you use a digital device, how you make decisions, how you recommend or request. Our paths are different today than they were 5, 10, 20 years ago. That fact alone necessitates a strategy to tackle it.

8. What new digital trends can we expect to see in the years to come?

We're well on the way to seamless digital, but the ideas of needing to find a Wi-Fi network or pay for roaming will, hopefully, make way for true perpetual connectivity sooner than later. Quick mobile payments will have to arrive eventually, but that requires the parties agreeing on a standard. And if I was building something to live for a few years from now, I'd go all-in on responsive design.





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History of online advertising

By: Steve Shaw

Online advertising though regarded as a new concept was started around nineteen ninety four. This method was first used by Hot Wired who sold their first banner advertisements to several advertisers. However though the start brought in a lot of revenues for the companies, the occurrence of the burst of the dot com bubble brought a down fall in the use of internet marketing. This was a big set back for they early phase of the online internet marketing.

It was not until the beginning of two thousand and four that the internet marketing concept got a new advent of life. This was the time when the business model for Web 2.0 had come together and thus in its way giving a new life to internet marketing. At this time there were a large number of businesses which had emerged which were offering their customers the facility of buying and selling advertising spaces on the internet. After the spaces were bought by the marketer's the question arose of generating traffic in order to get the potential customers to view the advertisements in order to consequently boost the sales and revenues. The generation of traffic was bought along by transfer of the content which could help in order to get more and more traffic towards the online advertisements. Web sites like EBay were the prominent ones who had generated a large amount of traffic for the web advertisers.

The internet marketing industry found its boost and boom moment in two thousand and seven. This time the facilitator for the boost was none other than the search giant Google. Online word processing, mobile banking and online payments which were brought in by Google through foray into these different areas were the ones responsible for the surge in internet marketing and its major role in the new age business.

The generation of traffic was bought along by transfer of the content which could help in order to get more and more traffic towards the online advertisements. Web sites like EBay were the prominent ones who had generated a large amount of traffic for the web advertisers.

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“

Quotable: “Internet is so big, so powerful and pointless that for some people it is a complete substitute for life” ~ Andrew Brown

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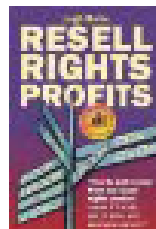
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Resell Rights Profits

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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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

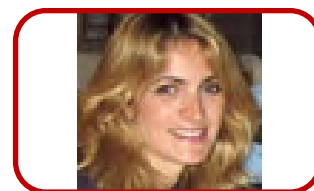
S. Buendia

Scott Buendia is an internet marketing expert that started his journey in 2004 with his first e-book. He made \$250 dollars with that book with little to no SEO knowledge (but the right program to help him). He decided then that there might be something to this internet marketing thing. He has worked for a big internet marketing company, a dentist, a start up, and his own business doing SEO, Pay Per Click, Social Media, Analytics, Copywriting, and Optimization of Sales Funnels.



Lisa Girard

Lisa Girard is a freelance writer who covers topics as diverse as golf fashion, health and beauty, the hardware industry and small business interests. She also has been Senior Apparel Editor for PGA Magazine for more than a decade. Lisa lives in New Jersey with her four children and two dogs.



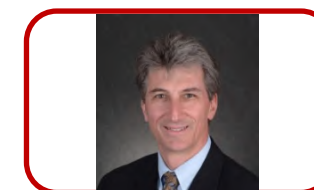
Viggo Joergensen

The Rev. Viggo Joergensen is running a private consultancy for home business people. Go consult our affiliate marketing guide for beginners if you are looking for professional help to start a home business, making money at home or just to grow your current home income.



Fred Lizza

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With over 7 years experience in the SEO industry James Parker is a leading authority on the subject and offers extensive knowledge through his articles.



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Alex Rascanu

Marketing Manager at Powered by Search, specializing in brand management and lead generation. Co-organizer of the Inbound Marketing Toronto and Innovative Evenings meetups. Marketing strategist. Connector. His personal site is AlexRascanu.com.



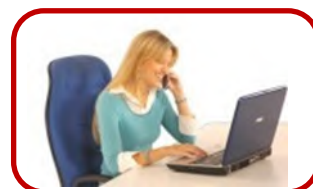
Steve Shaw

Steve Shaw is an article marketing expert and founder of the popular article distribution service SubmitYourArticle.com, as used by thousands of business owners to drive traffic, sales and leads to their websites.



Larissa Vinci

Larissa Vinci is a specialist writer for DSM Publishing. She writes articles on a huge selection of subjects including golf, monophobia, green living, blogging, internet marketing and even weddings.



NICHE MARKETING THROUGH THE INTERNET

By: Viggo Joergensen



Under the niche internet marketing concept it involves the creation of cluster of customers or rather potential customers in order to sell or offer them custom made or specially tailor made products as per the requirements of the customer of the niche which has been made.

The target of the internet marketing approach is the main concern of the marketer who has adopted the marketing method of internet marketing. This is because the target consumer is sitting in front of the computer or laptop screen and not actually in direct interface of the product and the company. The reach of the internet is so wide that any small piece of information can also be conveyed from one end of the globe to a completely opposite direction of the message sender.

Internet marketing for a lay man is a source of advertising and promotion of a product or service through the medium of the internet. It can be done via many methods using the number of tools provided by the internet for the marketer's disposal. To find customers online for your products would definitely require for the existing and potential customers to be aware of your product. Niche marketing is one of the most upcoming and new interesting concepts under marketing. Under this concept a particular cluster of a similar kind of taste are created and then as per the product the targeting and marketing is done.

Under the niche internet marketing concept it involves the creation of cluster of customers or rather potential customers in order to sell or offer them custom made or specially tailor made products as per the requirements of the customer of the niche which has been made. These niche customers are contacted through the internet and all the details and specifications are also sent through the internet only. This process is faster and more convenient than the customer personally visiting the store or office of the product. Therefore the internet serves as the comfort factor in approaching and sealing the deals between the product makers and customers of the niche marketing segments.

TRADITIONAL ADVERTISING VS. INTERNET MARKETING

By: James Parker

The increased use of internet marketing does not mean that the usual and traditional methods of marketing and advertising will now become obsolete and out of use. Their popularity will not get affected for the cause that they have been going on in the business for a very long time whereas the concept of internet marketing is relatively very new in the marketing arena. The increase in social media marketing does not mean that people will not want any advertisement so not their television channels in between their shows and programs.

A consensus and mixed use of both the techniques done by a company or advertiser will ensure that the impact of the whole some marketing of the product or service being sold by them is as what they wanted or even more than their expectations in some cases. Just because the middle aged and youth are more internet savvy does not mean that the company has to target just these two categories of people. There is an entire segment of people who are still not as much of internet users as advertisers would want them to be. This segment also has special products and services which have been designed are in business for a long time. The awareness thus still needs to be created and maintained and the traditional methods will help this segment and these products.

The advantage of online advertising and internet marketing is that the time lapse between the creation of content and the publishing of the content is absent. There is no dependence on the geography and time for this kind of advertising and promotion. Internet marketing also allows for the customization of the advertisements, published posts and promotion content. Thus these advantages make this method a one up over the traditional methods of marketing and promotion.



Just because the middle aged and youth are more internet savvy does not mean that the company has to target just these two categories of people. There is an entire segment of people who are still not as much of internet users as advertisers would want them to be.

TYPES OF INTERNET MARKETING

By: Karen Heidi Pierce

The reach of the internet is so wide that any small piece of information can also be conveyed from one end of the globe to a completely opposite direction of the message sender. Internet marketing for a lay man is a source of advertising and promotion of a product or service through the medium of the internet. It can be done via many methods using the number of tools provided by the internet for the marketer's disposal. To find customers online for your products would definitely require for the existing and potential customers to be aware of your product. Thus in the busy and fast paced world of today nobody has the time to go through news paper advertisements and flyers or even bill boards around the place. The best way to capture their attention is to reach a place where people will have to access no matter what.



The best way to capture the people's attention is to reach a place where people will have to access no matter what.

Internet marketing is done through various means and thus it can be divided into various types. Placing web banner ads on a third party web site and thus enable the traffic to move from the web site where the banner has been placed to the web site of the company which has placed the advertisement banner. Social media marketing is also a very upcoming and latest trend which has sprung up with the popularity of Face book, Twitter and such social networking web site. Companies providing products and services have made special pages on face book and twitter accounts who keep on posting the new trends, special deals and new launches by the company which is a great pool of information for the prospective buyers and the brand loyalists who want to keep a track of what is happening in the brand or the company. Referral and email marketing are also tried and tested means of doing the work.

MWM back story

HOW I DID IT: JERRY MURRELL, FIVE GUYS BURGERS AND FRIES



Along with his sons, Jerry Murrell of Five Guys Burgers and Fries built a 570-store chain that enjoys a cult following.

Sell a really good, juicy burger on a fresh bun. Make perfect French fries. Don't cut corners. That's been the business plan since Jerry Murrell and his sons opened their first burger joint in 1986. When they began selling franchises in 2002, the family had just five stores in northern Virginia. Today, there are 570 stores across the U.S. and Canada, with 2009 sales of \$483 million. Overseeing the opening of about four new restaurants a week, the Murrells are proof that flipping burgers doesn't have to be a dead-end job.

There was this little hamburger place where I grew up in northern Michigan. Almost everyone in our town, except the uppity uppities, ate the burgers. Even though the owner had a cat, which he'd pet while cooking. People called them fur burgers, but they still ate them because they were good.

I studied economics at the University of Michigan. I had no money and needed a place to stay, so I ran a fraternity house's kitchen. I got the cook a raise and let her do the ordering. We started making money, because she knew what she was doing.

My parents died my last year in college. I married, had three kids, divorced, then remarried. I moved to northern Virginia and was selling stocks and bonds. My two eldest sons, Matt and Jim, said they did not want to go to college. I supported them 100 percent.

Instead, we used their college tuition to open a burger joint. Ocean City had 50 places selling boardwalk fries, but only one place always has a 150-foot line -- Thrashers. They serve nothing but fries, but they cook them right -- high-quality potato, peanut oil. That impressed me. I thought a good hamburger-and-fry place could make it, so we started with a takeout shop in Arlington, Virginia.

Our lawyer said, "You need a name." I had four sons -- Matt, Jim, Chad are from my first marriage, and Ben from my second to Janie, who has run our books from Day One. So I said, "How about Five Guys?" Then we had Tyler, our youngest son, so I'm out! Matt and Jim travel the country visiting stores, Chad oversees training, Ben selects the franchisees, and Tyler runs the bakery.

Three days before we opened, I was still working as a trader in stocks and bonds and was in a hotel for a meeting in Pittsburgh. I found a book in the nightstand, next to the Bible, about JW Marriott -- he had an A&W stand that he converted and built into the Hot Shoppes chain. He said, Anyone can make money in the food business as long as you have a good product, reasonable price, and a clean place. That made sense to me.Z

We figure our best salesman is our customer. Treat that person right, he'll walk out the door and sell for you. From the beginning, I wanted people to know that we put all our money into the food. That's why the décor is so simple -- red and white tiles. We don't spend our money on décor. Or on guys in chicken suits. But we'll go overboard on food.

Most of our potatoes come from Idaho -- about 8 percent of the Idaho baking potato crop. We try to get our potatoes grown north of the 42nd parallel, which is a pain in the neck. Potatoes are like oak trees -- the slower they grow, the more solid they are. We like northern potatoes, because they grow in the daytime when it is warm, but then they stop at night when it cools down. It would be a lot easier and cheaper if we got a California or Florida potato.

Most fast-food restaurants serve dehydrated frozen fries -- that's because if there's water in the potato, it splashes when it hits the oil. We actually soak our fries in water. When we pre-fry them, the water boils, forcing steam out of the fry, and a seal is formed so that when they get fried a second time, they don't absorb any oil -- and they're not greasy.



The magic to our hamburgers is quality control. We toast our buns on a grill -- a bun toaster is faster, cheaper, and toasts more evenly, but it doesn't give you that caramelized taste. Our beef is 80 percent lean, never frozen, and our plants are so clean, you could eat off the floor. The burgers are made to order -- you can choose from 17 toppings. That's why we can't do drive-throughs -- it takes too long. We had a sign: "If you're in a hurry, there are a lot of really good hamburger places within a short distance from here." People thought I was nuts. But the customers appreciated it.

We have never solicited reviews. That's a policy. Yet we have hundreds of them. If we put one frozen thing in our restaurant, we'd be done. That's why we won't do milk shakes. For years, people have been asking for them! But we'd have to do real ice cream and real milk.

When we first opened, the Pentagon called and said, "We want 15 hamburgers; what time can you deliver?" I said, "What time can you pick them up? We don't deliver." There was an admiral running the place. So he called me up personally and said, "Mr. Murrell, everyone delivers food to the Pentagon." Matt and I got a 22-foot-long banner that said ABSOLUTELY NO DELIVERY and hung it in front of our store. And then our business from the Pentagon picked up.

When we first started, people asked for coffee. We thought, Why not? This was our first lesson in humility. We served coffee, but the problem was that the young kids working for us don't know anything about coffee. It was terrible! So we stopped serving coffee. We tried a chicken sandwich once, but that did not work, either. We do have hot dogs on our menu, and that works. But other than that, all you are going to get from Five Guys is hamburgers and fries.

Our food prices fluctuate. We do not base our price on anything but margins. We raise our prices to reflect whatever our food costs are. So if the mayonnaise guy triples his price, we pay triple for the mayonnaise! And then we'll increase the price of our product. About five years ago, hurricanes killed the tomato crop in Florida, and prices went from \$17 to \$50 a case. So a few of my franchisees called and said, "We're not using tomatoes. The prices are too high." I suggested using one slice instead of two. My kids were furious: "It should be two! Always!" They were right -- it's too easy to start slipping down that slope. We stuck with two slices, and so did our franchisees.

Our food prices fluctuate. We do not base our price on anything but margins. We raise our prices to reflect whatever our food costs are. So if the mayonnaise guy triples his price, we pay triple for the mayonnaise!

My kids wanted to franchise from the start, because we couldn't get the money to expand on our own. Opening a store costs \$300,000 to \$400,000. Banks won't help. They thought we were crazy going up against Burger King, McDonald's.

I was dead set against franchising. I didn't think we'd be able to control the quality. That worried the heck out of me. They pulled me into it kicking and screaming. At that point, we had five stores in the northern Virginia region.

When we started to sell franchises in 2002, Virginia went in three days. We accept only financially sound franchisees who can weather the storms without the help of banks.

We make 6 percent of sales on the franchises. All franchises work the same way: People say they want to sell your product. So you give them a Franchise Development Agreement that explains all the ways we can beat them down. I don't know if I would ever sign it. We can get out of the deal a million ways, but they are stuck.

Still, we have never had a franchisee go legal on us. I think that's because we have an independent franchise committee that meets once a quarter. People said, "Don't do it! They'll form a union!" But we thought, If someone comes in with a wacky idea, instead of the Murrells putting it down, the other franchisees would say, "That's a dumb idea."

Franchisees are opening four new stores a week. But we always wanted to run more than our franchisees, so we can say, "Look, we are doing it." We own 90 stores -- Chicago, San Diego, Phoenix, a bunch in North Carolina and Virginia. We don't do any less than five stores per franchisee. We have one in California that just signed up for 400 stores.

Before we agree to work with a franchisee, Ben and I sit down and talk about our marketing plan. A lot of companies put 3 percent of their revenue toward marketing or advertising -- we collect 1.5 percent from all our franchisees and give bonuses to the crews that score the highest on our weekly audits.



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We have two third-party audits in each store every week. One is called a secret shopper -- folks pretend they're customers and rate the crews on bathroom cleanliness, courtesy, and food preparation. Then we have safety audits -- they identify themselves and check all the kitchen equipment. The crews make about \$8 or \$9 an hour. If they get a good score, they will split another \$1,000 among them, usually five or six people per crew. A press release goes out to every store announcing the winners. Right now, it's the top 200 stores. Last year, we paid out between \$7 million and \$8 million; this year, it will be \$11 million or \$12 million.

We try to make the kids feel ownership in the company. Boys hate to smile. It's not macho. And it's definitely not macho to clean a bathroom. But if the auditor walks in and the bathroom isn't clean, that crew just lost money. Next thing he knows, the guy who was supposed to clean the bathroom has toilet paper all over his car and a potato in his tailpipe.

To grow this fast, we had to come up with some big bucks -- we got a \$30 million loan from GE and used that to move into a 20,000-square-foot office space in Lorton, Virginia. That's where 80 of our 200 corporate employees work.

We've had many of the same vendors since 1986. And they're not the cheapest by a long shot. We stick with what we like. One day, our purchasing guy said he wanted us to switch to a frozen burger product. But we all picked the fresh one in a blind test and stuck with that. We taste-tested 16 different types of mayonnaise to find the right one.

We make the same bun we started with. We hired the old guy who used to bake our bread for the first store, and one of his partners. They work in the Virginia bakery. We have 10 bakeries scattered around the nation. Our bread is baked daily, picked up by 3 p.m., and put on truck or plane so every store gets fresh bread every morning, even if they are 400 miles away from the nearest bakery.

When we got pulled to Florida, I didn't want to go! Too far. I didn't want to go to Canada -- we're there now. Two princes came from the Middle East. They want us to go over there. We have another group that says, "Anywhere you want to go, we'll fund it." We've also had a few companies that want to come in and buy us. They say they would let us run it, but I don't think they would. Why would they put up with fresh bread and taste-testing 16 different mayonnaises?

This article has been revised to reflect the following correction: Jerry Murrell attended the University of Michigan, not Michigan State University.

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