

# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

JUNE 2017

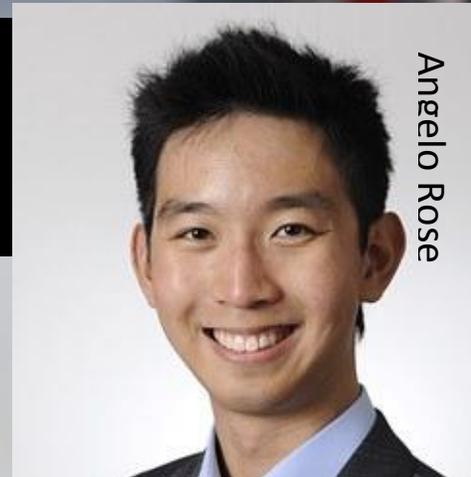
## Internet Marketing for a Better Business



Carolee Lee



*Co-founder of a rapidly growing online marketplace, Loizou says business owners should "stay persistent but flexible and drive but keep listening"...*



Anello Rose

## **GAYLE HUNTER:** **HOW SHE JUGGLED** **MOTHERHOOD WITH** **RUNNING A** **SUCCESSFUL BUSINESS**



## **The Importance of** **Internet Marketing** **for Freelancers**

Learn How People Are Making Web Money Online Today!

**You Asked and We Listened. HELP is HERE**



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Starting today you can enroll in my new monthly coaching program where I will teach you how to turn PLR content into spendable cash using several underground methods.

Each and every month you'll get a new lesson showing you a different way to **profit with the PLR products you already have**. Each month will be a different lesson (*sometimes delivered as a step-by-step PDF and sometimes delivered as video tutorial lessons, and even sometimes a mixture of both*) that you can download, view, and then implement to **start making money with PLR content**.

This **12 month coaching program** can help you feel good about every PLR purchase you've made (*even those "junky" ones because I will show you how to polish them 'til they shine!*). The **PLR Profits Coaching Club** can justify every penny you've spent. It can make those purchases worth something to you because you can put that content to work making money for you.

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## REGULAR

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 MORE

11 MWM News

Stuff you should know about.

15 MWM Success Story

The Entrepreneur: Alex Loizou, Trouva

18 Subscribe - Subscribe for free

19 MWM Ask the Expert

Expert Interview Series: Becoming An SEO Expert - Sean Si of SEO Hacker and Qeryz On

28 MWM Gadgets and Toys

You know you want them.

30 Advertise in MWM

Be seen by potential customers.

31 MWM Tools

Books, Courses, Software etc.

34 MWM Videos

Watch useful videos on internet marketing etc



15 Alex Loizou



55 Gayle Hunter

37 MWM Q&A

Digital Marketing Trends, Blogger Outreach, Influencer Marketing - Dave Schneider of NinjaOutreach

39 MWM Useful Links

42 MWM Marketplace

Buy & Sell domains and websites.

55 MWM Back Story

How Gayle Juggled Motherhood with Running a Successful Business

## Features

### 13 Internet Marketing for a Better Business

By: Carole Lee

### 25 Internet Marketing or Digital Marketing - The Modern Business Facet

By: Florence Barker

### 26 Internet Marketing - A New Era

By: Carole Lee

### 29 Internet Marketing - Why We Need It

By: Angelo Rose

### 35 Marketing the Smart Way and the Right Way

By: Sheryl Mack

### 41 Marketing Your Gig Online On a Short Budget

By: Sheryl Mack

### 46 Contributors

### 48 Social Media Marketing

By: Florence Barker



### 25 Internet Marketing or Digital Marketing - The Modern Business Facet



### 52 The Skill Set of the Future: Internet Marketing

### 51 The Importance of Internet Marketing for Freelancers

By: Angelo Rose

### 52 The Skill Set of the Future: Internet Marketing

By: Marvin Thomas



Welcome to the **JUNE 2017 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.*

**Internet Marketing for a Better Business** By: Carole Lee - **Internet Marketing or Digital Marketing - The Modern Business Facet** By: Florence Barker - **Internet Marketing - A New Era** By: Carole Lee - **Internet Marketing – Why We Need It** By: Angelo Rose - **Marketing the Smart Way and the Right Way** By: Sheryl Mack - **Marketing Your Gig Online On a Short Budget** By: Sheryl Mack - **Social Media Marketing** By: Florence Barker - **The Importance of Internet Marketing for Freelancers** By: Angelo Rose - **The Skill Set of the Future: Internet Marketing** By: Marvin Thomas

- **MWM Success Story – The Entrepreneur: Alex Loizou, Trouva**

- **MWM Ask the Expert - Expert Interview Series: Becoming An SEO Expert - Sean Si of SEO Hacker and Qeryz On**

- **MWM Q&A - Digital Marketing Trends, Blogger Outreach, Influencer Marketing - Dave Schneider of NinjaOutreach**

- **MWM Back Story – How Gayle Hunter Juggled Motherhood with Running a Successful Business**

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

**Over 60 Great Back Issues of MWM!**

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

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**Making Web Money Online Marketing Magazine**

Editor Harry Crowder

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**Contributors**

Various experts in their fields

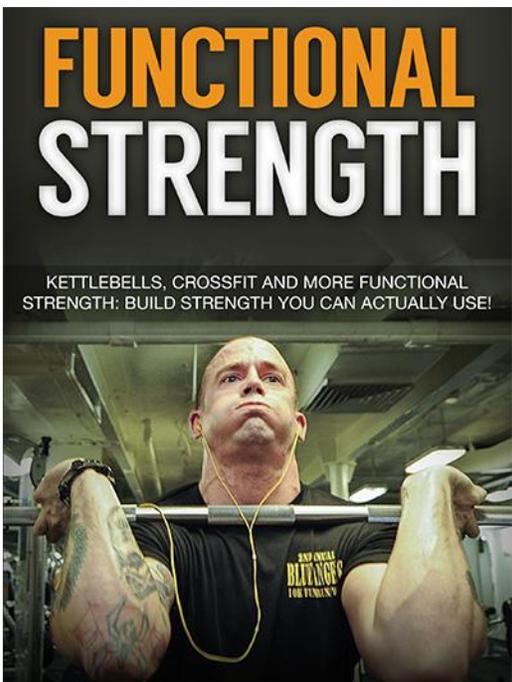
The instructions and advice in the magazine are for entertainment



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 online magazine.

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

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



## How Handy is This?

You can NOW **Shop Walmart Online**, save a lot of **time, money** and **hassles**.

**Pick from everything at Walmart and Then *choose* to have your order Delivered to you by mail / freight**

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# MWM what's on



Join some of the world's leading thinkers in online marketing for two days of ideas and inspiration. This conference will discuss the latest in search, analytics, content creation, optimising your website, paid promotions and more.



## A Celebration

2 days of power-packed innovative sessions, some serious networking and few of the most innovative Digital Marketing products and services on display

# what's on



## AN EXPERTLY-CURATED SINGLE TRACK OF MARKETING GENIUS

You won't have to miss any talks – and you won't want to. CTACConf covers every facet of digital marketing, including pay-per-click, conversion rate optimization, copywriting, email, landing page design and more.

## NETWORK WITH INDUSTRY PEERS, THEN PARTY WITH THEM

CTACConf is all about learning! Except for when it's about visiting craft breweries, or going on a foodie tour, or whitewater rafting. Or just hanging out with over a thousand fun-loving marketers like yourself.

# FunnyBizz

*Where Business Meets Humor to Abolish Boring Content, June 8-9, 2017 San Francisco*

## ABOUT FUNNYBIZZ CONFERENCE

FunnyBizz is the only conference of its kind, bringing leading thinkers from the seemingly disparate worlds of comedy and business together to help the world stop synergizing its valueadds and learn to find its funny. Modern businesses succeed or fail based on their ability to connect with consumers through content, social media, and viral marketing. FunnyBizz is a conference dedicated to teaching those businesses the essential principles of comedy, improv and storytelling. The goal? To use humor to make an impact, add value and connect with customers on a level that not only inspires loyalty, but causes coffee to shoot out their noses.

## WHO ATTENDS THIS EVENT?

We tend to have a mix of Content Marketers, Content Strategy Directors, Chief Creative Officers, Creative Directors, CMO's, Marketing Directors, Content Producers, Social Media Marketers, Advertising Professionals, Copywriters, Brand Managers, Sales Professionals, CEO's, Founders, and Female UFC Fighters. The last one may be mildly fictional but you get the idea. Overall we have a very fun mix of professionals looking to create and market more engaging content.

## WHY THEY ATTEND?

Cutting-edge marketers know business works better with a level of entertainment. People open emails with funny subject lines at a 5x higher rate than ones with subject lines like "Global High-Level Leadership for the Digital Enterprise." You want people to engage with the content you spend the time and effort to put out into the world, right? FunnyBizz helps companies do that.

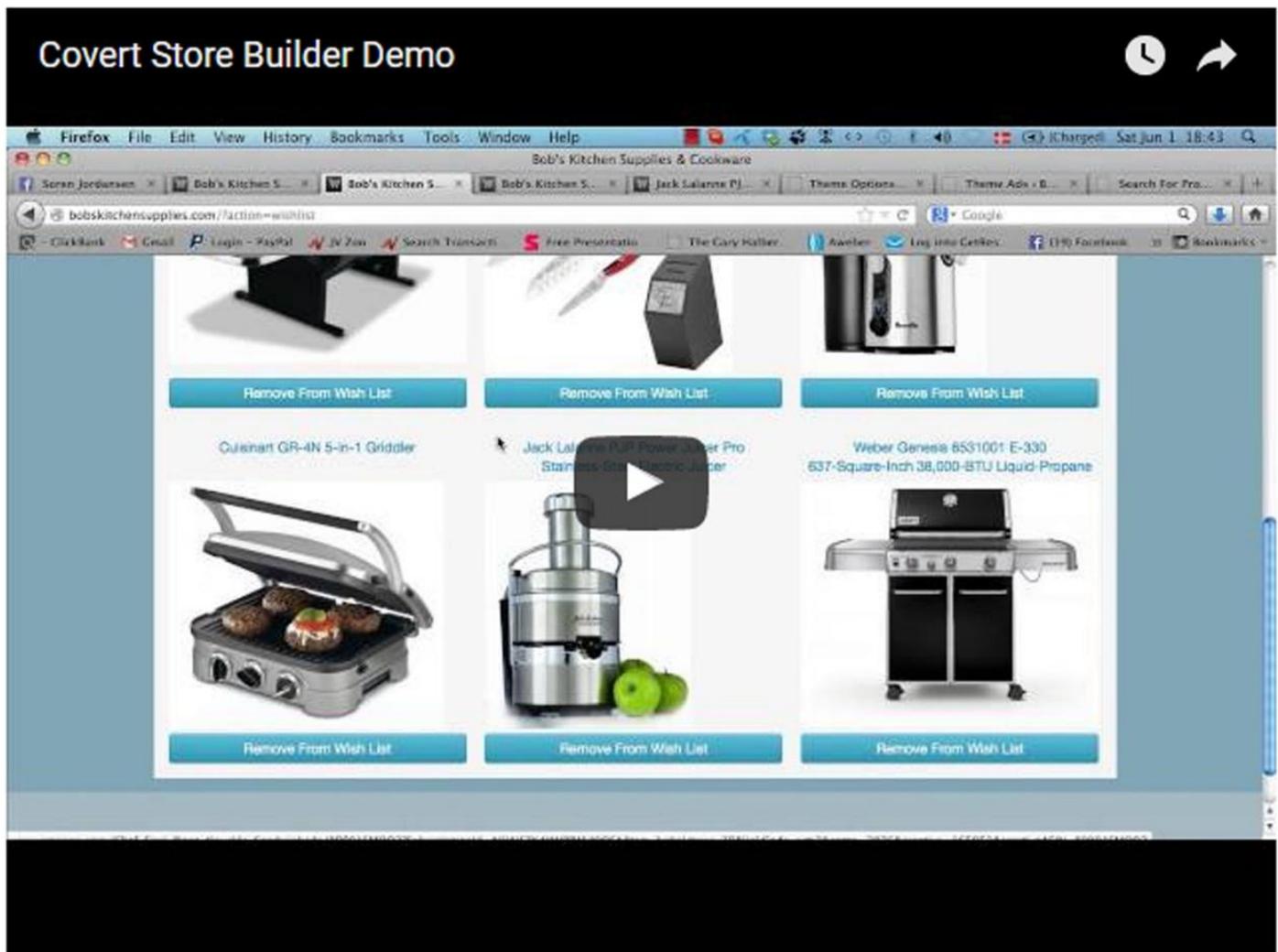


Quotable:

**"Even when you are marketing to your entire audience or customer base, you are still simply speaking to a single human at any given time." – Ann Handley**

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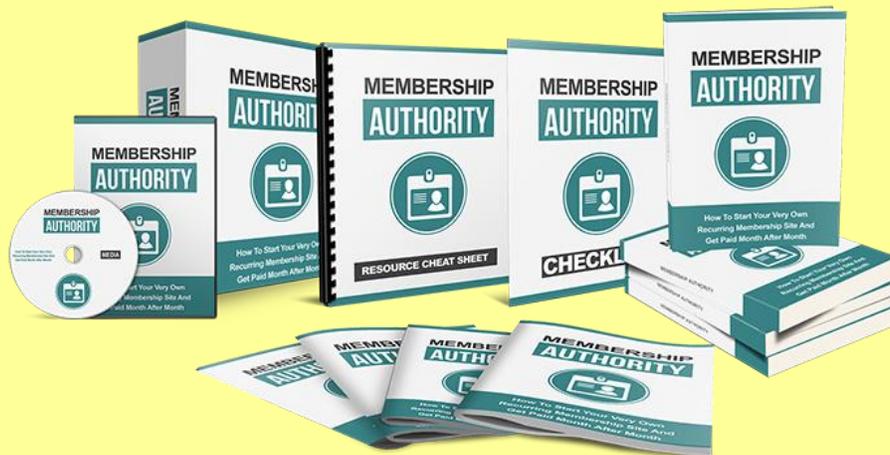
# "Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

In This Course, You'll Find Out How To Get Started With Your Own Membership Site, How To Structure it, What Type of Content To Provide, Pricing And Much more

## Why Should You Create a Membership Site?

Essentially, a membership site is a site that users pay to subscribe to. This normally works by first **enticing the reader with some free content and showing them the kind of entertainment/information/value that you're capable of providing.**

Once they're hooked, you then make sure they know that they need to subscribe in order to gain access to your very best content and to get frequently updated. So what's so different about this? Well for starters, it means that you can much more easily convert visitors to paying customers seeing as **they're not having to put down a large amount of money and seeing as they know what they're getting right away.** This means **the money is recurring and much more predictable.**



**Membership Authority** includes the following:

- The main eBook
- **FAST-ACTION BONUS #1:** Checklist
- **FAST-ACTION BONUS #2:** Resource Cheat Sheet
- **FAST-ACTION BONUS #3:** Mindmap

I'm delighted to have the chance to share this powerful guide with you, and I know you'll be very happy with the results. The **comprehensive and valuable insights** you need to finally achieve online success!

[Click Here Today](#)

## GOOGLE PUSHES AMP ADS ADOPTION, ANNOUNCES CELTRA & MOAT INTEGRATIONS

*Amp ads can load as quickly as the amp pages they appear on.*

Last July, Google introduced broad support for AMP-enabled ads and landing pages in DoubleClick. Now, Google wants to make AMP the standard for ads across the mobile web.

“Things written in AMP, even if they are ads, cannot have poor performance,” said AMP Ads Initiative tech lead Michael Kleber at Google I/O Thursday. “Everything written in AMP is guaranteed to have good performance properties, and that extends to ads also.”

In Thursday’s presentation, Google introduced several initiatives to increase adoption of AMP ads, including partnerships with Celtra and Moat and a native video player. Features critical to advertisers — such as viewability monitoring, analytics, click protection and other back-end functions — are also now built into the AMP ads framework.

In addition to standard text and image ad formats, there are now six new AMP ad templates, including a carousel ad format, a video parallax unit and a lightbox format. Demos and examples are available [here](#).

Celtra, a creative management platform used by 3,500 brands, now supports AMP ad creation in the platform with an easy-to-use tool.

And to increase publisher adoption of video ads in AMP, Google introduced a built-in video player. AMP has always supported video ads and content, but with the native AMP video player, publishers will be able to support video ad content easily without having to partner with a third party. AMP pre-roll videos do not autoplay.

The Moat integration with AMP ads using the AMP analytics framework to provide viewability and audience verification analytics for AMP ads. AMP ads are supported by more than 100 ad networks, such as Sharethrough, Triplelift and Kargo.

## AFTER RECENT NEWS FEED CHANGES, FACEBOOK OFFERS GUIDANCE FOR PUBLISHERS

*Recent changes to target clickbait, misinformation and sensationalism may have some publishers nervous.*

Are you a publisher who’s looking for tips about how to connect and engage your Facebook fans? Facebook has just shared a series of guiding principles to help publishers reach readers while following its Community Standards, which discourage clickbait, misinformation and sensationalism.

Facebook assures publishers that it doesn’t pick out what people should be reading, but rather what they want to read. If publishers know their audience, they should know how best to connect to that audience. However, Facebook encourages publishers to focus on these qualities in what they publish:

- **Informative:** This subjective factor considers how users have engaged in the past. People value stories that provide informative context to their lives, which is different for each and every person. Some are interested in sports, others in politics, and yet others in cooking.
- **Meaningful:** Facebook’s descriptor takes into account many personal factors, such as how close someone is to a person or page and how they’ve shared and engaged with similar content, as well as the length of time they read a story or watch a video.
- **Accurate:** A lot of misinformation spreads on Facebook and can even go viral, and the company says they take that “very seriously” because it erodes trust and is harmful to readers.
- **Authentic:** Authentic stories resonate most with the reader, but authenticity also extends to using clear headlines, not sensationalized headlines that create misleading expectations. Facebook advises against spam and attempts to game the news feed for higher distribution.
- **Safety:** Content that is distributed should keep readers safe. Facebook often will work with law enforcement to disable accounts while also removing content when threatening messages are sent.
- **Respectful:** Facebook understands that followers hold a diverse range of opinions, so it removes certain audiences from sensitive content that includes nudity, hate speech, violence and graphic content.

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# INTERNET MARKETING FOR A BETTER BUSINESS

**By: Carole Lee**

With the inclusion of the web in almost every aspect of our lives, it becomes difficult to function without the use of the World Wide Web in everything that we do. And if the internet is what people want, then there is no doubt why businesses are turning to Internet Marketing.

## **Market the Way You Want To!**

When it comes to online or internet marketing, there is no particular path to go on. You are the master of your marketing strategy.

### **Website Marketing**

The simplest thing you can do as a part of your internet marketing is building a website. A website is the best way for your prospective or existing customers to reach you, to provide your contact details, or to exhibit your work.

Another advantage of having a website is that you can also showcase any promotions or special offers. Customer service can also be improved by providing a feedback form to visitors.

Just creating a website is not enough of course. Simple things like printing your web address on company stationery and choosing an unusual name will help too.

***A website is the best way for your prospective or existing customers to reach you, to provide your contact details, or to exhibit your work.***

### **Email Marketing**

Creating and sending emails are a cost effective way of advertising your business. You can use emails to communicate with your customers, to send details of special offers and promotions, and to provide customer support and service.

Email marketing is quite popular with businesses mainly due to the advantage of low costs.

### **Social Media Marketing**

Another great way to go about marketing is through the use of social media. Social media sites like Facebook and Twitter have proven their worth in internet marketing. You can easily promote yourself on these locations, thus increasing your potential customers.

You can also promote your company through the use of blogs, online forums, discussion panels, and much more.

At the end of the day, it's up to you to decide what internet marketing strategy is the best for your company. So be sure to make the right choice!

Done For You...

# MASTER RESELL RIGHTS MEMBERSHIP SITE

**Warning:** If You Want To Continue Beating Your Head Against The Wall With Totally Oversold And Dated Resale Rights Products, Then This Just May Not Be For You...But If You're Finally Ready To Grab Brand New Smoking Hot Products With Real Exclusive Rights, Then...



**"Prepare To Rake In *\*\*Enormous\*\** Profits While Ravenous Customers With Cash In Hand Stampede To Your Site, Hungry To Buy Your Brand New, In-Demand, Sizzling Hot Products...All Without You Having To Lift So Much As A Finger!"**

**5 Brand New MRR Products Every Month !**

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GET READY TO GO DIGITAL PRODUCTS EACH MONTH!



# MWM success story

## THE ENTREPRENEUR: ALEX LOIZOU, TROUVA

By: Julia Watts



*Co-founder of a rapidly growing online marketplace, Loizou says business owners should "stay persistent but flexible and drive but keep listening"...*

**Founder:** Alex Loizou

**Company:** Trouva

**Website:** [www.trouva.com](http://www.trouva.com)

# TROUVA

**Description in one line:** We're the marketplace for the best independent bricks-and-mortar boutiques, enabling their distinctive ranges of homewares and fashion accessories to be shopped through worldwide shipping, instant click & collect, and 1 hour or same day delivery.

### Quotable:

“

“The best way to engage honestly with the marketplace via Twitter is to never use the words ‘engage,’ ‘honestly’ or ‘marketplace.’”

– Jeffrey Zeldman

## **Business growth**

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

- We are a marketplace that bridges the gap between online and offline retail for bricks-and-mortar independent boutiques.
- We are passionate about creating technology that empowers independent retailers and allows them to compete on a global scale, as well as against chains like Amazon and John Lewis.
- We want to make local boutiques and their truly distinctive products discoverable for shoppers anywhere in the world.

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

Bringing millions of pounds of revenue to our community of boutiques within 18 months of launching Trouva. These are sales that would otherwise never have ended up in the independent retail space, so we're very proud of making such a tangible difference.

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

The daily sales performance, NPS and the growth of our community.

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

We've got over 250 boutiques in our community from 25 cities across the UK, fulfilling orders for customers across the globe. Whilst our consumer focus remains the UK for this year, we're looking to launch in a European city this year.

**Describe your growth funding path:**

We've been fortunate to have some of Europe's largest VC funds believe in our vision early on and have raised £2.5m from Octopus, Index Ventures and a group of strategic angels including current and former directors of eBay, Google, Jack Wills and Just Eat.



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

Our mission is to bring technology to the best independent bricks-and-mortar boutiques globally, enabling them to sell efficiently online by providing them with the tools that large chains spend millions to develop. For independent bricks-and-mortar shops to sell online, they need a toolkit that spans multiple components; from inventory management to marketing automation, logistics integrations and streamlining customer support.

The reason we've been able to provide high quality tooling whilst having a very small product team is because we consciously chose a full-stack Javascript approach. This way we're able to work across layers and transfer software components seamlessly which supports us in rapidly deploying functionality to our community.

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

Since launching Trouva in August 2015, we've been growing 20 to 25% month on month, times five per year and have tripled our community with boutiques joining in all corners of the UK. Over the next three years we'll grow our community internationally in key cities such as Berlin, Stockholm, Paris and New York.

## **Growth challenges**

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

Taking a step back and questioning every assumption that we had bought into for years previously.

### **What was your biggest business mistake?**

Not taking a step back and questioning everything earlier.

## **Piece of Red Tape that hampers growth most:**

The closer we work together with our community of boutiques the faster we grow together.

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

Not taking enough time to communicate with the team: explain the 'why', then people can figure out 'how.'

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

We'll see a lot more innovation happening, starting from wherever the customer discovers a certain product, all the way to the fulfilment and next purchase. Customer experience will become even more important and we'll see smarter and more efficient ways to push satisfaction to the highest level possible through scalable solutions in personalised marketing, customer support and logistics.

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

Work hard but smart. Stay persistent but flexible, and drive but keep listening.

## **Personal growth**

### **Biggest luxury:**

My hammock. It goes everywhere and makes any experience pure luxury.

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

Read, try, learn, repeat.

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

Patience.

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

The power of buy-in by the people who are part of the team.

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

Slack.

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# Making WEB MONEY

ONLINE MARKETING MAGAZINE

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SEPTEMBER 2016

Internet Marketing

The Audience Matters

GLENDON

LLEWELLYN LLOYD  
PPC EXPERT

Civide Moreno

Rosaline Clarke

Who is Cath Kidston?

Internet Marketing

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## EXPERT INTERVIEW SERIES:

# BECOMING AN SEO EXPERT - SEAN SI OF SEO HACKER AND QERYZ ON

By: David C. Aaronson

**YOUR JOURNEY AS AN SEO SPECIALIST STARTED WITH YOUR FIRST BLOG, GOD AND YOU, A SITE DEDICATED TO SPIRITUALITY. FIRST OF ALL, WHAT MADE YOU WANT TO START BLOGGING IN THE FIRST PLACE? HOW DID YOU MANAGE TO STAND OUT, IN A CROWDED NICHE LIKE CHRISTIAN SPIRITUALITY?**

I wasn't really trying to stand out. Truth be told, I was simply a guy trying to write my heart out for what I believe in. Nothing more, nothing less. I was just amazed that what I wrote resonated with people and up to today God and You has more than a thousand readers a day.

**THE NEXT STEP IN YOUR SEO JOURNEY WAS DOING ALMOST ALL OF THE SEO DUTIES OF A SMALL START-UP OUT OF ORTIGAS, MNL, INCLUDING HANDLING ALL OF THE BLOG COMMENTING AND FORUM POSTING. HOW EFFECTIVE WERE YOUR SEO EFFORTS? IS THIS STILL THE SAME WAY COMPANIES BUILD THEIR SEO RANKING TODAY?**

I wasn't sure about the effectiveness of this approach, since I was practically the 'hands and legs' and nothing more. I didn't really have access to Google analytics and any dashboard that would show the data and results of the work I did. I was a robotic drone doing the work and that's pretty much it. What I was doing before is nothing compared to what me and my team are doing today.



# GOD AND YOU

**Did you know?**

Genesis Device demonstration video in Star Trek II: The Wrath of Khan was the the first entirely computer generated movie sequence in the history of cinema. That studio later become Pixar.

# New Point & Click Simple WordPress Theme Transforms Your Blogs Into Your Own Profitable Viral Video Empire

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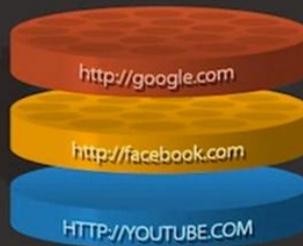
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Pinterest & More - On Complete Auto Pilot!

**INSANE AMOUNTS OF**  
*Click Throughs, Leads & Sales*

From Your Blog Are Just  
One Click Away From You

**You Tube**

3rd Most Visited Website  
according to alexa.com

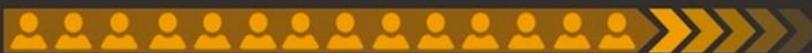


**33 seconds**  
(time that the average  
YouTube user spends  
every day on the site)



**Over TWO BILLION  
Views Per Day**

That's 2,000,000,000 every day



**10%**  of internet traffic 

**24** hours worth of  
video is uploaded  
EVERY MINUTE

# MWM ask the expert



**EVEN WITH THE EVER-SHIFTING SEARCH ENGINE ALGORITHMS, ARE THINGS LIKE FORUM POSTS AND BLOG RANKING STILL AN EFFECTIVE WAY TO GET BACK LINKS TO A WEBSITE? WHY OR WHY NOT?**

People are smartening up when it comes to backlinks. Plus, other SEO companies are just destroying the entire industry by exploiting the latest 'trend' in backlink strategies. This is evident in the advent of guest posting. When guest posting became a craze, I would receive emails from linkbuilders almost every day asking if they could post in my site. The emails would be generic and mostly templated. It was ruinous and unhelpful to the entire industry. Backlinking has changed dramatically since then. No one swears on just 1 strategy now. It's mostly a mix of multiple strategies being done at the same time.

**WHAT ARE SOME OF THE RISKS OF EMPLOYING "BLACK HAT SEO" TACTICS, ESPECIALLY IF A COMPANY IS INTENT ON BEING TAKEN SERIOUSLY?**

I personally wouldn't touch black hat strategies because it's not worth it anymore. You'd go through all the hassle and risk and Google just keeps evolving and smartening up. At the end of a couple of years, your efforts would be snuffed out. I'm more into the long haul. 10 - 15 years at least. And the way to go with that long of a haul is white hat strategies and methodologies.

**YOU'VE DESCRIBED YOUR FIRST SEO EXPERIENCE AS "HORRIBLE, ACTUALLY", WORKING 18-HOUR DAYS, AT TIMES, FOR ABOUT \$150 USD A MONTH. IT SOUNDS LIKE YOU WERE ACTUALLY DOING 5 JOBS, NOT ONE. CAN YOU BREAK DOWN WHAT ROLES YOU WERE ACTUALLY FILLING, AT THAT TIME, AND WHY IT MIGHT BE A GOOD IDEA TO HAVE ONE PERSON HANDLING EACH DEDICATED ACTIVITY?**

I remember doing the linkbuilding, article writing, social media stuff, accounts management and technical SEO. It wasn't very fun when I got burned out. I wasn't very efficient, either. The quality also suffered. It just makes a lot more sense to hire people to do the work so that the output is good quality and consistent.

**SEO MARKETING IS CHANGING RAPIDLY FROM THE OLD "KEYWORD STUFFING" DAYS OF YORE. CAN YOU SHARE A FEW REASONS WHY THAT IS, AND WHY IT'S ACTUALLY A GOOD THING?**

It's a good thing because it takes on the form of the real world. Gamification of the search system is minimized to the least bit extent. Spam and other loopholes that used to be exploited are now heavily penalized. It's more than just the keywords now. It's about the entire experience of the average user who is searching for something online. Is the result relevant? Is it delivered quickly? Is it delivered well? Those are things that are more heavily weighed today and it makes a lot of sense because it's what the average user demands.

# SEAN

# SI



**WHILE THE CHANGING ALGORITHMS ARE GOOD FOR USERS AND READERS, IT DOES MEAN THAT COMPANIES HAVE TO TRY HARDER. WHY SHOULD A COMPANY FOCUS THEIR ENERGIES AND EFFORTS INTO PRODUCING HIGH-QUALITY CONTENT TO ESTABLISH THEMSELVES IN THEIR INDUSTRY? WHAT DIFFERENCE CAN IT MAKE?**

High quality content establishes authority. People don't listen to a nobody. Much less to a nobody in the online world. People with authority online are the only people with the opinion that matters. Great content helps build that.

**ONE OF THE BIGGEST DIFFERENCES IN TODAY'S DIGITAL ECONOMY IS THAT PEOPLE TEND TO GO LOOKING FOR PRODUCTS, INSTEAD OF BEING ADVERTISED TO. CAN YOU TALK ABOUT HOW PREVALENT SEARCH ENGINE MARKETING (SEM) IS BECOMING, AND HOW IT DIFFERS FROM CLASSIC SEO, IF AT ALL?**

SEM is all about rented assets. After you stop paying for it, it expires and is gone in the blink of an eye. It's useful because it gets you up there fast but it also goes out fast. Yes, it's in the middle of the inbound/outbound marketing game but it's still a rented asset. I don't advise people to put all their eggs on rented assets. In the end, SEO wins the long term game - and for me that is worth investing in the most.

**CAN YOU ALSO TALK ABOUT A FEW SEO METRICS, BEYOND KEYWORD DENSITY, THAT PEOPLE SHOULD KEEP IN MIND TO FIND OUT HOW THEIR MATERIAL IS TRULY PERFORMING?**

Backlinks quality and quantity, brand citations, brand searches, site speed, SSL (site security), Schema, CTR, Time on site - these things, however small a factor as they are, all add up and are important.

**FOR PEOPLE THAT JUST DON'T HAVE THE TIME OR EXPERTISE TO BUILD AN ONLINE PRESENCE, HOW MIGHT THEY GO ABOUT FINDING THE RIGHT CONTENT MARKETING COMPANY TO WORK WITH? WHAT ARE SOME WAYS THEY COULD WORK WITH OUTSIDE HELP TO STILL MAINTAIN THEIR OWN IDENTITY AND VOICE WHILE OUTSOURCING THE WORK TO A MARKETING COMPANY?**

Look at the company history, brands they've worked with, pricing model, response rate, customization and design of their proposal, and website design and rankings. These things signal a good provider.

***High quality content establishes authority. People don't listen to a nobody. Much less to a nobody in the online world. People with authority online are the only people with the opinion that matters. Great content helps build that.***



e-Commerce is growing like never before!

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I am about to disclose an important piece of information that will enable you to boost your business and leave your competitors far behind.

But first, let me ask you **two simple** questions:

- Are you still trying to sell your products and services physically?

- Have you spent a lot of money and time, but never achieved your objective?

Be honest!!! Are you actually achieving your desired goals? ... are you saying NO? (it's o.k.)

**Look at astonishing stats:**

- U.S. Online sales will be **\$523 Billion** by 2020

- E-Retail spending to go up by **62% this year**

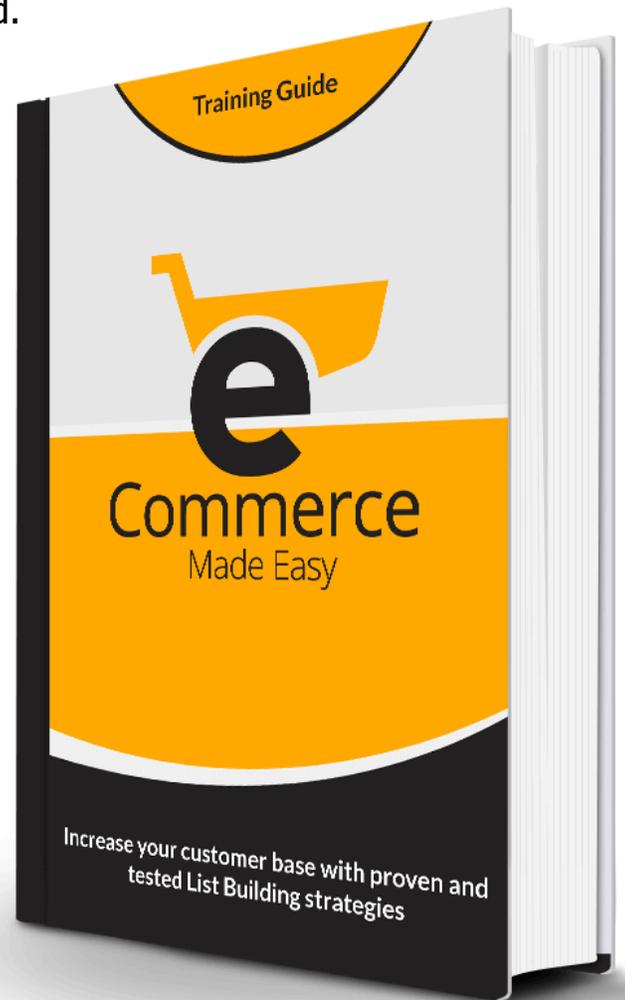
- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com

- eCommerce salaries in the UK have increased by over **14,000** euros in **2015**, and by the end of 2016, grew by more than **3,000** euros.

- The average amount spent by each consumer is expected to rise from **\$1,207** per annum to **\$1,738** per person.

**With over 85% of searches for products and services happening online, the growing relevance of eCommerce can't be taken for granted**

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



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- You'll have an idea for the type of digital product you want to create and what the strengths and weaknesses of each option are
- Understand what makes digital products sell and how you need to design your creation in such a way that **people will be eager to buy it**
- 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**
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- 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!](#)

# INTERNET MARKETING OR DIGITAL MARKETING - THE MODERN BUSINESS FACET

By: Florence Barker

## Isn't Google or Alphabet Now in Trouble?

Yes, Europeans never really appreciated a good business model! They have applied their anti-monopoly laws that prevent any company from becoming the only player in the field. This is all still ongoing, so it best to sit back and watch.

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WITH PHONES CAME CALLER TUNES, RING TUNES AND FREEDOM FROM MONOTONOUS BEEPERS. PEOPLE COULD TALK TO EACH OTHER, COMMUNICATE WITH VOICE AND HEAR TONES AND INTERACT WITH HUMANS PER SE. THIS REVOLUTION WAS A MAJOR THING FOR THE WORLD; COMPANIES BOUGHT CALLER TUNE RIGHTS, DEVELOPED THEIR OWN BUSINESS RINGTONES AND OFFICIAL CIRCLE'S OPERATING COMMUNICATION DEVICES - WHO WERE THEN HEAVILY PAID TO ADVERTISE ON.

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Digital marketing is an all-encompassing term for commercialization of products and services using digital technologies - which mainly means the internet but also does include mobile phones, display advertising, and any other digital medium.

### How Did it Begin?

When you held your first personal computer with an optical wire connecting to the internet - it had all already started. People had started putting up private banner advertisements, and commercial space was being sold in the virtual world. It directly meant space on the website - on the website's domain address server, on the page's corner or center - the area was being sold for a lump sum or a rental like any other "real" advertising space.

### You Said Phones...

With phones came caller tunes, ring tunes and freedom from monotonous beepers. People could talk to each other, communicate with voice and hear tones and interact with humans per se. This revolution was a major thing for the world; companies bought caller tune rights, developed their own business ringtones and official circle's operating communication devices - who were then heavily paid to advertise on.

### The Revolution Came With Which Company or at What Point in All This?

Of course, Microsoft was too traditional and safe-better. So it was Google which blasted itself on to the scene in the 1990s and the very early 2000s that brought Google AdSense with it. This technology cum marketing tool was a boon for consumers and business marketing agents alike. It was balanced. It was sensitive to everyone's needs. By design, it took into account the content of your website thoroughly before posting relevant advertisements for the end consumer or reader of the site. This changed everything, no more private rentals, no more confused ads that were static - this was all dynamic - all ads changed over time and with the content too if that was relevant. Amazon is one of its biggest supporters; it is an e-commerce website that invests in such advertising. Google's very own blog spot is one of its best-known applications that went well with new and novice business' that wanted ads which paid them through AdSense but not burst into the whole web page, Google decided which ad was relevant, put it there, paid the owner for the clicks later.



# INTERNET MARKETING - A NEW ERA

**By: Carole Lee**

The internet has indeed transformed our lives. In today's technology-oriented lifestyle, not a single task goes by without the use of the World Wide Web. So it's not a surprise that almost every modern day business has taken to the internet to market its products and services. Termed as Internet Marketing, it has added new dimensions to marketing like never before. And if you had any doubts about Internet Marketing, you have come to the right place.

## **What is Internet Marketing?**

Over the years many businesses have started online stores to sell their products. There has been a rapid increase of online stores on the internet, and it is an ever growing number.

At the same time, the no of businesses that have taken to Internet Marketing to advertise and promote their stores has also increased rapidly.

Internet Marketing or Online Marketing is the use of the web and email to promote or market products and services.

## **Internet Marketing can be classified three types:**

- Web Marketing

This includes e-commerce websites, marketing websites, promotional websites, advertising on search engines.

- Social Media Marketing

This includes the use of social media sites like Twitter and Facebook for the purpose of advertising and marketing.

- Email Marketing

This includes the use of emails for promotional and advertising purposes.

Internet marketing also helps you perform a range of other marketing activities ranging from market research to customer service.

## **Why Do I Need Internet Marketing?**

Long gone are the days when people used to spend money on advertisements in the newspapers or television and radio. The internet is what's happening right now!

While online marketing is, of course, useful when it comes to promoting your brand name, it can also be helpful when it comes to interacting with prospective customers.

Customer interaction and satisfaction are of utmost importance to any business no matter what. And internet marketing could help you reach new heights in your consumer relationships.

*Finally, A Bunch of Great FREE Help!*

**No more Paying For Products That Don't Deliver Results!**

**Get Everything You Need To Know To Start A *Wildly* Successful Home-Based Internet Business!**

- Search Engine Optimization
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- Blogging For Cash
- Social Networking
- And More!
- Get The Facts - What It Takes To Make Money Online Today!



[!\[\]\(675ef7f53d3bd4a69f2bfe6acc6c2026\_img.jpg\) \*\*click here\*\*](#)

# MWM gadgets & toys

## THE FITBARK LETS YOU KNOW IF YOUR POOCH IS BEING A COUCH POTATO

While the biggest indicator for keeping tabs on your dog's health is looking at their poop and the associated schedule around that, it would be nice if you had other means. The FitBark is an activity tracker just like your FitBit, it just goes on your dog. This will give you better insight into what their daily activity is like, so if there are any major changes you can factor that into the information you give to the vet if there are problems.



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

This little bone-shaped device was made to be worn by dogs, so it's durable enough to withstand their adventures, as well as waterproof in case they are especially mischievous. You'll get 24/7 activity tracking.

## OCO SMART



<https://www.thegrommet.com>

Oco is a WiFi video camera that provides live streaming footage of your home or office to your smart phone or tablet. Set up is a breeze, and once it's running, Oco delivers high-quality HD footage. At 720p, it has enough definition to clearly show quick motion. Oco has smart sensors that work 24/7 to detect sound and motion. Once triggered, the camera records and sends you an alert.

# You want it

## Microsoft's Emma Watch is a game-changer for people with Parkinson's

Smartwatches may not be as hot as they used to be, but that doesn't mean wrist-worn wearables are dead altogether.

Far from it, actually. Take the Emma Watch, a wrist wearable created by Microsoft Research Innovation Director Haiyan Zhang that's designed to help reduce the hand tremors people diagnosed with Parkinson's disease live with.

With the Emma Watch, Zhang was able to help graphic designer Emma Lawton, who has Parkinson's, write and sketch again.



<http://mashable.com>

## THE ORBITOUCH KEYLESS KEYBOARD AND MOUSE – SURPASS LIMITATIONS



No two people are the exact same. Even identical twins don't have every hair follicle in the exact same spot. That being said, if you are born without much in the way of ability to move your fingers, working on a computer would not be the easiest of tasks. Instead of signing off on it completely, you can learn to modify your interactions through a different way of inputting information.

For those that view a keyboard as an impossible challenge, the orbiTouch Keyless Keyboard and Mouse might be able to help. It has 128 characters that you access by sliding the left and right domes to the correct colored area which represent a character. This will drastically reduce finger movement, and somewhat reduce wrist strain. It will obviously take a little time to get used to, but will either make typing possible for those that it wasn't possible for before, or reduce a lot of strain on the joints in your hands.

This is not going to work for everyone, but for those that it will help, it could be life-changing. Keep in mind that this is not built to make you the fastest typist in the world, so you're likely not going to surpass 30 WPM unless you're really gunning for it. This will cost you around \$280, so it's something you'll want to research and weigh your options heavily on before jumping into it.

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

**Did you know**

**Around 40% of the world population has an Internet connection today; 20 years ago, it was less than 1%.**

# INTERNET MARKETING – WHY WE NEED IT

By: Angelo Rose

## Get GLOCAL

Digital marketing or Internet marketing ensures that your message travels far and wide. One can sit and work on the digital marketing strategy locally and have it do its magic globally. That's how we get GLOCAL. The extremely broad and extensive reach that the Internet has is an advantage that only Internet marketing can be associated with. Potential customers can be targeted through a plethora of options such as social media, email marketing, and blogs, to name a few.

## Change – Yes We Can

Altering a digital marketing plan is so much simpler than reworking a traditional one. A marketing campaign can only be amended with a few clicks without disrupting any services offering or enduring any downtime. You can also track the effectiveness of your digital marketing strategy using pay-per-click (PPC) advertising.

## Time is Money & So Is Money

Not only does one save money with a cost-effective Internet marketing strategy in place, but one can save on time as well. And as everyone knows that time is money; you get to save money twice. Internet marketing also has the added benefit of having a business running round the clock without having to pay staff any overtime charges.

## Building a Customer Database

With traditional marketing techniques, one needed to create a database of clients and prospects. However, with Internet marketing, this not only can be automated, but customized recommendations can be provided to customers based on their previous visits to a website thus adding a personalized touch to the whole experience.

One needs to be well versed with the tricks of the trade. Internet Marketing, while being much simpler than traditional marketing, requires smart thinking and the know-how as well. Understanding the importance of keywords is a vital aspect of digital marketing. With everything on the Internet, marketing has already jumped onto the bandwagon. Have you?



# advertise in MWM

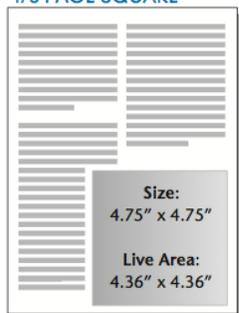


Full page, Half page, 1/3 page, 2/3 page, 1/4 page, 2 page spread

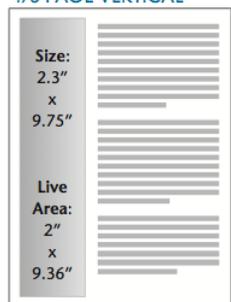
Please contact us at <http://makingwebmoney.com> to book your advertising slot, We will match your ad size buy x 2 with Article Space about your product.

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

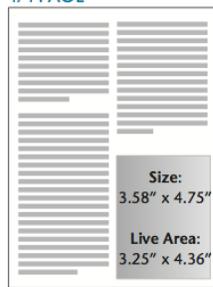
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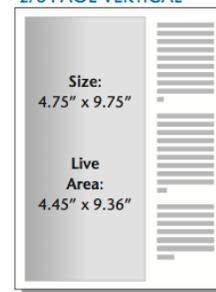
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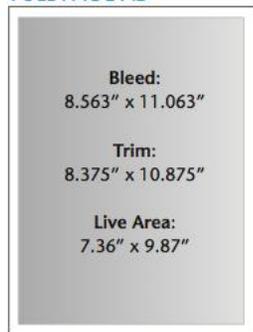
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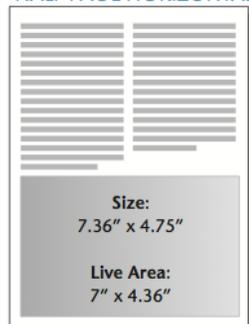
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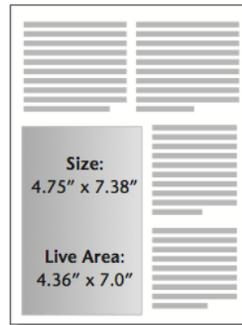
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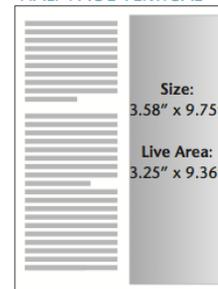
HALF PAGE HORIZONTAL



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



<http://makingwebmoney.com>

# MWM tools

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

## Instasuccess by Mateusz Bartoszewicz



This book is an attempt to answer a question of so many people – how nowadays to succeed on Instagram?

What distinguishes it from other reading positions?

Among others the fact that inside you will find a series of conducted interviews with Instagramers, who can show off profiles with a hundreds of thousands followers.

They share with their experience, how to run the account to become more and more popular and how to involve your followers.

In the book you will also find described Instagram history and how the next implemented functionalities affected users of this popular service.

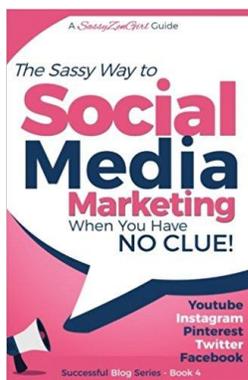
In one part are in detail described techniques and activities that you can take to build the base of many thousands followers.

All of that is described on specific examples.

Each of these activities helps us to achieve popularity of profile, and the sum of all of them can become a great promotional machine, which will raise our profile very high in rankings.

You will find also descriptions of interesting case study, which prove that well aimed actions can bring remarkable results.

## Social Media Marketing - when you have NO CLUE!: Youtube, Instagram, Pinterest, Twitter, Facebook (Beginner Internet Marketing Series) (Volume 4) by Gundi Gabrielle



### SOCIAL MEDIA MARKETING + FREE BONUS

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Each Chapter is set up as follows: - Overview and Current Trends for each Platform - Your Profile - Your Posts - Strategies for Growing your Following - Tools & Further Training - Daily Routine

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## piclike Drive sales with Instagram

### Piclike

Developed by Piclike

- ✓ Seamless Sales Connection
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## Limitsify - checkout limits done right!

Developed by reginapps

- ✓ Increases average purchase value (APV)
- ✓ Helps to avoid unprofitable orders
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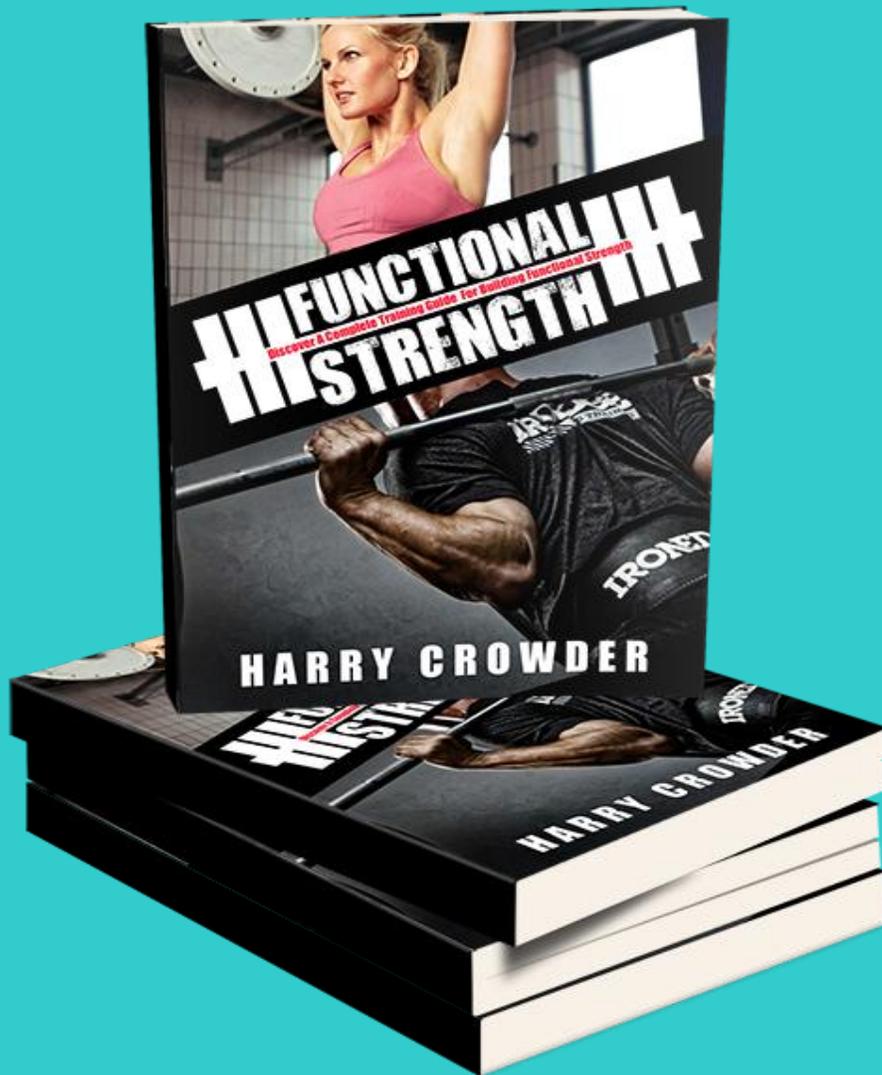
The first microprocessor created by Intel was the 4004. It was designed for a calculator, and in that time nobody imagined where it would lead.

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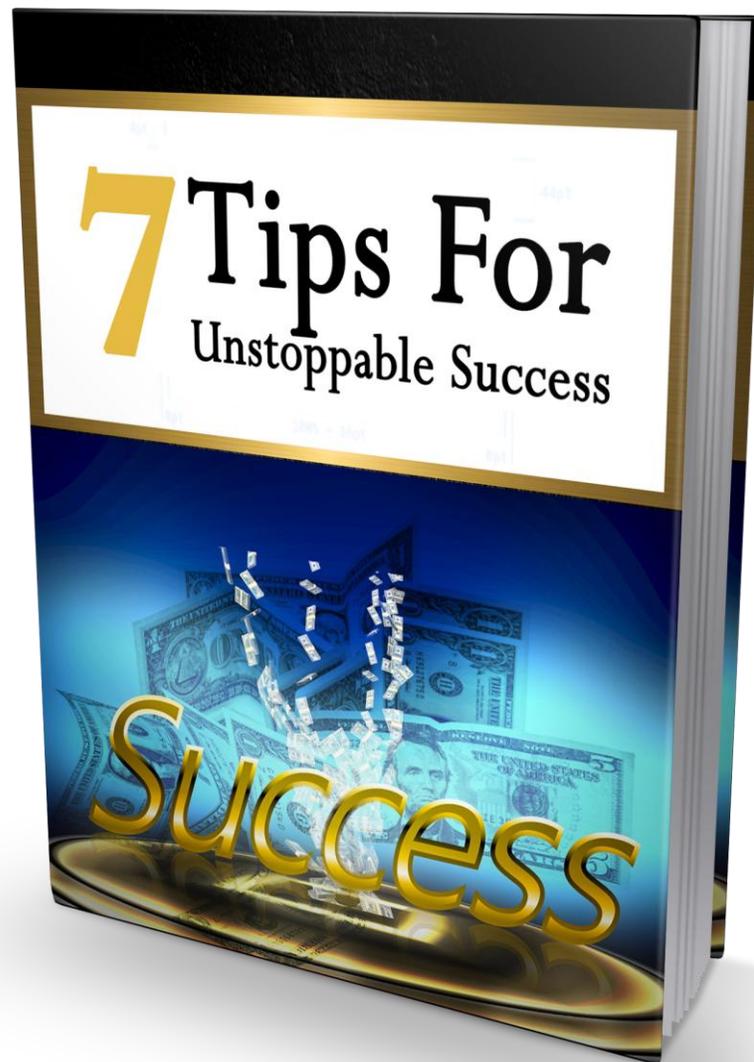
For the Whole Story [go here:](http://www.functionalstrengthnow.com)

<http://www.functionalstrengthnow.com>

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# MWM videos

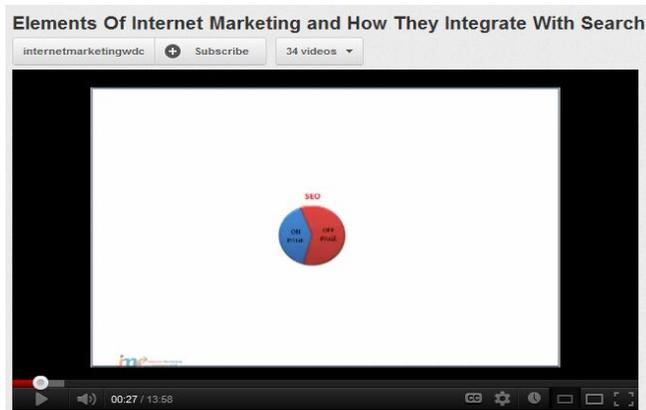
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# MARKETING THE SMART WAY AND THE RIGHT WAY

By: Sheryl Mack



*While marketing on the Internet is much more cost effective, the need for it to be done “smartly” is of paramount importance to be able to succeed in this immensely competitive world.*

## The Digital Era

Gone are the days when marketing required the use of flyers and brochures that needed to be distributed through various means to reach the consumer. In this entirely digital era, everything is online.

The concept of "Internet of Things" is a rapidly expanding market and is clear evidence that the Internet is the smart way. Initially having a website was what Internet Marketing entailed.

Then came the need to post advertisements in the form of banners on other frequently used websites to draw customers to one's website. However, today, Internet Marketing or Online/Digital Marketing is that and a whole lot more.

## The Internet of "Everything"!

While marketing on the Internet is much more cost effective, the need for it to be done “smartly” is of paramount importance to be able to succeed in this immensely competitive world. With everything and everyone on the Internet, one can only imagine the kind of competition out there. Making the Internet Marketing strategy work requires a lot of hard as well as smart work. Social media websites are another avenue for companies to target as part of their online marketing strategy.

## Words say it all: Ad words and Key words!

Words are the key to Internet marketing. One needs to be well versed with search engine optimization to ensure that the marketing strategy being adopted is effective. There are other things that need to be known about such as pay-per-click advertising (PPC), Google AdWords, AdSense and so on. While from the outside, online marketing seems like a piece of cake, when one gets down to it, things look very different. The way a website is designed, the words used are extremely vital components of an Internet Marketing strategy.

The effectiveness of the marketing strategy needs to be closely monitored, and there also needs to be flexibility in a will to alter the policy as per the results. Small and large companies alike are increasingly adopting Internet Marketing.



# MWM Q & A

## DIGITAL MARKETING TRENDS, BLOGGER OUTREACH, INFLUENCER MARKETING - DAVE SCHNEIDER OF NINJAOUTREACH

By: David C. Aaronson



**“Every niche is different, so there is no one size fits all rule.”**

David Schneider is the cofounder of NinjaOutreach, an innovative new Blogger Outreach software for marketers

Some people seem to think that blogging isn't as important as it used to be. Are blogs still an important part of digital marketing?

I think blogs are still very important, yes. In fact, it's been our main source of traffic and therefore sign ups since we started. That was the case two years ago, and it's still the case today.

While the exact algorithm for traffic might have changed, people are still digesting content on the web, and that is what brings people to your website.

Perhaps other things like video and social media have become more important, but I don't think we should write off blogs.

One of the NinjaOutreach's main duties is to find influencers and reach out to them. For those who've never heard the phrase, can you describe what an influencer is and why they're important?

An influencer is a general term applied to anyone who has influence in a niche. When applied to bloggers we generally think about people who have large followings on social media, their newsletter, and their blog.

## **On that note, what are some things you look for to identify an influencer?**

I stay away from labeling with exact numbers, and generally discourage that sort of thinking.

That said, if you were looking for something to hold onto, you might want to see social media accounts with follows in the thousands, a blog that is active, engaged, and receiving a fair amount of comments on every post.

But every niche is different, so there is no one size fits all rule.

## **What are some of the reasons why influencer marketing is so important, these days?**

Anyone who has ever started something from scratch knows that the hardest part is just getting it off the ground - getting noticed. Influencer marketing, in concept, is about connect with influencers to short cut that process. If we can find a mutually beneficial partnership, then we can leverage the audience that they have already built.

## **Can you give some reasons why blogger outreach and influencer marketing is an even better tactic than standard marketing models, like paid advertising or PPC campaigns?**

There are a lot of reasons why I prefer influencer marketing over PPC. One reason is that it can be a lot cheaper. For example, when we were starting out, we used to reward influencers with free product, which isn't something you can do in PPC. PPC can only be paid with cash, but influencer marketing is more personal and there are a lot more ways to be creative and incentivize people to work with you.

## **With bloggers being so busy and overwhelmed so much of the time, what are some ways that you incentivize content for bloggers, to pique their interests?**

Some of the main ways we have incentivized bloggers in the past have been:

- a) Offering them free use of our product
- b) Offering them free licenses to give away to their audience
- c) Offering to feature their content on our blog, newsletter, and social media
- d) Exchanging content with them
- e) Our affiliate program

One of NinjaOutreach's functions is to find Instagram Influencers. Why is Instagram so important for today's digital marketer?

Every channel is so unique - the type of audience that gravitates towards Instagram is different from the one that gravitates towards FB or Twitter. As a result, if you want to get in touch with that audience, you might find Instagram is more effective. This is particularly true for audiences that target young females, and tend to be very photo heavy like food, travel, fashion, etc.

When seeking Instagram Influencers, what are some ways that a marketer might reach out, without being spammy or tacky?

You can't message someone directly through Instagram, so you have to find them on another social media account or on their blog, which is what NinjaOutreach helps with. Once you've done that, you should work to engage with them and just be personal. Reference a recent post or picture they put up. Basically make them feel like you're talking directly to them and not 100 other people.

NinjaOutreach offers tools for automated blogger outreach. What are some digital marketing tasks that can be automated effectively? Are there any parts of the process that should be handled personally?

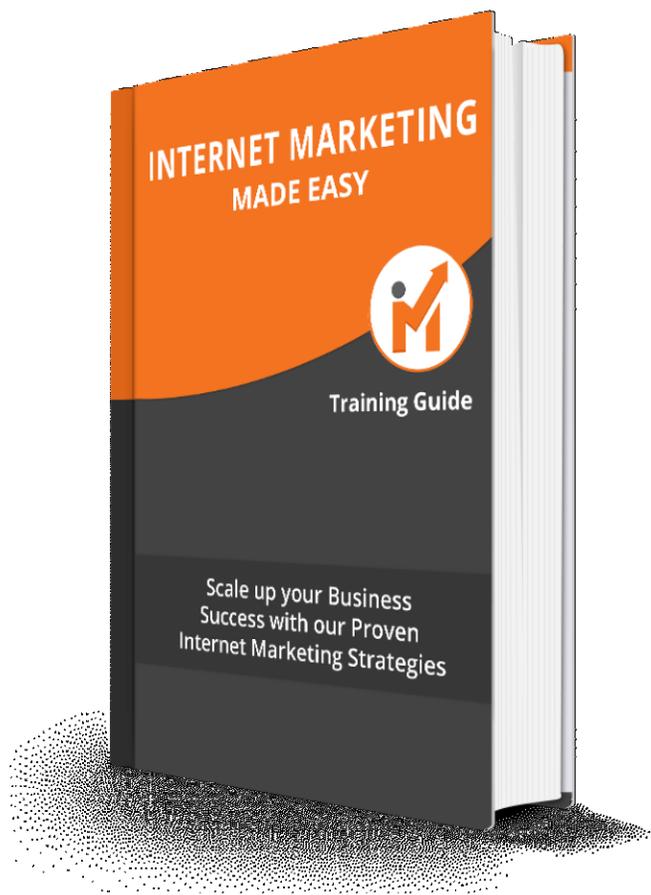
The biggest automation we offer is automatic emailing and follow ups. This is a huge time saver. However, it's also important to add personalization, which can be done with custom fields, leveraging the data that we have in the tool plus some of your own if say you're importing a spreadsheet. We discourage people from blindly emailing out a large group of people and are proponents of personalization.

Can you give any advice on how to integrate various digital marketing strategies - like email marketing, social media, influencer, and inbound/content marketing - to make the best possible marketing campaign?

We look at marketing as a holistic process and not a group of different tactics to be applied individually. For example, I might have an idea for a post that can feature a lot of influencers, so I'll be doing influencer marketing to build that post. Once it's done, I'll promote it not just to those influencers but other people in the niche, as well as on social media marketing. So you have this single process that from start to finish requires a little bit of influencer marketing, content marketing, social media, outreach, etc.

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# MARKETING YOUR GIG ONLINE ON A SHORT BUDGET

By: Sheryl Mack



As per Asia Entrepreneur, about 400 million people in this world are business persons. If you are one of them, you must be very well acquainted with the importance of marketing your product or service on the digital platform.

While marketing in itself is a big deal and requires additional and professional help, digital platform marketing can be a whole another pain. Especially if you are on a tight budget.

Here are a quick few tips to ensure justifiable use of every penny you put in marketing online.

## Get Blogged

Blogs are a famous way of putting ideas out there for everyone to go through. While there are many blogs on the web, you can choose those who belong to your area of business.

Contact your niche blog owners. Give them something to base their reviews on. Wait it out with patience and ask them, to be honest.

## Become a YouTuber

YouTube is an easy way of making people notice you. Make a short, smart and creative video about your product or service and upload it on your channel.

Not only can you gain access to an audience base of over eight hundred million, but you also market your business for free.

## Get Promoted By a Local Figure

A local face will be more reliable for the target market of the area in question because they will be readily believed by people, and they won't cost you a fortune either.

## Get Published

Collect all your newsletters and articles and compile a small book. Post it on Amazon for a minimal fee and endorse your business.

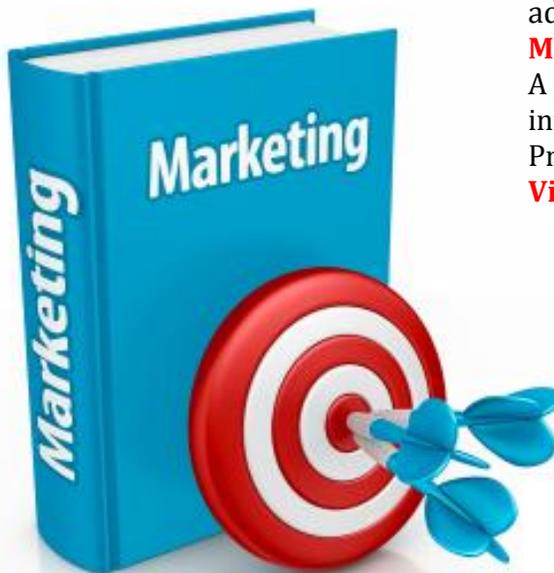
## Go Social

Social platforms are a brilliant way for promotion. Just don't go singing your praises. Put your idea out there. Put your product or service in the eye of the public and wait for the response.

You might want to hire a professional team or have a go at it yourself. These tricks will help you and your budget either way.

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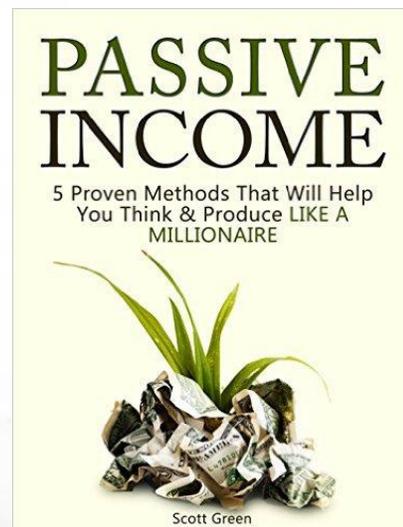
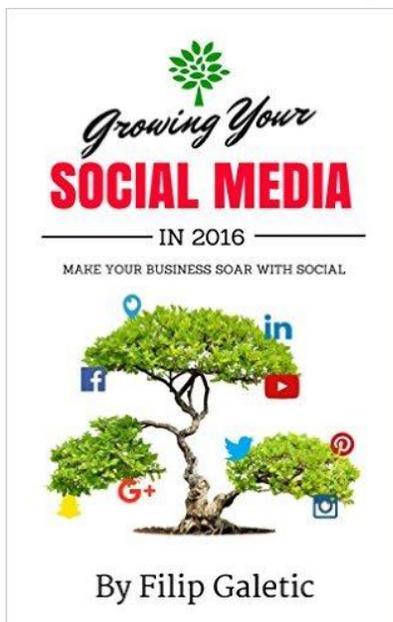
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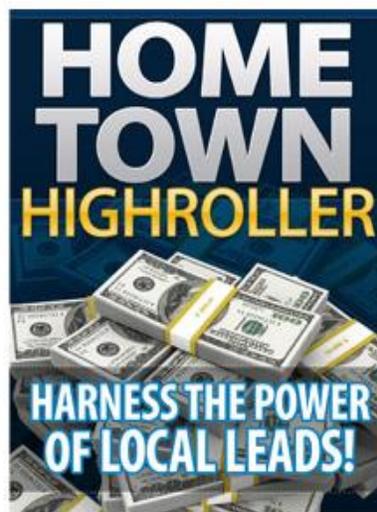
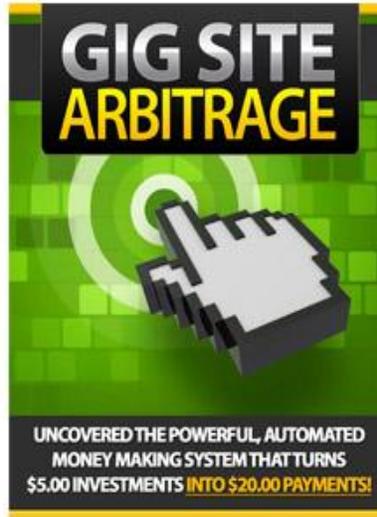
Quotable:



“You can’t expect to just write and have visitors come to you – that’s too passive.” – Anita Campbell

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## David C. Aaronson

David C. Aaronson is the managing director of Digital Inbound, a digital marketing business based in Los Angeles. David has 30+ years of experience in the marketing and technology fields. He has worked in sales and product marketing for General Electric, Oracle and Sun Microsystems.



## Florence Barker

Florence Barker has been working for a top digital marketing company based in Melbourne for over 7 years. She started as a writer, but she underwent SEO training and is now an expert in this field.



## Carole Lee

Carole Lee used to be a freelance writer but after 10 years of experience, she started to train others who wanted to join and explore the field of Internet marketing.



# MWM contributors

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## **Sheryl Mack**

Sheryl Mack is a well-known Internet marketer. She offers trainings all over the globe and she often speaks in front of millions of people in Internet marketing summits and other events.



## **Angelo Rose**

Angelo Rose may be young but he has superb Internet marketing skills. He is currently working for an Internet marketing company based in New York.



## **Marvin Thomas**

Marvin Thomas is an accountant by profession, but he left the company he was working for to start his own Internet marketing company. He now caters to hundreds of clients around Australia.



## **Julia Watts**

Julia Watts is the Editorial and Events Assistant at [Startups.co.uk](http://Startups.co.uk)



# SOCIAL MEDIA MARKETING

By: Florence Barker

Internet marketing has changed the way marketing was practiced. With the advents of Facebook, Twitter, LinkedIn, Google Plus and many such platforms, Social Media Marketing (SMM) is the most popular Internet/Online Marketing techniques of this time.

SMM is the internet marketing technique which uses social media websites as their marketing tool.

## Marketing with Facebook

Facebook has a user base of over a billion now. Whenever you post anything on Facebook, it gives you the option to boost your post on certain parameters.

We can choose to raise a post on the basis of demography, age group, etc. We will allocate a fund and time duration for which you want to advertise.

Rest, analyzing things for you are taken care of by the Facebook!

## Other Major Platforms for Online Marketing

Twitter is another major player which comprises of millions of active users. The more followers you have, the post, will reach more people.

LinkedIn, the largest professional networking platform, which is recently acquired by Microsoft. With a premium account with LinkedIn, you can unlock various features which help you market your



*SEO are strategies and techniques used to increase an amount of visitors on a website. This means using effective keywords to improve the page ranking, which is maintained by search engines.*

Google Plus, is used by many organizations to market their products with a huge amount of audience.

Hundreds of other social networks exist across demographics. They include Instagram, YouTube, Pinterest, etc.

## Techniques to Increase Efficiency

SMM is very efficient when used in conjunction with other online marketing tools. For example, Search Engine Optimization. SEO are strategies and techniques used to increase an amount of visitors on a website. This means using effective keywords to improve the page ranking, which is maintained by search engines.

Other simple techniques are very basic, like posting regularly and engaging content which can hold down the nerves of your target user. The Proper ratio of words in images, appropriate use of language.

Once you master these simple techniques, you can very effectively use SMM for business expansion to the next level.

Stay tuned to understand much more Internet marketing techniques for your business.

The logo for JVZooHost.com, featuring the letters 'JV' in a stylized orange font with a red checkmark, followed by 'ZooHost.com' in a blue, outlined font.

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Make Money With Your Blogs

# THE IMPORTANCE OF INTERNET MARKETING FOR FREELANCERS

By: Angelo Rose

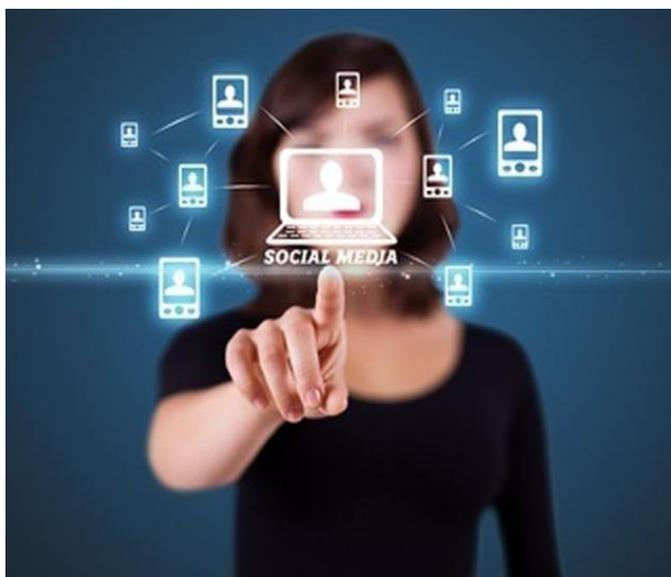
As a freelancer, we all look for easy ways to make a few extra bucks, and we hope to do so with the same credentials that we have for our primary job. In this article, we shall discuss why to consider Internet Marketing as a freelance opportunity and how to learn how to do it without spending a Dollar!

## Whom to Look to For Inspiration

Neil Patel is a blogger who runs a website dedicated to educating freelancers on Digital Marketing and its benefits. He's done down to level zero to explain how exactly it works and finds his inspiration from 21-year-old Chandler Bolt, who started Self-Publishing School; a website that allows you to publish your literary works to Amazon.

In a world full of introverts with bustling ideas, Online Marketing is the newest way to take the commercial world by storm and earn twice as much as you do from your primary job.

Often enough, people give up their primary jobs just to focus more on their online endeavors as they are more fruitful.



Not only is the reach farther, but also faster. This gives business ventures a chance to flourish exponentially and find

## Types of Opportunities

Internet Marketing has developed into an essential type of advertisement technique as a large audience is available via social platforms and gives companies a further reach than it normal would by simple physical methods.

Not only is the reach farther, but also faster. This gives business ventures a chance to flourish exponentially and find the right audience with minimal work.

The types of online promotion are:

- **Web Marketing:** It is the kind of marketing that involves affiliate marketing, i.e. promoting a website on various search engines via Search Engine Oriented (SEO) articles and blog posts.
- **Email Marketing:** It is a means by which you propagate a venture by sending out an email to all your associates and asking them to forward it to their list of associates and so on. It is not as useful as other Internet Marketing means.
- **Social Media Marketing:** It is a way of online advertisement in which the venture is promoted on various social media platforms via posts, pages, and paid advertisements.

In short, you don't have to be a commerce graduate to slay the market via advertising; it's only a matter of acquired skill and knowing your strengths. So, go out there and make some extra cash.

# THE SKILL SET OF THE FUTURE: INTERNET MARKETING

By: Marvin Thomas

There are about three types of people out there today: those who can barely change the channel on the TV, those who have mastered the TV but struggle with laptops and even worse with smart phones and lastly, those who can handle it all and more. These three types are slowly converging, shifting their focus from the TV and to the internet which is why Internet Marketing is so important.

## Why It's Important

It is the year 2016, and it's a time of transition, so it is wise to get ahead and make yourself a desirable asset in the commercial world, even if it's just for you. It is the era of the introvert, as making connections isn't about going out and mingling with others, but more inclined to meeting persons of interest via business connecting websites right from the comfort of your couch.

Even though more personal connections can take you a long way, great ideas and digital advertising on various social platforms are just as good.

It's not enough to just put up a status and ask your friends to pass on the world, more than often it isn't fruitful at all. Making dedicated social media accounts, using custom hashtags along with traditional ones, creating blogs and even specialized pages or a website are a good way to get started.

To boost these social media ventures, it also helps to buy advertisement space online to increase your Internet Marketing technique.



## Learning from the Masters

Since Online Marketing is the game-changer of the century, Digital Marketing Certified Associate Training (DMCA) was founded. It can be taken both as a subject in universities and correspondence if you're pursuing another course or already working.

Even if you're a freelancer looking to do some simple copy-paste kind of online promotions, this course, and others are most helpful for results.

With the changing times adapting is survival of the most-skilled, so get learning and become a pro at Internet Marketing and beat the odds.

***Making dedicated social media accounts, using custom hashtags along with traditional ones, creating blogs and even specialized pages or a website are a good way to get started.***

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# MWM back story



## HOW I'VE JUGGLED MOTHERHOOD WITH RUNNING A SUCCESSFUL BUSINESS

By: Julia Watts

**“It’s also vital from a personal perspective that we both ‘switch off’ where possible at the weekends and evenings, aside from the inevitable nuts and bolts of running the business.”**

**Name:** Gayle Hunter

**Company:** The Lifestyle Hunter

**Company description:** Lifestyle Hunter sells a range of high quality, luxurious yet affordable lifestyle products that give a ‘lifestyle boost’ and that little lift in confidence. Our Lifestyle Hunter products are part of the Luxelu brand, which represents “Luxury for Less” and is sold exclusively on Amazon Marketplace.

**Started in:** 2014

## Describe your start-up barrier:

When I started Lifestyle Hunter, I was dedicated to spending more time with my family and had promised my daughter that I would find a way to do that – however I had really enjoyed working on my previous web development business, which I had launched in 2001, and didn't want to lose my independence.

From a personal and business perspective, many start-ups such as ourselves have a strong level of family involvement, which can at times seem tricky to navigate.

I have worked in partnership with my husband for 16 years, first on the same business and now on different business entities from the same room, so there's a need to make the most of each other's expertise as well as being able to work independently.

A challenge for any growing retailer is managing the fulfillment of customer orders when you need to travel for business and leisure – or dedicate time to your family – and when the volume of orders varies throughout the year, especially with seasonal products.

## What were the practical steps you took to ensure you could run a successful business while raising a family?

I spent one day a week trialling different business ideas alongside my original web development company, working on a project basis to find a business idea that worked financially and that allowed me to balance work with other lifestyle priorities.

I drew on my own strengths and pulled on the insights and expertise of my husband where I needed it; for instance learning about specific promotions that had worked well for him.

It's always been important that we keep an understanding of our respective areas of expertise and that we take responsibility for separate business divisions, so that we can work independently whilst supporting each other personally as well as maximising the performance of our business entities; we both have financial stakes in each other's respective businesses which adds an additional motivation to support and share in our successes.

It's also vital from a personal perspective that we both 'switch off' where possible at the weekends and evenings, aside from the inevitable nuts and bolts of running the business.

We use Amazon Marketplace and, to manage demand for order fulfilment, have outsourced this aspect of the business to the Fulfilled by Amazon programme – this means that we can run the business from anywhere in the world whether on holiday or at international trade fairs, and can be assured that we will be giving our customers world-class fulfilment of their



## What was the outcome?

I have been able to spend significantly more time with my family, spending five months out of the last 24 months overseas with my husband and children, as well as more time with them after school and at weekends.

Meanwhile, the business has grown year-on-year since 2014, with this current financial year seeing a growth of 35% over last year, to an annual turnover of half a million pounds.

## What three questions should entrepreneurs ask themselves while balancing business with family commitments?

1. Being able to spend more time with my family whilst growing a successful retail business has not happened by accident. It is something that I absolutely determined would be a measure of my success. What is it you want in terms of work-life balance (or your own personal success measure), and how are you going to make that happen?
2. How can you work smarter and not just harder – to get the most out of the hours you are prepared to put in? Outsourcing key parts of the business can make a big difference, but you need to determine which parts of your business are the right parts for you to outsource. They need to be partners that are a good fit for your business, and can do things better, faster, and more cost effectively than you could do yourself.
3. How can you upscale your offering without directly increasing the amount of personal time required to do that?

## What one piece of advice do you think business owners should take on board?

Plan the outcome you want to realise, then keep that at the centre of your mind at all times.

## Is there anything you would do differently?

No, but the philosophy of continuous improvement is essential. If any mistakes are made, the value in them is learning from them and improving from the learned outcome going forward.

**Outsourcing key parts of the business can make a big difference, but you need to determine which**



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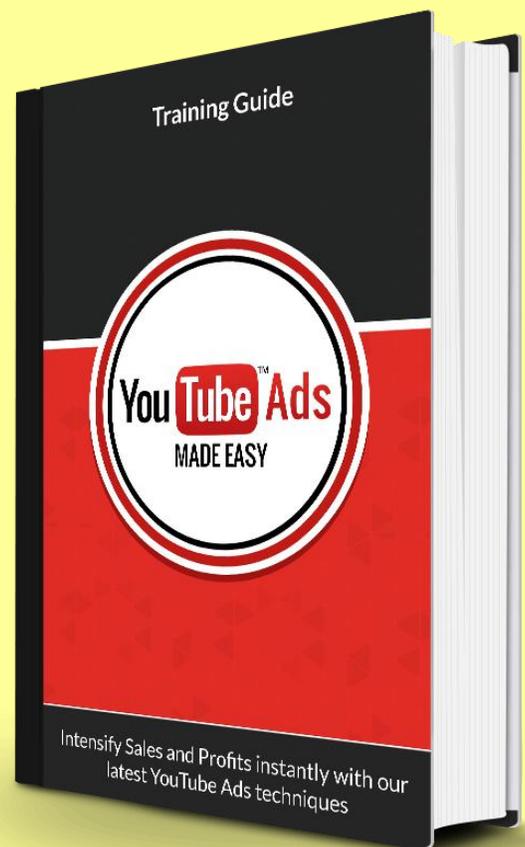
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