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# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

JUNE 2016

**Felicia Day** on **Why**  
Enthusiasm Will Always  
Win the Day

**Common SEO**  
**Misconceptions**



**THE ENTREPRENEUR: GAVIN**  
**LAPIDUS, ESHORES**



Marcos Cooper

**THE SECRETS TO**  
**INTERNET MARKETING**



Ruby Farmer

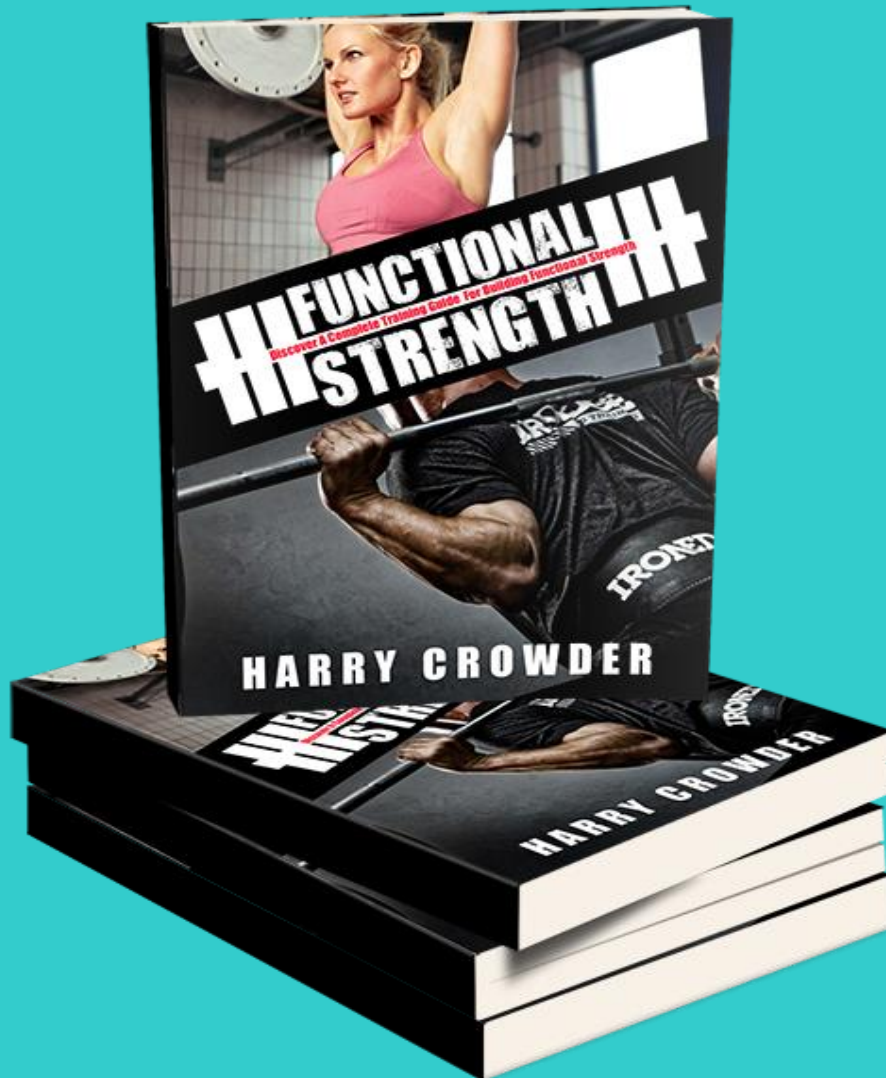
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- **The Ultimate Multi-Purpose Product: 5 Ways With Coconut Oil**
- **Coconut Oil Is Truly A Wonderful Product And Can Also Be Beneficial For Your Overall Health**
- **How to Use Coconut Oil for Personal Care**



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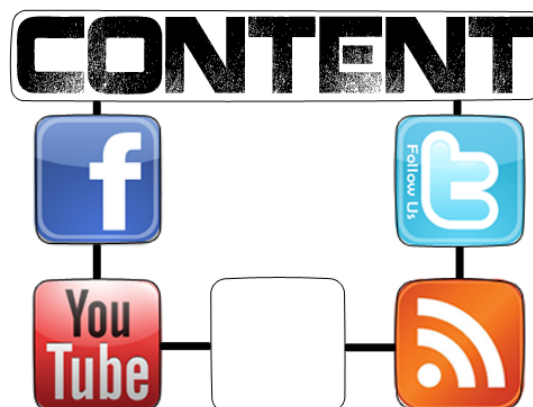
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Welcome to the **JUNE 2016 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and personal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

**Type of Content You should Use on Social Media** By: Velma Powers  
**Common SEO misconceptions** By: Marcos Cooper **How to Use Pinterest to Attract Customers** By: Linda May **Internet Marketing Blogging Guide for Beginners** By: Marcos Cooper **Marketing Tips from Experts** By: Rufus Hopkins **Online Advertising for Beginners** By: Linda May **10 Powerful Marketing Strategies** By: Rufus Hopkins **The Secrets to Internet Marketing** By: Ruby Farmer **Two Simple Internet Marketing Tips** By: Velma Powers **MWM Success Story - The Entrepreneur: Geek Icon, Actor and Entrepreneur Felicia Day** on Why Enthusiasm Will Always Win the Day - **MWM Ask the Expert Interview with Marty Weintraub** @martyweintraub from aimClear - **MWM Q&A Interview with Kimbe MacMaster of Vidyard** on Best Practices for Video Marketing- **MWM Back Story – The Entrepreneur: Gavin Lapidus, eShores**

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

Don't forget we have Some Great Back Issues too!

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**Twitter.com/harrycrowder**

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

Write to me at: **harry@harrycrowder.com**

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**Making Web Money Online  
Marketing Magazine**

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Contributors

Various experts in their fields

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

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

So, send me an email with your feedback and let me know.

[harry@harrycrowder.com](mailto:harry@harrycrowder.com)

## Press Release Software



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

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

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

### What is 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.*

### 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:

On one of the world's most popular shopping websites, eBay, there are transactions of approx. \$680 per second.

# MWM what's on



## BIG DIGITAL



JUN  
7-8

Big Digital Adelaide hits the conference scene with world-class speakers, a world-class venue and world-class food. Yes, it's a world-class event! Indulge your inner geek as we immerse ourselves in Adelaide's historic tech hub for a digital marketing conference born in the heart of South Australia.

JUN  
9-12

CALL TO ACTION  
CONFERENCE

CTAConf is carefully curated to teach you next-level, actionable marketing tactics you can utilize the very next day.

We meticulously scout out the best of the best, choosing fantastic marketers to teach you about the strategies they've developed and mastered.

We'll be covering a wide array of topics, such as conversion rate optimization, email marketing, growth hacking, PPC, analytics, copywriting, landing page optimization, marketing automation, content marketing and more (phew!).

## what's on



JUN  
22-23

Traction Conf brings founders and growth experts from some of the fastest growing tech companies to share insights on optimizing your product to drive growth and revenue.

You will learn how to:

- Build a brand & product that people love;
- Pick the right marketing & distribution channels;
- Convert visitors to recurring users & paying customers;
- Build and scale a sales team;
- Drive revenue through resellers & partnerships;
- Leverage customer insights to cross-sell & up-sell additional services.



## BREWING MARKETING & SALES SUCCESS 2016

When: 3 June 2016

Where: Stony Creek Brewery  
Branford, CT

With summer upon us, it's time to turn up the heat with your marketing and brew up new sales.

Hosted by the Wallingford-based inbound marketing agency and HubSpot Diamond Partner, IMPACT Branding & Design, "Brewing Marketing & Sales Success 2016" is a one-day marketing event unlike any other in the state of Connecticut.

- You'll hear from world-renowned speakers and industry thought leaders.
- Learn about the future of marketing & sales and the technology that will drive it.
- Connect with peers who are excelling in web design/development, marketing, and sales.

### Exchange Bold Ideas in an "Aggressively Laid-Back" Environment.

Self-described as "aggressively laid-back," our venue at Stony Creek Brewery is located directly across from the Branford River waterfront.

It's secluded, relaxed, and the perfect place to learn from some of the marketing world's greatest minds and exchange bold ideas with peers.

After our final keynote, we'll retreat to the brewery's taproom, patio, and beach (yes, beach) for happy hour with some of Stony Creek's flavorful brews (and some scenic views).

### Learn From the Best of the Best.

We've gathered some of the sales and marketing industries greatest minds to share their expert advice, insights, and business lessons with you throughout the day and in five knowledge-packed sessions.



Quotable:

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

~Simon Mainwaring



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## YAHOO BIDS COMING IN AT 50 PERCENT LESS THAN EXPECTED

*The company had been expected to sell for between \$4 and \$8 billion.*

According to a report in the Wall Street Journal, bids for Yahoo are expected to come in (or came in) at less than the \$4 to \$8 billion anticipated by many analysts. Instead they are more likely in the range of \$2 billion to \$3 billion according to the article:

Bidders have lowered their expected prices following weeks of sale presentations by Yahoo Chief Executive Marissa Mayer at the company's Sunnyvale, Calif., headquarters and its disclosure of data that detailed the company's flagging prospects.

Verizon is still the favorite to win the bidding but the WSJ article identifies a number of other suitors in the mix, including TPG, Bain Capital, Dan Gilbert (founder of Quicken Loans, possibly backed by Warren Buffett), Vista Equity Partners and one or two others.

The article attributes the lower bid prices to disappointing first quarter financial results and the perception that Yahoo's core business continues to deteriorate. It adds that "buyers have in recent weeks had access to a 'data room' with nonpublic details about the company's financial performance and prospects."

The second round of bids are due the first week of June. This suggests that Yahoo wasn't entirely satisfied with the first round and/or wants to bring more parties into the negotiations.

If the WSJ is correct and bids are coming in much lower than expected that creates a dilemma for the board and CEO Marissa Mayer. Should they accept the offers now or continue with the existing turnaround effort?

In the latter case there's a risk of further weakness and revenue declines. But if the board accepts a too-small buyout it would be an embarrassment or, worse, create legal trouble with existing investors.

## Move over, text ads: How data feeds are driving new search experiences

*Contributor Christi Olson, Search Evangelist at Bing, takes a deeper look at data feeds and their role in search (past, present and future).*

If you haven't done it already, now would be a great time to take a fresh look — or even a first look — at how data feeds can reinvigorate your online marketing strategy and prepare your business for an undeniable shift in the search space. Structured data feeds are the silent drivers behind a new search experience centered around more conversational, localized and personalized search engagements.

Engines are moving away from the "traditional" customer journey, where users search for a keyword, sort through text PPC search results and click onto a new website. Instead, structured data feeds front-load the search engine results pages (SERPs) with user-rich information, creating a new search experience for more personalized, localized and actionable results.

Data feed = information bus

Feeds, simply put, are mechanisms of structured data that enable either a platform or a person to take action. Some of the original uses of feeds were as mechanisms to automate the pulling of information to a centralized location. They helped streamline access to data and information.

We've been using structured data and data feeds without even realizing it. Think RSS and news feeds, weather and traffic reports or TIBCO (The Information Bus Company) of the early internet, which helped digitalize the stock market. Even your weekend "honey-do" list is a type of structured data.

Today, data feeds in search focus primarily on shopping, enabling merchants to structure their product catalogs into standardized file formats. Search engines are then able to access them, correctly understand their context and display them in visually appealing ad formats for consumers. Bing Product Ads, Google Product Listing Ads and Amazon Marketplace have all streamlined this process to make it easy for merchants to market their products online through data feeds. But this is just the beginning.

The better we can communicate and share information through data feeds and structured data, the better receiving platforms, such as search engines, can perform for us.



**Quotable:** "If computers get too powerful, we can organize them into committees. That'll do them in." ~Author Unknown

# MWM TRAINING

## ATTENTION OFFLINE MARKETERS

**Gone are the days when YOUR business would grow by you JUST reading books!**

**In order to BEAT your competitors today, you need to be Online and use Internet Marketing effectively for success in all facets of your business.**

**Let me take you by the hand and prove to you that Internet Marketing can grow your business to new heights!**



**[Internet Marketing Made Easy Training Guide](#)**



# TYPE OF CONTENT YOU SHOULD USE ON SOCIAL MEDIA

By: Velma Powers

Sometimes you may spend years working on your social media posts and still not get the desired output. To improve your social media content I'm going to tell you the basic things you need to keep in mind

## Points to keep in mind

### Tweet Images on Twitter

With the help of images, you get more responses and retweets because images are very appealing and attract users to your tweet. Don't be tweeting only text. Sure, sometimes a single line can break the internet but not everyone is that lucky. If you want more retweets, you have got to make use of visuals.

### Share content twice daily

Instead of only sharing your content once, try sharing it 2-3 times a day. The more active you are, the better the response rate. The more content you share, the better your traffic results on your page and you reach new followers and even reach an audience that's not specified in your nation. In short, you get international reach.

***Instead of only sharing your content once, try sharing it 2-3 times a day. The more active you are, the better the response rate.***

## Experiment and test on social media

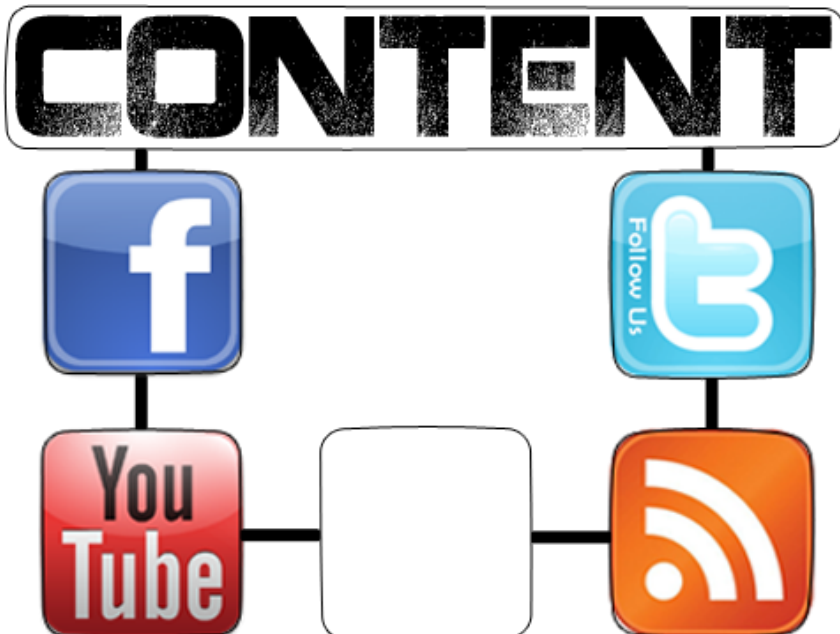
It's important to play with two headlines for your content, see which one has better feedback and responses. Once you find out what works, you can get to spice up your content a little bit for future purposes.

**Be transparent** about your business, your products and what you do in general. If you're posting wrong content on social media, change it or when someone confronts you, be honest. There is no point hiding facts, the audience can look through you.

**Retweet someone else's post.** If you do this, the person will feel obligated to return the favour. This can also establish great networks between two people and the followers of your 'acquaintance's' post will boost your following and exposure as well.

## Conclusion

Establishing your business or brand on social media can be tricky but you have got to think of a strategy that will benefit you in the long run. Short term thinking should be avoided at all costs because if your thinking is limited then chances are that your results will be too.



# MWM success story



## Geek Icon, Actor and Entrepreneur Felicia Day on Why Enthusiasm Will Always Win the Day

By: Nina Zipkin

***"I definitely feel like you have to have the initial enthusiasm. You have to be very excited about it and it needs to be personal enough that you can get through all the hard stuff."***

On screen, she's come up against vampires, super villains, monsters and scientific phenomena gone awry. But for Felicia Day (Supernatural, Eureka, Dr. Horrible's Sing-Along Blog), a writer, actor, producer and creator of the web series The Guild -- the biggest challenge and triumph of her career has been channeling her passions into a thriving company.

Four years ago, Day founded Geek and Sundry, an online hub dedicated to pop culture and embracing all manner of geeky pursuits. Aimed at inspiring people who "dare to love the unconventional," the site is frequented by over 4 million fans across its social platforms, and the company's YouTube channel has more than 1.3 million subscribers and over than 200 million views.

Day is no stranger to beloved cult properties, and one of her next projects will be the revival of Mystery Science Theater 3000, of which she is part of the cast and writing team.

### Quotable:

“

**"Computing is not about computers anymore. It is about living." ~Nicholas Negroponte, Being Digital, 1995**

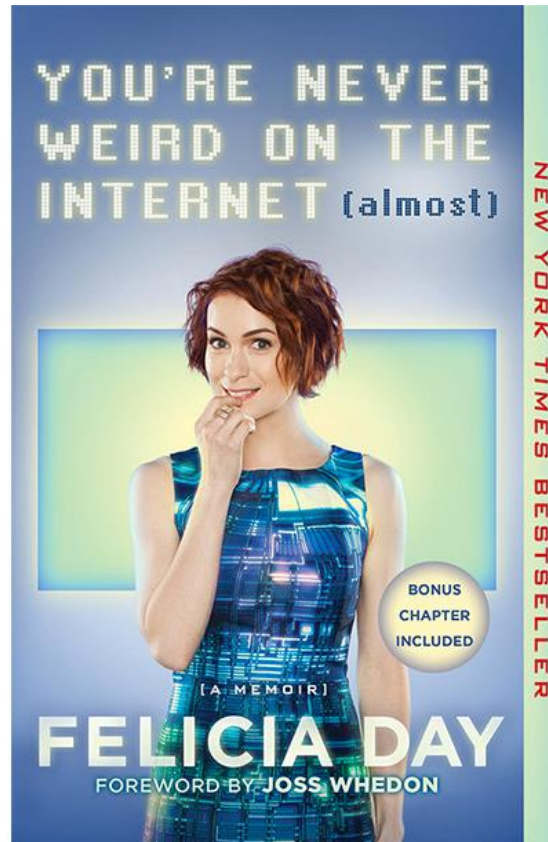
## Q: WHEN DO YOU FEEL THE MOST CREATIVE?

A: I feel the most creative when I'm working out of joy, and I feel supported, and with other people around me, who are creating as well. When I was first starting The Guild, I wasn't used to writing, and I had this idea that everything needed to be perfect and beautiful the minute you thought of it or you're a failure. But I think the biggest lesson I've learned is that you just have to keep going and keep working and plowing through.

It feels like running through molasses sometimes, but it's worth it to try so you have something to work with versus being stuck forever and never getting what you want to say out.

## Q: HOW DO YOU MOTIVATE YOURSELF?

A: I definitely feel like you have to have the initial enthusiasm. You have to be very excited about it and it needs to be personal enough that you can get through all the hard stuff. It's never going to be easy, and especially once you get halfway through, you're going to want to abandon everything. That means you have to start in the most enthusiastic place.



## Q: YOU HAVE A LOT OF DIFFERENT PROJECTS GOING AT ONE TIME. HOW DO PRIORITIZE YOUR TIME?

A: The last six months I've tried to reevaluate how I work. It's a compromise between balancing more than one thing, but not compromising the overall satisfaction of your work. I like to have one thing I'm fully focusing on, that I have an end goal, and I'm going to make myself finish.

Then maybe I have a side project, that if when I get stuck a little bit, and I need to focus on something else, I have my next project there, and in a place where I can have fun. So when I really start that project, I created some things from freedom, not a deadline.

## Q: REJECTION IS A BIG PART OF RUNNING A BUSINESS AND GENERALLY BEING IN A CREATIVE FIELD. CAN YOU TELL US ABOUT AN INCIDENT WHEN YOU NEEDED TO BOUNCE BACK AND WHAT YOU DID?

A: Last year, I pitched a TV show that was so close to my heart and I believed in so much, but it just didn't end up selling for a variety of reasons. I took a couple of months to step back and realize that I shouldn't lose faith in it, it just wasn't the right venue or place to do that story. But it isn't as if I shouldn't have tried.

After I getting over it and focusing on new things, now I'm more educated as to what I want to do, versus basing my self-worth and my creativity on how other people judge it.

**I FEEL THE MOST CREATIVE WHEN I'M WORKING OUT OF JOY, AND I FEEL SUPPORTED, AND WITH OTHER PEOPLE AROUND ME, WHO ARE CREATING AS WELL.**





**Q: WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO WANTS TO TURN HIS OR HER PASSION INTO A BUSINESS?**

A: I've turned all of my passions into a business and it's served me well, but it's also taken some of the passion out of it, because making a business out of something, you have to make it profitable, and you have to think about your passion in a different way. Sometimes it removes the excitement and the enthusiasm you had around those things.

Before you make a career out of something, yes, you need the passion for the end result of it, but you also need a passion for the grind of it. Then if you're willing to put up with the grind to get to the passion, you know you're on the right track.

**Q: WHAT ARE YOU GLAD YOU DIDN'T KNOW BEFORE STARTING GEEK AND SUNDRY?**

A: I knew nothing about business. I wish I had focused more on the business earlier on versus the content. I can't really blame myself because I was coming from a creator point of view and I thought I was going to make shows, but really it needed to be a business and needed to be all about the bottom line.

I wish I had been brave enough to bring on more people earlier on to help out, because if you think you can take it on all yourself, you can for a small period of time, but six months, 12 months in, you're going to burn out. And the one thing that will get you through is you not burning out. You're the most valuable thing in your company -- don't burn out by not delegating early enough.

**Q: WHAT IS SPECIAL TO YOU ABOUT BEING A FAN? WHAT GETS OVERLOOKED WHEN PEOPLE TALK ABOUT FANDOM?**

A: Fandom is not necessarily about the thing that you're a fan of, but the connection you instantly create with another person. If I meet somebody at a party and they like Fallout, we're going to instantly connect and have something to talk about. We're not going to always talk about it, but that's a way for us to know that we'll probably get along. It's a shorthand to friendship in a way, whether it's online or offline.

It's a wonderful thing. It allows people to be themselves. To me, fandom is family, and it's grassroots and it's making things outside the norm, and celebrating people that don't necessarily like what is mainstream. That's what my interpretation of it is. That's why when we do our content, we're not trying to please everybody.

*I wish I had been brave enough to bring on more people earlier on to help out, because if you think you can take it on all yourself, you can for a small period of time, but six months, 12 months in, you're going to burn out.*





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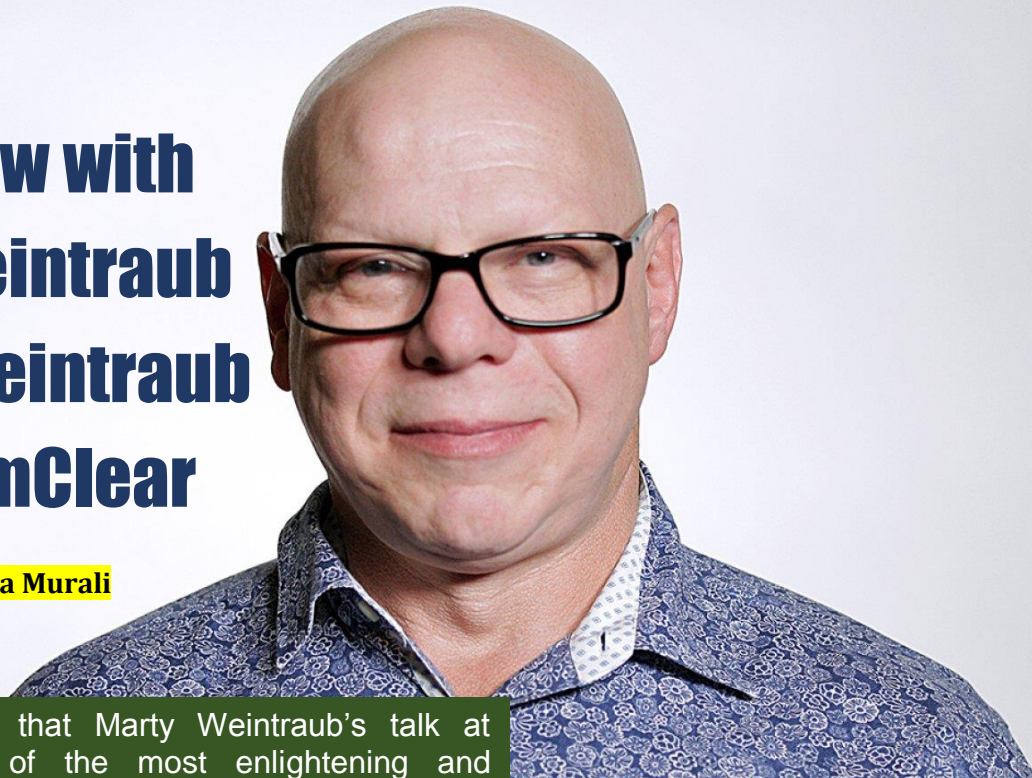
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## Interview with Marty Weintraub @martyweintraub from aimClear

By: Adithya Murali



Most people would agree that Marty Weintraub's talk at MozCon 2015 was one of the most enlightening and informative presentations of the entire event. From being a hotshot piano player to an in-house marketer in charge of all online marketing channels at an .edu site in Minneapolis, to beating cancer and founding a company that made it to the Inc. 500 list, Marty's story is hands down one of the most real-life inspiring stories that I've come across.

I was eager to interview him ever since I saw his talk at MozCon 2015, and he was generous enough to set aside a few minutes to answer my questions. We went directly into the topics I found most fascinating from his MozCon talk like layering attributes and psychographic targeting, on which he shared brilliant insights.

It might be surprising to most people to know that Marty started his professional career in music. In the late 80s he travelled the world and played for a number of bands after graduating from the Berklee College of Music. His music career gave him exposure to advertising agencies and he started taking up other creative works, and learned to design websites and dynamic pages, and manage databases.

**“Marketers keep getting smarter that’s for sure, and marketers all over the world are learning to track targeted users into the website system.”**

**Did you know:**



**'Crash Course' is another name for Microsoft Windows tutorials.**



# COVERT VIDEO PRESS

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

And With This **Game Changing WordPress Theme**  
You Can Cash In On This Lucrative Video Trend,  
**Without Ever Having To Create** A Single Video



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

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



# MWM ask the expert

After moving to Duluth, he started working for KDLH, which was an affiliate of CBS, during the 90s. At the turn of the millennia, he took up job as a web writer in an .edu, where he handled all aspects of their online marketing. And he did a great job too. "In 2002 we spent about \$700 on AdWords and booked about \$3 million in business," he said. "The next year, we spent about \$20,000 and did \$5 million". I wanted to know more about his stint at the .edu in Minneapolis and how it prepared him for the future.

*"So being a musician and being a teacher is great preparation for running a company. You learn how to deal with people who are passionate, want to know more and working to get ahead. I know of the realities of the world as an entrepreneur and businessperson and business owner and I can share that with them. The organization that a teacher requires is in many cases linear and amazing skills to have in the organization. What a musician requires is often nonlinear, and that's great to have. So if you're a linear and nonlinear thinker, then coming from a musician and teaching background is a great one-two punch."*

Marty got diagnosed with Hodgkin's Lymphoma in 2005. Although the chemo and radiation had ravaged him mentally and physically, Marty never lost his spirit and entrepreneurial drive. He started aimClear in late 2006, and ever since then the company has grown twice every year. By 2011, aimClear had grown by 823 percent, and had made it to the Inc. 500 list by 2012. As for Marty, he has evolved into one of the Internet Marketing Industry's thought leaders, and is a permanent fixture on the International Conference Circuit.

Although he credits his team for all of it, Marty is widely considered to be one of the most influential PPC experts in the world, and was the 2013 US Search Personality of the Year. Marty says that the coolest thing about becoming the US search personality is that he gets to see case studies from 250 agencies all around the world every single year. Now that's a ton of info- and I eagerly asked him if he could elaborate all the trends and takeaways from all that data.

*"Well, marketers keep getting smarter that's for sure, and marketers all over the world are learning to track targeted users into the website system. Ascend if it doesn't convert, and then follow with filtering and we're golden! Seems to be ubiquitous."*

***Let's put it this way: We could target everyone in the whole universe, just every single person. Why do we go any more focused than that? And all the same reasons apply to layers of psychographic targeting.***

All through his MozCon talk, Marty mentioned about layering attributes across various advertising channels like search engines and social. Although I'm sure he'd answered similar questions tons of times, I wanted to know about why he thought layering attributes was the future.

*"Well, while you're doing search marketing and selling something, usually you create negative keywords for the word 'free' or 'freebie' or 'free site' or 'free stuff for my kids' because why would we want to sell something to people who are searching where we know they want it for free? Also, the same thing applies to social - you could map people who want free things and exclude it from social. That's just like one of a thousand different ways we can layer things together."*

*Let's put it this way: We could target everyone in the whole universe, just every single person. Why do we go any more focused than that? And all the same reasons apply to layers of psychographic targeting."*

Spot on. Marty, in his presentation on 'Expertly Curating Owned Audience Cookie Pools' at MozCon last year, talked quite a bit about "Paid social psychographic content amplification". Don't you think that's quite technical and might be difficult for to grasp for PPC newbies? Can you simplify this for our readers and give a few references?

*"Sure, well let's break it down- we're talking about "Paid Organic Social Psychographic Content Amplification" which is the first half of the pretty long statement that's cool.*

*I don't need to explain more about paid. Organic? That makes it a little weird, because paid and organic are opposites. So, I want you to imagine the word organic-looking, which means it appears to be organic. We know what social is—Facebook, Twitter, LinkedIn, YouTube, blogs like Tumblr, Pinterest, Instagram etc. Psychographic means who you are, of course, starting with classic layered attributes like your gender, or you age, or where you live, or your sexuality, passions, affinities, biases, politics, occupational psychographics etc. These are all Facebook interests and behaviors, and there are other data companies that have these too like Twitter.*

*Content can be anything you put on your wall. Content can be a tweet, or a long form blog post or an infographic. Content can be anything that has it's own URL. Amplification which means you put it in the face of people in the psychographic targeting segment. So paid organic social psychographic content amplification- that's what it means.*

*First of all when setting KPIs, we want to invert the pyramid upside down. The classic marketing path speaks to awareness, engagement, conversion, loyalty, something like that, where marketers acknowledge that there is a 'getting to know you' period with many customers, and it's cool with social to flip that pyramid upside down, where the first thing you try to do is sell as magnanimously as possible, and then after that you focus on other results. So when we do paid organic social psychographic content amplification, it's against direct response for a goal, or attributable response, meaning it's a predictable pathway to conversion.*

*After that, we could say influencer distribution, where we're targeting, say, every blogger who's interested in equestrian topics, works for a major newspaper, makes 70K and has a certain degree or whatever."*

The age old tactic of pushing out regular content on blogs just isn't working anymore. I was eager to find out what strategies were working out best for AimClear, Marty's search agency, for driving in traffic, links, and authority. He gladly shared the details:

*"Influencer distribution which includes traditional PR and B2B PR. Then comes traffic. I put traffic and awareness last most of the time- first I want to sell something, and the trick is being able to begin people seriously into the pathway to purchase with early touches of really amazing content that magnanimously serves the outcome of clients.*

*"Ironically, it all boils down to being an amazing content marketer."*

Glad to hear that. Because that's exactly what we concentrate on most here at TechWyse—offering content for free that solves the problems of the end user. As they say, the right way to sell is not to pitch something, it's to be a trusted authority to those who you want to sell to.

The trick is being able to begin people seriously into the pathway to purchase with early touches of really amazing content that magnanimously serves the outcome of clients.





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# COMMON SEO MISCONCEPTIONS

By: Marcos Cooper



Search engine optimization is a method used by many companies to enhance their rankings online.

## Common SEO myths

### **Links are important to determine your ranking.**

This is a common misconception that's making the rounds around the world. Only because people say it to be true, doesn't mean it is. You can place hundreds of links but if your content isn't relevant, then you're not going to rank well on any search engine.

**Bounce rates determine your ranking.** This is completely baseless and untrue. No search engine, especially Google, determines your ranking based on bounce rates.

Google has a large database for measuring behavior metrics online. Besides, Google has already admitted that it uses Google's toolbar data to determine rankings.

### **Domain Age determines your ranking.**

This again is completely baseless. The age of your domain doesn't play any role in your ranking. What matters is appropriate content, keywords and what impact you have on your potential customers.

Your marketing techniques matter and targeting your audience matters too.

Though older domains may have accumulated a number of links over time, and may have established better rankings on Google's search engine you have got to keep in mind the relevance of such links.

However, having an old site with no links isn't going to help you at all.

### **Your ranking is boosted through traffic.**

When we want to drive sales, leads, conversions and other factors on our page or website, we usually believe we can achieve that through driving traffic on our site but traffic alone doesn't improve your ranking.

You need to consider using appropriate keywords, content and videos that are relevant to your company or brand. If you use keywords and content that is irrelevant to your page then you're misleading your potential customers and you're also driving wrong traffic to your page. The traffic that you will be driving to your page won't turn into leads and when word of mouth or reviews spread about your company being irrelevant then your traffic will automatically fall.





# HOW TO USE PINTEREST TO ATTRACT CUSTOMERS

**By: Linda May**

There's a reason why most businesses are opting for Pinterest as an internet marketing platform. Not only can you create collages, online images but Pinterest has over 72 million visitors and hundreds and thousands of new users signing up daily.

According to a study, Pinterest drives more traffic to websites and blogs than 4 social platforms combined.

Though many are coy about using Pinterest as a marketing platform because it mostly targets women and only specific products like jewellery or clothes, it's actually a great platform to sell any products.

## Who should use Pinterest

If you have something interesting to showcase through images and videos then this is the platform for you. Most companies make use of pin boards available here to integrate their products on this site. Also with the help of such pins, you get to lead traffic to your page and the conversion rates are higher by up to 5%.

- If you want to establish yourself as an expert, this is a great platform for curation of content. Companies that are strategic and smart should make use of this to establish their products, brands or services.
- It is a great interface for clients because visuals are more attractive and lead to better conversions.
- According to an online survey, 85% of pins are repinned and shared. Make yourself stand out by regularly posting new content and always keep your target audience in mind when posting new pins.

## Things To Keep In Mind

1. Engage with other users. Make sure you interact and engage with other Pinterest users who have many followers. Tag them (the other users) in your new post or descriptions. It is also important that you also like other users' pins and posts that way other users will approach you and share your content. That way you get more followers too.
2. Curate Information. You should gather and post awesome content on your page. This way you get more fans following and more users will repin your post. If you do a good job with posting new, exciting and interesting content in your niche, you will gain authority and people will land on your page as the go-to source.
3. Create boards for events and conferences you attend. The advantage of pinning is that the content can be viewed during, before or after the event. Before the event or conference, you should write and pin posts about what sessions that you will be attending and the people you're hoping to meet and connect with.

During the event, you can share photos, videos, or info graphics of the anchor and attendees, presenters and other attendees. After the event, you can post group photos and update your followers on how successful the event was.

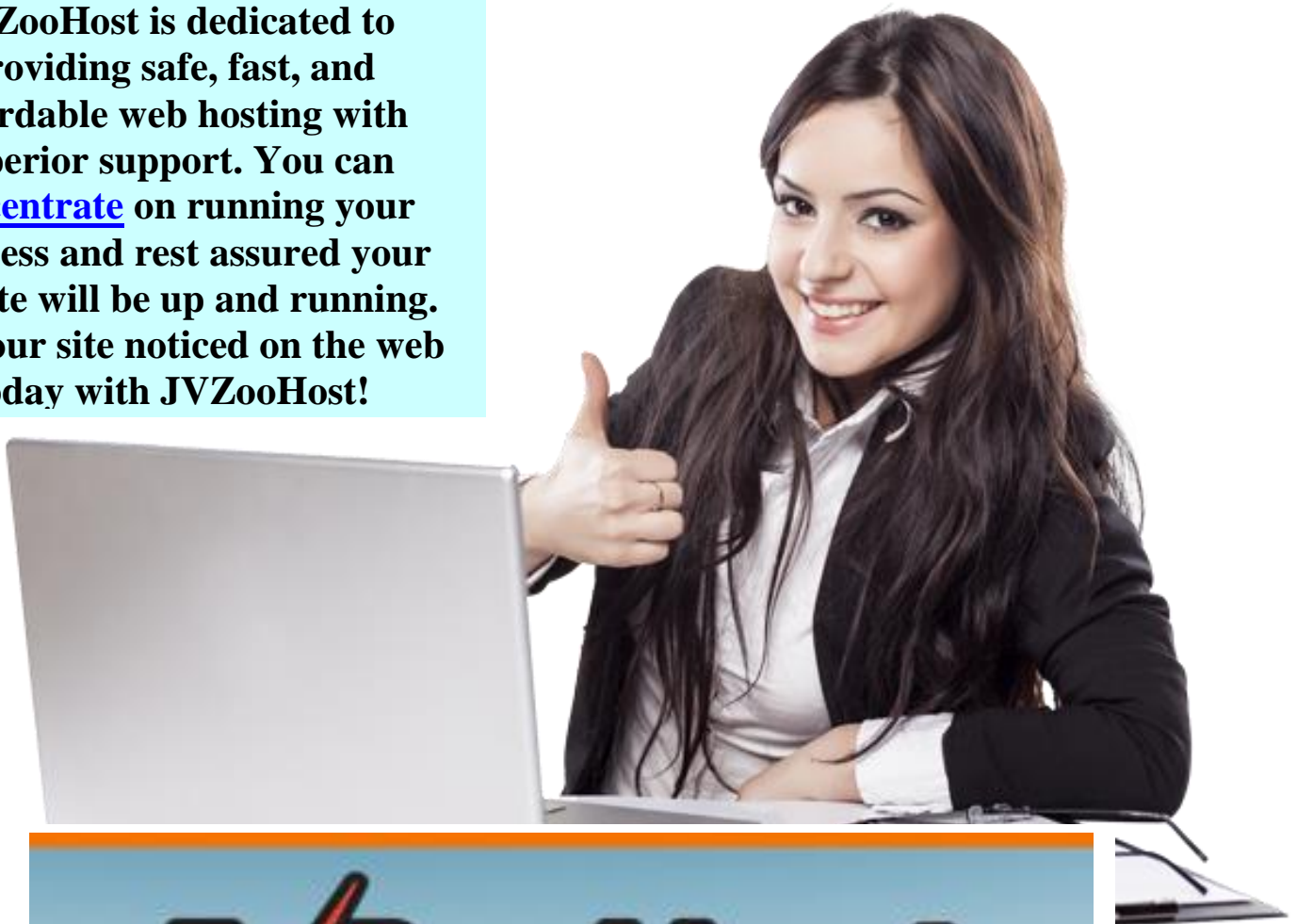




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# MWM gadgets & toys

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- ✓ Spin, drift, and flip with app-powered tricks
- ✓ Effortlessly leaps off ramps and gets some serious air
- ✓ Rugged on the outside, incredibly smart on the inside



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

## DRY-ACTIVE WEARABLE DEHUMIDIFIER COULD



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

Right now, the Dry-Active Wearable Dehumidifier has been under the umbrella of a Kickstarter campaign, where it is the first wearable dehumidifier in the world that decreases core humidity levels by up to 40%. It does so by creating a dry localized environment around your upper torso, and this in turn will enhance your comfort level as you engage in activities. Early backers of the Dry-Active Wearable Dehumidifier Kickstarter campaign can pick it up for approximately \$99 a pop.

# You want it

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

## THIS SMARTWATCH FOR THE ELDERLY HAS A BUNCH OF SAFETY FEATURES

The Omate Wherecom S3 is a 3G GPS Android smartwatch designed specifically for the elderly — providing a simplified way to stay connected to family and caregivers.

It features a "one-click SOS button" which will push the GPS location of the wearer via Wi-Fi or 3G to selected contacts via an app.

The Wherecom S3 based on the same architecture as the Omate Wherecom K3, a smartwatch for six to nine years olds, and features a dialer, a message hub, an alarm reminder for medication and a pedometer.



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

## CONTROL YOUR SMARTPHONE USING TAP NFC TAGS FROM \$20



Anyone looking for a quick way to control their smartphone by triggering applications or functions may be interested in a new range of NFC tags that have been created to do just that. TAP Device works with Android smartphones running Android 4.0 or above and are equipped with NFC capabilities.

Marketed as the world's smartest NFC tag, the TAP has been designed to provide you with a wide range of functionality via just a simple tap, and are completely reusable and reconfigurable and unlimited number of times.

Tap Device is the next step in automating smartphones with its incredible features and functionalities. It helps in automating your everyday redundant tasks and at the same time, saves battery life. Your welcome kit will include the taps and instructions for setup.

- Turn on your phone's NFC, and then tap on each chip one by one
- Your first tap will prompt you to go to Play Store and download the free Tap Device App
- Follow the App wizard to configure each chip.
- It is designed to give you total control over the phone's settings and profiles.
- Once the customization is complete, you are all set. Don't worry the tags are re-configurable for unlimited number of times. Place/ Stick the taps wherever you want. The adhesive comes off easily and will not leave a mark.

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

Did you know



If you open up the case of the original Macintosh, you will find 47 signatures, which is of each member of Apple's Macintosh division of 1982.

## Feature Article

# INTERNET MARKETING BLOGGING GUIDE FOR BEGINNERS

**By: Marcos Cooper**

Though most blogs are an informal way of integrating information, many businesses have opted for this method to have their products, services and brand integrated to a wide audience.

### The Do's of Blogging

#### Set a goal.

What's your reason for blogging? Do you want people to be aware of your products or do you want to drive traffic to your site? Or do you generally just want to improve leads? Once you have set your goal, prepare your content accordingly.

#### Be original

Every blogger should be original. Don't portray your company or brand to be something it isn't. Misleading on blogs can get you penalized so think before doing anything stupid.

#### Make use of links

Links are important if you want to drive traffic on your page or site. Use links efficiently and do not overdo your content with many links.

Links can help determine your search engine ranking as well so be consistent with your links

#### Include graphics

Add visuals to make your content come to life. Don't be a text only blogger but you have also go to keep the proportion of text to image ratio in mind.

#### Respond to questions or feedback

If you respond to comments and feedback your audience is more likely to interact on your site and drive sales and leads. The more you provide solutions, the better your rankings.

#### Share your blogs on social sites

If you've written a blog, share it on multiple social media sites to gain exposure. The more you share the more chances of you generating leads and driving sales.



### The Don'ts of Blog Writing

#### Don't set unrealistic goals.

When planning your short term and long term goals please do not be unrealistic. Don't think you can generate leads within a month when it takes most companies to generate thousands of leads in four or five months. You're supposed to be realistic and have realistic expectations.

#### Don't cross the word count

If you can get a message across in 500 words why do you want to use 1000 words to get the same message across? People online like short, crisp and visually appealing content. Don't bore your audience. The shorter and simple the content, the more you will attract new readers. However, if something can only be expressed in 1000 words don't use 500 words.

#### Avoid grammatical mistakes

Nothing turns your audience off more than grammatically incorrect content. Avoid typos and using unnecessary punctuation marks.

#### Don't always be negative in your blogs

It's okay to be controversial once in a while but always blogging about something negative will only tarnish your reputation. Unless the theme of your blog is something negative don't go about writing about something that will affect your readership.

#### Don't Write long paragraphs.

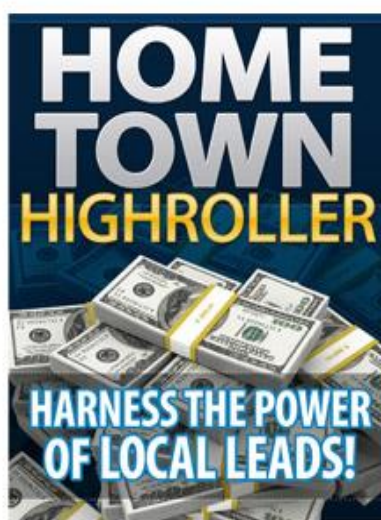
Long paragraphs can be a pain the arse. Avoid using long paragraphs. Instead use multiple paragraphs because readers like reading short paragraphs that are easier to grasp

***Every blogger should be original. Don't portray your company or brand to be something it isn't.***



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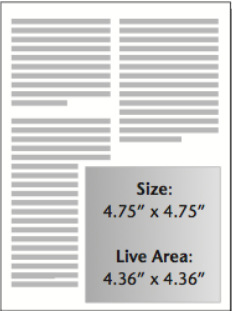


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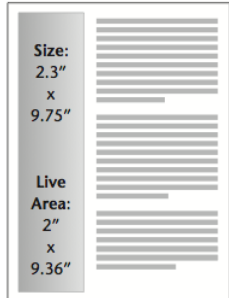
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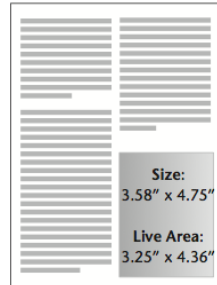
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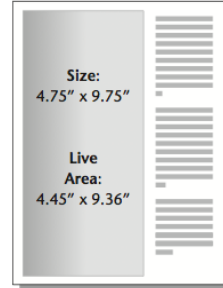
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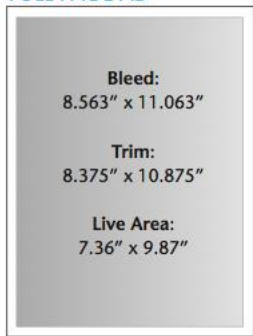
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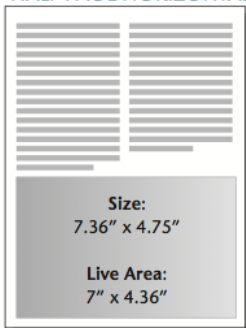
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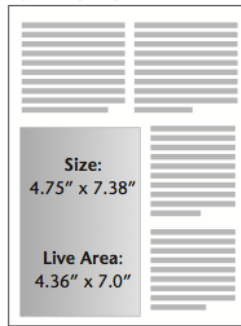
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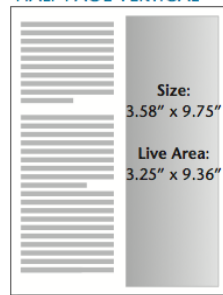
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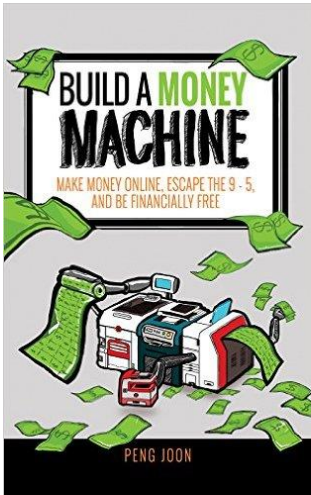


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# MWM tools

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



## **Build A Money Machine: Make Money Online, Escape The 9-5, And Be Financially Free**

**By: Peng Joon**

Build a Money Machine reveals a simple 5 step system used to build, grow and explode any business online. Each chapter is carefully constructed from the basics of starting out all the way to automating the entire business.

The book walks the reader through Peng Joon's journey from starting out in debt to becoming one of the top online vendors in the world.

Readers will learn how to find lucrative niches on the Internet, build and manage their websites without any technical skills, position themselves as an authority, get an unfair advantage to getting traffic and to living a life full of choices.

## **50 Great Ideas: Easy SEO for Business**

**By: Jodie Cook & Ben Cook**



The 50 Great Ideas series brings you the best, tried and tested ideas and tactics for the major social media platforms.

Okay, SEO is not strictly social media, but social media has an increasingly important role to play. Search engine optimisation cannot be ignored by businesses in the 21st century and having a high-ranking site for relevant search terms can be of major benefit. Unfortunately, SEO can be confusing, challenging and costly if done incorrectly.

We've broken down this potential minefield into 50 actionable ideas that anyone can implement. We also reduce the 'black box' element of SEO by explaining exactly how and why each tactic works.

This book really is a must read for budding digital marketers who aren't familiar with on-page and link-building SEO tactics.



## **TRUST**

**Developed by Varinode, Inc.**

- ✓ Decrease your customers' perceived security and privacy concerns
- ✓ Reduce bounce rates so your customers stay longer
- ✓ Increase your sales conversions

**Are you having trouble converting sales?**

If you're not a well-known store, lack of consumer trust is very likely a contributing factor. In a consumer survey, 8 out of 10 online shoppers said that they won't shop on a website they don't trust. The TRUST app addresses this by conveying key trust elements to the consumer, that reassure and legitimize your store.



## **Vital Touch**

**Developed by SmartTrek**

Vital Touch - The easiest way to gain your customers trust by connecting with them personally

Vital Touch helps you send a welcome email from you to your new customers after 30 minutes of their first purchase. It breaks the ice, builds trust in your brand and encourages future purchases.

With Vital Touch, everything is ready for you, an A/B tested email that was carefully written based on your and your customer's information. On-click install and you don't need to take care of anything else.

## **Did you know:**

**? The Apollo 11 Lunar Lander which was used to travel to the moon, has less processing power than the processor of a cell phone.**





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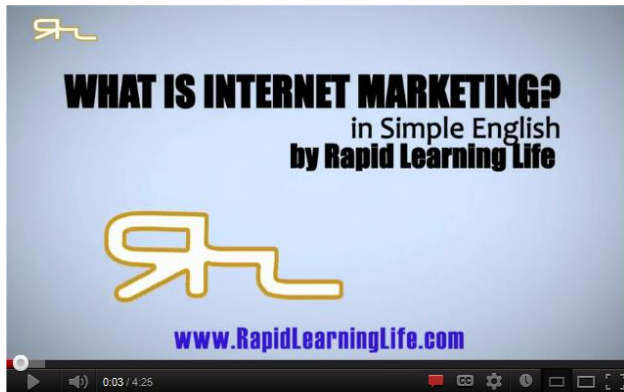


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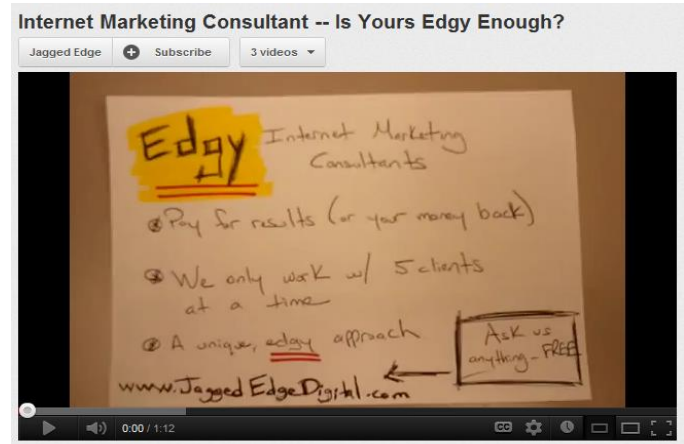
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# MWM videos

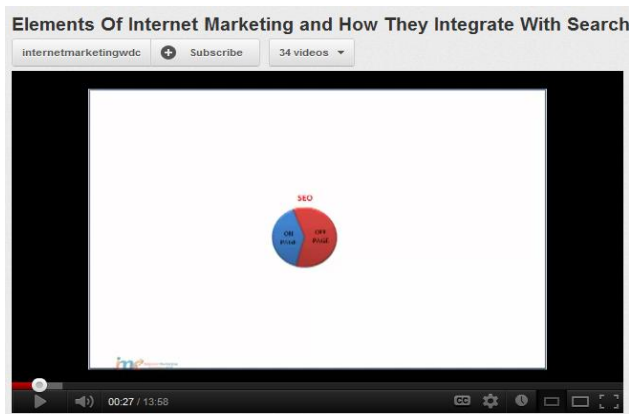
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Feature Article .



# MARKETING TIPS FROM EXPERTS

**By: Rufus Hopkins**

Many ponder if Twitter really is a proper platform for marketing their business. Though it is a bit tough getting the right audience exposed to your ads and gaining effective leads, twitter is known to be a great marketing ad if done right.

## Tips from Experts

### Share valuable Content

If your content isn't valuable or has no structure, there is no point in putting up your content link on twitter. Since you can only use 140 character on Twitter, it is important that you come up with a catchy phrase or line that will automatically link people to your link and retweet or like your post.

### Use proper keyword in your tweet

What's a tweet if there aren't any proper keywords? The more efficient keywords you use, the better your chances of being found by the right audience. If you're a digital marketing agency, use keywords associated with a digital agency like SMO, SEO or digital solutions and so on.

### Share links to useful and related content

Twitter is a platform where you will need to share other people's links in order to get your own link shared or retweeted. This way you get to build a great network of followers and potential customers.

*The more transparent you are,  
the better your credibility. If you  
have messed up, man up to it and  
apologize for the mistake.*

## Create A Network with your audience

The more you respond to queries and offer solutions to customers or potential customers, the more likely you're going to get a positive word-of-mouth.

Customers like it when a business takes time to respond to customer queries and offer solutions.

## Be transparent

The more transparent you are, the better your credibility. If you have messed up, man up to it and apologize for the mistake. Sometimes, you may post wrong information or might have the name or address or any other important information wrong. When something like that happens, own up to it and rectify your mistakes. People love companies that own up to their mistakes and make them better.

## Be regular with your post

Being regular with updating posts will generate more activity on your page and will also lead to better responses.



# "Discover How To Start, Build and Launch Your Own Digital Product Business Without Breaking The Bank..."

Find Out How To Create Your First Digital Product For Sale And Start Getting Sales On Autopilot!



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- Know how to **quickly and cost effectively** create the type of digital product you want

**How to create a potential** hot-selling eBook

- Know how to alter things like price, cover image and more in order to **optimize your sales**
- Understand **how to drive more traffic** to your landing page using SEO, PPC, e-mail marketing and social media
- Understand affiliate programs and tools like JVZoo, ClickBank and WSO Pro
- Know how to **build an army of affiliate marketers** who can drastically increase your sales and profits
- • ...and much, much more!

This is the ultimate guide to **How To Launch a Digital Product Business!** You'll discover all the steps, tools and resources to help you become a successful digital marketer!

**[Get your copy today!](#)**

## EXPERT INTERVIEW: KIMBE MACMASTER OF VIDYARD ON BEST PRACTICES FOR VIDEO MARKETING

By: Jessica Lunk

Kimbe MacMaster is a Content Marketing Manager at Vidyard, the video intelligence platform. She loves all aspects of content marketing and has a special place in her heart for using video to drive real business results. We recently caught up with her to learn why video is so important to a brand's marketing strategy and how businesses can do it better. Here's what she had to say:

### HOW IMPORTANT IS VIDEO TODAY TO A BRAND'S MARKETING STRATEGY?

Video is a critical component of any brand's marketing strategy mainly because it's the medium your buyers are craving. More than 72 percent of buyers are watching video throughout the entire path to purchase and nearly 50 percent are watching 30 minutes or more of video content. If you're not producing video content, then you're not meeting the content requirements of today's video-hungry buyers. And they'll probably go somewhere else to find it.

That being said, using video is about more than simply pumping out content in video form on the regular. Today's high-performing, modern marketers have built a video marketing strategy into their greater marketing plans. They're using video content strategically throughout the entire funnel by tailoring different content to different personas, using video to increase brand awareness, educate prospects, and lead buyers down the next steps in the sales funnel.

***If you're not producing video content, then you're not meeting the content requirements of today's video-hungry buyers.***





### **WHAT MAKES VIDEO SUCH A USEFUL TOOL?**

First off, video provides both audio and visual stimulation, which automatically makes it more engaging for audiences than other content mediums. Video reels viewers in and can communicate compelling stories and evoke emotions stronger than text-based communications like blogs or whitepapers. And we all know that stories and emotional connectivity are the keys to building strong relationships with your prospects and encouraging interest in your company.

Plus, video's linear nature makes it extremely useful for tracking content success and even individual viewer behavior. With a video, you can see how long people are watching for or if they're dropping off, allowing you to identify problem areas in your video content. (Bet you can't do that with your latest ebook!) Similarly, you can track individual prospects if you're using a video platform in conjunction with a marketing automation platform to see things like who's clicking which video links and then ultimately sending them new content (or over to sales!) based on the video content they're most interested in.

### **WHAT TRENDS HAVE YOU OBSERVED IN HOW VIDEO IS BEING USED FOR MARKETING RIGHT NOW?**

When video first came into marketers' toolkits, it was generally in the form of high-production videos for limited use cases. Most frequently, it was created to describe their company overall on their home page or to generate brand awareness.

As brands realized the power of video more and more and recognized the need for more content without the Hollywood production, companies started developing more in-house production teams. They also began to use video throughout the funnel to generate more leads, score those leads, and help nurture buyers towards the purchase decision.

Now, the latest trend is personalized video. This isn't just video that is created for unique personas, but videos that speak to one specific individual. With personalized components like a name, email address, company, job title, etc. right within the video, marketing organizations are using personalized video to connect one-on-one and increase engagement.

### **HOW CAN BRANDS MEASURE THE EFFECTIVENESS OF THEIR VIDEO CAMPAIGNS?**

Measuring video success is about so much more than view counts. If 1 million people viewed your video, but no business was generated from it, was that a success or not? I mean, it does depend on your goal for the video, but generally speaking, you'd hope to be influencing some sort of leads, pipeline, or revenue.

The top three metrics I would recommend for measuring the effectiveness of your video campaigns are:

- Attention span: how many of your viewers are watching your video all the way through?
- Influencing the next step: how many viewers took the next step after your video (clicked the in-video CTA, filled out the form, etc)
- Video views influencing MQLs, SALs, and won deals: do prospects who watch this video ultimately convert?

### **WHY IS IT IMPORTANT THAT BRANDS MONITOR THE EFFECTIVENESS OF THEIR CAMPAIGNS?**

We call the approach of publishing videos and hoping for the best the "post and pray" approach. This isn't what you want to aspire to. What if you spent months getting a video campaign ready and out the door, only to find out that it is underperforming on its lead generation goals? You'd want to know that. Especially if the video your team produced in three days has contributed more to pipeline than any other video so far. If you had access to this information, you could produce more of the second videos and less of the first. You'd have (a) more leads and (b) more time!

There is no reason we shouldn't all be measuring the effectiveness of our campaigns. It's the bread and butter to building a successful marketing organization. Gone are the days of "we'll do it the way it's always been done!".

### **WHAT DO YOU THINK ARE THE MOST COMMON MISTAKES OR OVERSIGHTS ORGANIZATIONS MAKE WHEN USING VIDEO FOR MARKETING?**

The biggest thing I would say we see organizations forgetting about is utilizing the data that's available for individual viewing behavior. There's so much information accessible that can help you better understand your leads and who's consuming what video content, which ultimately paints a clearer picture of who's more qualified to buy.

### **WHY IS PERSONALIZATION SO IMPORTANT FOR VIDEO MARKETING?**

Every single person (and even their dog, at this point) receives so many marketing messages every day. So many messages that our attention span is actually shrinking partly because of this. Connecting one-to-one with your audience is really the best way to capture – and keep – their attention. And doing so with video adds that extra boost since it's already a preferred medium.

### **WHAT CAN BRANDS BE DOING TO PERSONALIZE THEIR VIDEO MARKETING?**

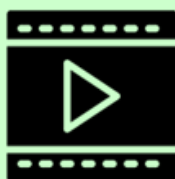
Utilize a personalized video service that automates the personalization process (we offer this at <https://www.vidyard.com/personalized-video>). On top of being able to customize certain aspects within your actual campaign videos, you can use personalized thumbnails to get prospects to view your videos. For example, using a personalized thumbnail within an email can increase click-through rates by four-and-a-half times.



# Announcing The Blueprint To Getting Massive Traffic To Your Websites...



For The Next 12 Months, I Will Show You Step-By-Step How To Implement 12 Channels To Draw Targeted Visitors To Your Site.



In Each Module You Get The Training Video, Presentation Slides, Transcript, And Your Action Checklist

Get [A Massive Traffic BLUEPRINT](#) Right Now!

# MWM useful links

## Make a point of checking them ALL out!

- Brand Name Tennis Equipment
- The Latest Golf Equipment
- [Lawn Mowers In ALL SIZes](#)
- Caring for Your Yard and Garden
- Special Lawn Care Products
- Spring Cleaning Supplies and Tips
- Get Fit and Keep Yourself in Shape
- Ways You Can Really Loose Weight
- [Ways to Help You Stop Smoking](#)
- [Luxury Beauty and Cosmetics Store](#)
- [Music Players and More](#)
- [Best Computer Hardware Store](#)
- [Ipod Music Sources](#)
- [Jewelry Deal Store](#)
- [Toy Reviews Today](#)
- [The Twitter Effect 2.0](#)



# ONLINE ADVERTISING FOR BEGINNERS

By: Linda May



Online advertising is another term for online marketing or internet marketing. It's just like the traditional method of marketing but the only difference is the platform used. A list of strategies is needed to implement successful marketing.

There is a list of **online advertising channels you could use** like:

- **E-mail marketing.** This is one of the most sought after channel by many businesses no matter how big or small. With the help of e-mail marketing you get to target your loyal customers as well as potential clients and allow them to subscribe to your product updates. This way you stay on top of the consumer's mind.
- **Search Engine Marketing** is another type of marketing that is quite popular among many businesses. In order to improve rankings and traffic to your site, businesses opt for this method. With Search engine marketing, you will have to register yourself with Google or other search engines to appear on the first page on Google's SE (Search Engine)
- **Display advertisements** are ads that are placed on sites, be it social media sites or on other sites. With the help of such ads you get to expose your brand to potential customers and generate leads.
- **Mobile advertising** is another important part of digital or online marketing. With more than 70 percent people always on their phones, you get to expose certain audiences to your ad these ads are highly effective especially when posted on sites like instagram and facebook or any photo editing app.
- **Use of explainer videos** is quite common nowadays. With the help of such videos you attract consumers and also traffic to your page.

## Drawbacks of online advertising

Though online advertising has its perks, it also has its drawbacks. For instance, you may not always target the right audience if your ads are organic and unpaid. Though some publicity is better than no publicity, the target audience matters too. You can't just randomly expose people to your ads then expect high conversion rates. You need to study your target audience and then segment them accordingly then specifically target those who really resemble your search.



# MWM marketplace

> Domains, Websites & Products For Sale.



**Your Ad here**

ads@makingwebmoney.com

**Contact Us**

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



**Domain for sale**

**Contact:**

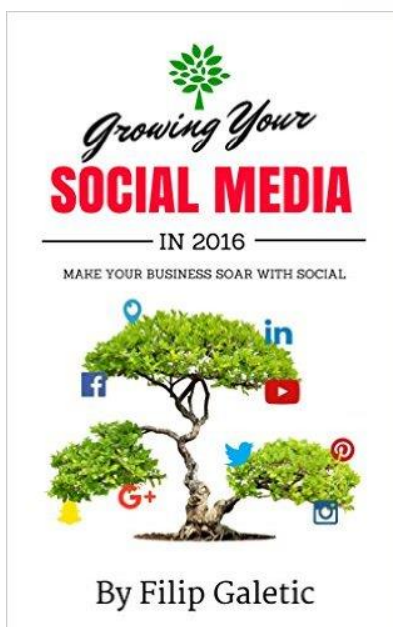
ads@makingwebmoney.com

**Make an offer**

<A great brand name for an  
internet marketing

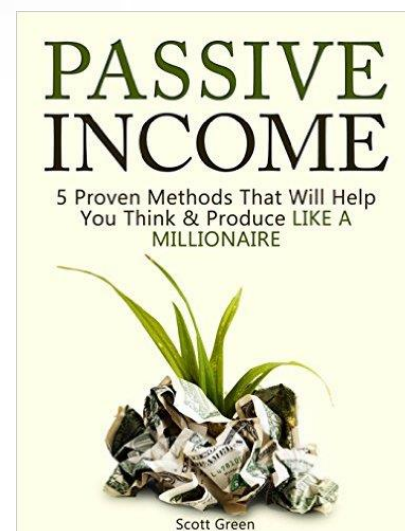
Product or service

**VirallInternetMarketing.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:**

“Technology is just a tool. In terms of getting the kids working together and motivating them, the teacher is the most important.”

~Bill Gates

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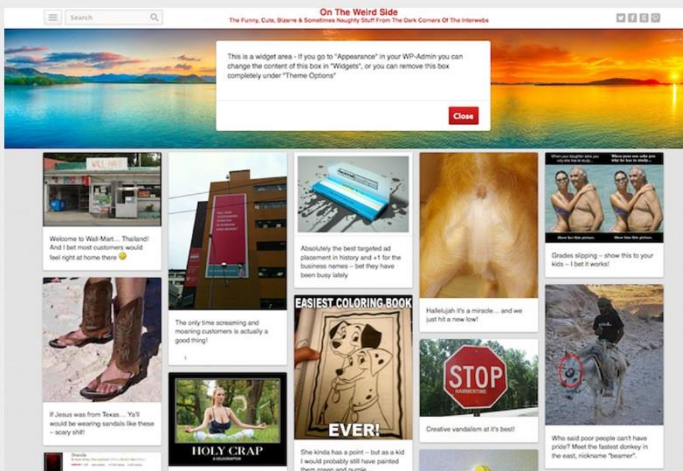


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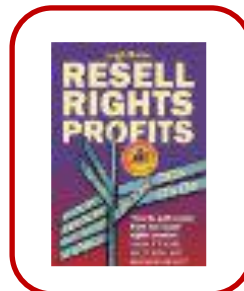


# MWM featured products

## [Resell Rights Profits](#)

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

The simple answer is they leverage other people's time and resources to create the products for them! That's right, you may have heard of Resell Rights products - also known as PLR (private label rights), white label products and MRR.



## **WPMemberSite.com**

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

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



## **CheapestArticles.com**

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



## **ResellDeals.com**

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



## [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 a device like this. If you're used to the old iPad, you'll probably notice the changes.





# MWM contributors

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## **Marcos Cooper**

Marcos Cooper has been a digital marketer for over 10 years. He “guards” his clients’ accounts and makes sure that their businesses stay on top.



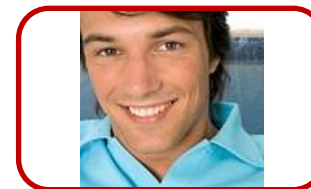
## **Ruby Farmer**

Ruby Farmer writes for a magazine based in Melbourne. She is also an SEO writer for different companies. During her free time, she enjoys travelling.



## **Rufus Hopkins**

Rufus Hopkins is one of the most sought after social media managers in Perth. When he’s not in front of the computer, you can find him in the basketball court.



## **Jessica Lunk**

Jessic Lunk is the Digital Marketing Manager at Hatchbuck.



# MWM contributors

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## Linda May

Linda May is content marketing expert and yoga teacher. She believes that content will always be king. She has combined her love for writing and yoga by creating her own blog.



## Adithya Murali

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



## Velma Powers

Velma Powers used to be a real estate broker, but she discovered her love for writing and Internet marketing in 2011. She now works for a big digital marketing company in San Francisco.



## Nina Zipkin

Nina Zipkin is staff writer of Entrepreneur.com. She covers media, tech, startups, culture and workplace trends.



# 10 POWERFUL MARKETING STRATEGIES

By: Rufus Hopkins

With everything being digital, it is important that your business promote its website on digital platforms as well. This can help you achieve more customers and enhance branding as well.

There are 10 marketing strategies you should consider:

- Establish a web promotion plan and an effective web design as well as development strategy. First you have got to develop a website that's effective and user friendly. Once it has been tested for functionality as well as design, you should come up with a promotion plan that will give you your desired output.
- Improve your ranking in major search engines and develop good SEO techniques. Make sure your content for SEO has appropriate keywords but make sure you do not repeat keywords too many times or else your page/site will be penalized.
- Implement e-mail marketing to target potential customers, loyal customers and to generate more leads. E-mail marketing is very effective and keep customers updated about company products, services and endorsements.
- Dominate your marketing niche with associate programs.

**MAKE SURE YOUR CONTENT FOR SEO HAS APPROPRIATE KEYWORDS BUT MAKE SURE YOU DO NOT REPEAT KEYWORDS TOO MANY TIMES OR ELSE YOUR PAGE/SITE WILL BE PENALIZED.**



- Ask your marketing strategist to test your site and promotional plan on a sample before launching it to the general public. Other than that, take feedback from people on the design, functionality and UI of the site.
- Have a responsive e-mail feedback form from loyal customers and potential customers.
- Publish articles and blogs regularly to keep your customers glued to your site. The more informational, short, snappy and crispy your content (blogs and articles) the better your response rate will be.
- You should write and publish press releases to keep your audience in the loop of your products, brand or company.
- Interact with customers and create networks with them
- Make your site or page more interesting by hosting events and contests. The more you try to expose yourself, the better the chances of you being noticed and the more chances of you getting more recognition by potential customers. This way more traffic will be driven on your site and you get to land more leads.





## Drop 3 Dress Sizes in 7 Days?

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

VenusFactor.com



## 5 Veggies that Kill Stomach Fat?

Check out which veggies boost female metabolism and burn stomach fat



## 1 Tip for a Tiny Belly

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

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# THE SECRETS TO INTERNET MARKETING

By: Ruby Farmer

Do you ever wonder why some businesses do better than others? There are a few secrets to internet marketing.

Here are a few secrets to successful internet marketing

## Create a strategy and focus on it

The secret to success is to focus on one strategy at a time. Invest your time and money on one strategy then think of ways to improving your strategy. Come up with good content and blogging techniques.

## Test your strategy

Before implementing your strategy in the market, test it on a sample. Your sample can be random or a probable sample. While your testing your strategy it's easier to make improvements and improve your strategy. Collect feedback from your sample then work on ways to improve your strategy. A good strategy can lead to better conversion rates, leads and sales.

## Manage your finances properly

Don't spend where it isn't necessary. If you can save on blogging or making themes for your blog then save money on it. If you do not need to spend on random marketing strategies then don't! Spend where necessary. If you need more exposure, spend money on promotion but don't pay more than you can afford.

## Work on your failure

If your campaign fails even after you have spent a butt load of money on it don't be disheartened. Instead, work on it again and try to find out your flaw. Once you find out where you went wrong, you can work on those areas and create a better campaign next time.



## You should focus on generating leads

Where many businesses go wrong is focusing on making sales. That shouldn't be your priority, your priority should be generating leads. While sales are also very important, generating leads can help you drive sales.

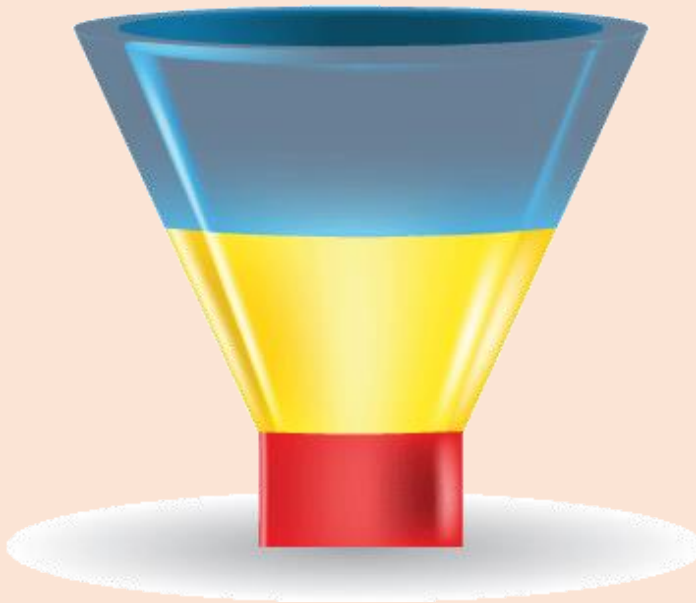
## Don't ever exaggerate

Your company is what it is and you can't change that. If you are a digital marketing agency, you can't claim you're a film making agency. You need to stick true to your roots and need to be as transparent as you can be.

***Where many businesses go wrong is focusing on making sales. That shouldn't be your priority, your priority should be generating leads.***

# TWO SIMPLE INTERNET MARKETING TIPS

By: Velma Powers



*The more you put your product out there, the more chances of people being exposed to your product or service.*

Internet marketing, also known as online marketing is the art of carrying out marketing strategies using the internet on various social platforms. E-commerce businesses, bloggers, artists and many other people make use of such platforms to engage thousands of people around the world with their product or service.

Online marketing is important for business today to stay ahead of their competitors and create brand awareness. If you are not on a part of online or digital marketing, you're basically non-existing in today's competitive world.

There are Two simple Internet marketing Tips Everyone Should Follow

1. Set your Goals: It's every business's dream to grow leads, gain customers and drive sales in a certain time period. In order to attain these goals, you have to come up with strategies and solutions to drive these elements to create a desired output. Set short-term and long-term goals for your business and make sure you put your best team to work.

2. Create an effective Marketing Funnel: In order for a business to be successful, you have got to create an effective marketing funnel. The marketing funnels deals mainly with four elements.

The first element is awareness. The more you put your product out there, the more chances of people being exposed to your product or service.

Make sure you use all social platforms to integrate your products and don't be miser when it comes to brand awareness.

- Interest is the second element that needs to be taken into consideration. If your potential customers have shown interest in products related to your products then you should target them instead of customers who have shown no interest to similar products of yours.
- Desire is another key element that plays an important role when it comes to providing customers with information related to your product. Make sure you've got a CTA element on your site or social platform.
- Action is the most crucial element of all. Every company wants potential customers to take action. Action can include everything from clicking on a website or placing an order and it can also include placing products in carts for future reference.

## Conclusion

There are other marketing strategies as well but if you've constructed a firm foundation of your company goals and marketing funnels then you're bound to do better than 40 percent of other businesses.



## 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.

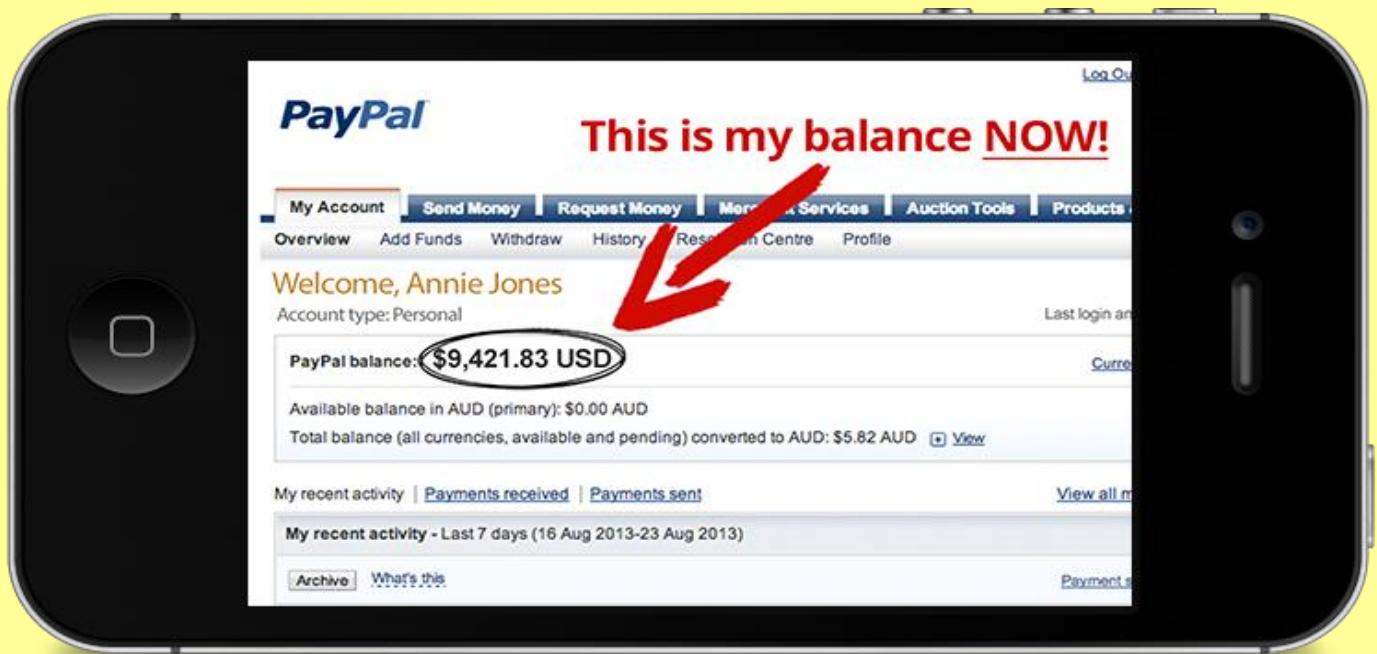
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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

## THE ENTREPRENEUR: GAVIN LAPIDUS, ESHORES

**Co-founder:** Gavin Lapidus

**Company:** eShores

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

**Description in one line:** A team of personal travel consultants, offering a one-to-one service to ensure we find our clients the most suitable holiday at the best price, with support at every step.

**Previous companies:** None



***“Just go for it, if you have the passion to run your own businesses you have to take that step and go for it.”***

### Business growth

**Describe your business model and what makes your business unique:**

- With eShores, each client gets their own personal consultant, so they always have someone to support them with their travel needs.
- The team travel extensively and work closely together to ensure no matter where our clients want to go, we can provide the best possible travel advice.
- Impartial advice.

***What is your greatest business achievement to date?***

Setting up a company that employs 14 staff, and seeing the staff being successful and loving what they do.

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

We look at total sales in the month, sales per consultant, number of new inquiries, website conversions, client review statistics, and website visitors.

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

It's a UK business and we have no intentions currently to trade internationally.

**eShores.co.uk**



**WE ARE  
LOOKING TO  
GROW OUR  
REVENUE BY  
25% YEAR-ON-  
YEAR.**



***Describe your growth funding path:***

We have never borrowed money, we started small and grew each year, using profits to invest in better technology and growing the business.

***What technology has made the biggest difference to your business?***

The internet has made our business possible, but more specifically XML feeds have made searching for products so much quicker.

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

We are looking to grow our revenue by 25% year-on-year.







## **Growth challenges**

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

Leaving employment and taking that first step to running my own business.

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

I often see entrepreneurs trying too many things at once, without focusing on their core business.

### ***How will your market look in three years?***

We see the travel industry moving more online, with less retail outlets on the high street.

I think we'll see more clients booking direct to make price savings, but still a need for support to ensure they're getting the most suitable holiday.

### ***One business app and one personal app you can't do without?***

Hootsuite for business and BBC News for personal

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

Just go for it, if you have the passion to run your own businesses you have to take that step and go for it. You may face challenges and knock backs, but as long as you're dedicated you will be successful.

## **Personal growth**

### ***Executive education or learn it on the job?***

Learn it on the job.

### ***What would make you a better leader?***

Being a bit more ruthless, but it's just not who I am.

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

To believe more in myself.



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## Home-Based Internet Business!

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