

Making **WEB** MONEY

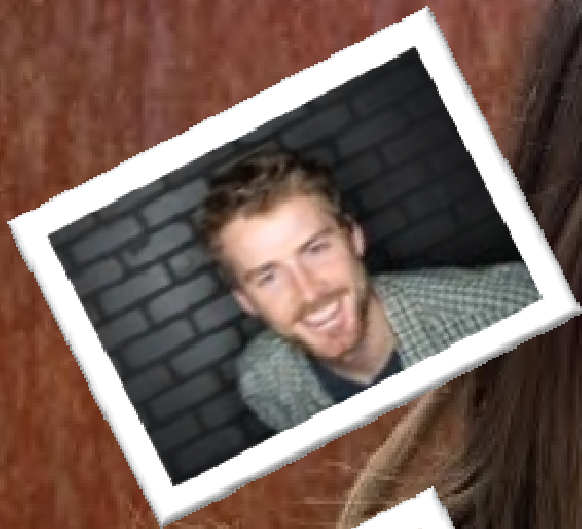
ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

3 Effective Tools For
Internet Marketing
Research

JANUARY 2016

SPOTLIGHT ON:
GRUBHUBS BARBARA
MARTIN COPPOLA



Paul Parker



Barbara M Coppola



Daisy Button

CHORED: app for
house shares - A BIG
SUCCESS



Oliver Southern

Using Inbound
Marketing On The Internet

SOCIAL MEDIA EXPERT INTERVIEW: AMY JO MARTIN

Afraid of Losing All Your Traffic, Revenue & Rankings **Due To Your Website Getting**

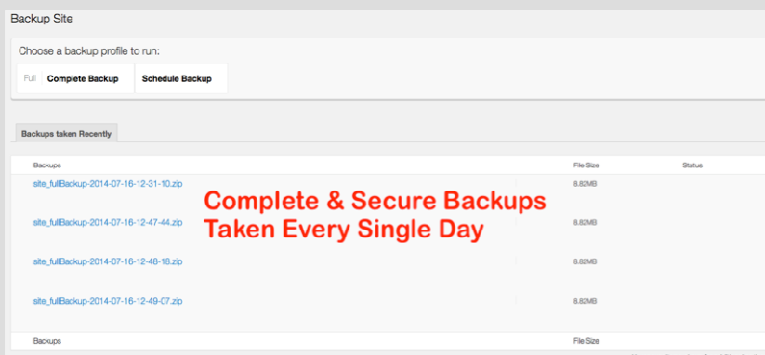
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- **How to Use Coconut Oil for Personal Care**

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

3 Effective Tools to Use in Your Internet Marketing Research By: Paul Parker - **Internet Marketing Research Tools and Techniques** By: Daisy Button - **Rules to Follow When Doing Online Surveys** By: Felicia West - **Using Inbound Marketing on the Internet** - By: Daisy Button - **4 Reasons Why Internet Marketing Is Superior** By: Paul Parker - **The 3 Major Cornerstones of Internet Marketing Success** - By: Wanda Murphy - **Internet Marketing Strategies for Starters** - By: Timmy Jordan - **Effective Internet Marketing Using a Website** - By: Felicia West - **Advantages of Internet Marketing Over Traditional Marketing** - By: Timmy Jordan **MWM Success Story** - Spotlight on: **GrubHub's** Barbara Martin Coppola - **MWM Ask the Expert Interview** with John Cashman on How to Do Digital Marketing Right - **MWM Q&A** Social Media Expert Interview: Amy Jo Martin - **MWM Back Story** Chored is an app for house shares. It lets users split and pay bills (including rent and utilities) directly to the company via the app. Oliver Southern.

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

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

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

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

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

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

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

? Did you know:

IBM 5120 from 1980 was the heaviest desktop computer ever made. It weighed about 105 pounds, not including the 130 pounds external floppy drive.

MWM what's on



JAN
10-12

This three day conference includes networking with affiliates, affiliate managers, advertisers, OPMs/agencies, solution providers, and networks. Plus dozens of educational sessions covering the latest trends and information from marketing experts.

And most importantly there will be thousands of marketers to meet and do business with at the conference.

JAN
14

**Digital Transformation:
Data Integration –
transforming insight
into innovation
Roundtable**



Aimed at those leading transformation initiatives, our Digital Transformation roundtable series is designed to give you both insight into the trends and findings from our latest research, and the opportunity to discuss with your peers the issues that you're facing.

In today's highly competitive digital market, how well brands are turning insight into innovation can be a true competitive advantage. Data plays a vital role in the transformation process by not only helping you understand how your customers are behaving but ultimately aiding you in making informed decisions that will shape your transformation roadmap.

what's on



**Generating
Real,
Measurable,
Business
Results with
Social Media**

JAN
19

Everyone knows social media is here to stay and is playing an important and ever-increasing role in business. But fewer people can speak specifically about the results social media generates so they can effectively strategize, plan, budget, and measure outcomes.

Social media is no longer just a nice to have. More and more businesses, large and small, are integrating social media into their marketing and business development efforts, which require budgets and planning to properly utilize resources, and ways to measure returns.



When: 6-9 January 2016

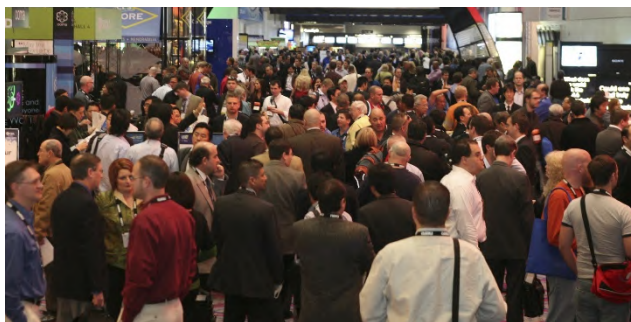
Where: Las Vegas, NV

Where Innovators Gather

CES is the world's gathering place for all who thrive on the business of consumer technologies. Held in Las Vegas every year, it has served as the proving ground for innovators and breakthrough technologies for more than 40 years—the global stage where next-generation innovations are introduced to the marketplace.

The International Consumer Electronics Show (International CES) showcases more than 3,600 exhibiting companies, including manufacturers, developers and suppliers of consumer technology hardware, content, technology delivery systems and more; a conference program with more than 200 conference sessions and more than 150K attendees from 150 countries.

And because it is owned and produced by the Consumer Technology Association (CTA), the technology trade association representing the \$285 billion U.S. consumer technology industry, it attracts the world's business leaders and pioneering thinkers to a forum where the industry's most relevant issues are addressed.



Quotable:

**“One of the most feared expressions in modern times is
'The computer is down.'” ~Norman Ralph Augustine**

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FACEBOOK'S HUMAN NEWS FEED RATERS ARE NOW WORKING WORLDWIDE

What began as a small group in Tennessee is now an international panel of Facebook users who increasingly influence what shows in the News



Facebook is now using human raters around the world, not just in the US, to help its algorithms decide what should appear in the News Feed.

That's one of the key takeaways from a lengthy and interesting Slate.com article published late Sunday. The article is somewhat similar to one published a year ago on Medium, when Facebook first started talking about what it called the "feed quality panel" — a group of regular Facebook users the company pays to provide daily feedback on content in the News Feed. At that time, the panel was about 600 people all located in the US. As Slate reports now, Facebook became so reliant on the group's feedback that it expanded the panel internationally late last summer.

The article offers some interesting details about how Facebook takes what it learns from the human raters and integrates it into the News Feed:

... [T]he algorithm is so precious to Facebook that every tweak to the code must be tested — first in an offline simulation, then among a tiny group of Facebook employees, then on a small fraction of all Facebook users — before it goes live. At each step, the company collects data on the change's effect on metrics ranging from user engagement to time spent on the site to ad revenue to page-load time. Diagnostic tools are set up to detect an abnormally large change on any one of these crucial metrics in real time, setting off a sort of internal alarm that automatically notifies key members of the news feed team.

The Slate article is a good read and proves that Facebook has reached the same conclusion Google (and others) reached long ago: Algorithms can only do so much, and they still need human feedback to understand what humans like and why we interact with some content more than others. Google began using human search quality raters as far back as 2005, and Microsoft has had a similar program in place for its search engines (Live Search, Bing) since the same time.

8 OF THE HOLIDAY SEASON'S BEST ECOMMERCE STATS

Christmas is over, and to help ease you back into normal life, we've rounded up the period's most illuminating ecommerce stats. How much did we spend online? Which times proved the most popular? Find out everything you need to know:

1. Online activity increased

Big Data Labs reported a 21% increase in online activity compared to last year.

2. Peak online shopping times were in the evening

Peak times for online shopping were between 9-10 PM, as people had finished opening their presents, enjoyed their meal and had time to browse before bed.

3. Online Boxing Day sales decreased

Boxing Day sales were down by 3% — possibly due to the rise of Black Friday sales dominating the tail-end of November.

4. Boxing Day was all about in-store

Interestingly Springboard reported that there was a 11.7% increase in shopper numbers on Boxing Day; visits to shopping centres were up 7.8% and retail parks 3.2%.

5. Mobile dominated the Christmas period

Probably one of the most significant findings was the rise in mobile across the Christmas period. Big Data Labs saw several instances where mobile outpaced the desktop as the device of choice, and on Christmas Day mobile accounted for 42% of ecommerce transactions.

6. Sales in Black Friday week surpassed the weeks leading up to Christmas

Big Data Labs observed a 16% increase in online shopping compared to Black Friday last year and a staggering 270% compared to a normal day, suggesting that people prefer to shop from the comfort of their own home.

7. Sleep didn't deter this year's Black Friday shoppers

Big Data Labs recorded a record peak in online activity between midnight and 1am in the early morning of Black Friday — levels previously unheard of for this time of day.

8. Black Friday mobile shoppers increased to 34%



Quotable:

"The good news about computers is that they do what you tell them to do. The bad news is that they do what you tell them to do."

~Ted Nelson

MWM USEFUL TRAINING

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Get the leverage of others doing the work for you and being paid for just promoting and selling –
MUCH EASIER

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3 EFFECTIVE TOOLS TO USE IN YOUR INTERNET MARKETING RESEARCH

By: Paul Parker

Many companies and business entities today have discovered how lucrative internet marketing can be. For this reason, many of them often conduct online market research so that they can equip themselves with the knowledge about the trends on the internet and how to go about doing internet marketing.

If you are a person who is conducting internet marketing research, you will discover that some of the most popular tools are customer feedback forms, online questionnaires and web searches. These tools can help you gather much information about your future business prospects, your customers and your market.

The internet has made it possible for small business to carry out internet marketing research in a way that favors them cost-wise. If you are an investor or businessman who wants to conduct a low cost or free internet marketing research, you will find the following tools very important in your research:

1. Keyword searches

Sometimes you can just do a simple search on the web using search engines like Google and Yahoo. You should find out what keywords are normally used by people who search for your products or services on the internet. Assess the level of interest attached on every keyword and the number of competitors you have on the internet. Internet marketing research through keyword searches will enable you to know how many competing sites are using the same phrase and the products they offer. In addition, you will also be reminded of the product niches that you may not have thought of.

Internet marketing research through keyword searches will enable you to know how many competing sites are using the same phrase and the products they offer. In addition, you will also be reminded of the product niches that you may not have thought of.

2. Online Surveys.

Online surveys can always help you gauge public opinion regarding your product or service. In addition, it is also one of the most cost effective ways of conducting internet marketing research. It will help you to ascertain whether your business idea or product is appealing to consumers. However, it may not be as scientific as phone or person surveys that use random sampling. Popular online survey companies you can use include Websurveyor, KeySurvey and EZquestionnaire.

3. Reading Blog

A lot of information can be obtained from blogs. Unlike website, blogs are regularly updated and contain fresh information. You can also use them for gauging public opinion as you carry research about internet marketing. You can search blogs using popular search engines like Blog Pulse or Technorati.

MWM success story

SPOTLIGHT ON: GRUBHUB'S BARBARA MARTIN COPPOLA



Barbara Martin Coppola shares her vision for GrubHub, as well the experiences at Samsung and Google that helped her reach the coveted status of CMO.

As chief marketing officer (CMO) for online food-ordering service GrubHub, Barbara Martin Coppola borrows from her extensive marketing experiences with Google and Samsung. Now, she's looking to make a few changes in order to attract even more new users and increase the ordering frequency of the existing ones.

The art and science of marketing

Marketing guarantees business growth at GrubHub, according to Coppola. Given that GrubHub has around 6.5 million active diners and 35,000 registered restaurants globally, one area she hopes to improve is connecting the platform's national efficiency with localization.

This requires GrubHub to enhance its local targeting capabilities to reach specific markets. A regional marketer in Philadelphia, for example, works with the central marketing team to produce assets for local campaigns, serving personalized recommendations for a user a few times a day based on his or her zip code.

"It's a matter of leveraging national resources and playing them at a local level," explains Coppola.

Data is the backbone of the above marketing enhancements. With data science, GrubHub can do better at targeting and engaging at the micro-moments that are important to diners, according to Coppola. GrubHub knows diners' preferences, such as what restaurants they frequent and what dishes they usually order. In return, the platform will offer its users better recommendations.

Quotable:

“

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

~Simon Mainwaring

"We've hired lots of data scientists to make our platform smarter. Being smarter means being more relevant and timely. For example, we trigger weather alerts before it starts raining and send the alert to diners who usually order more when it's cold. This initiative largely drives conversion," says Coppola.

Aside from building a data science-driven marketing competency in-house, Coppola is looking to add more personality and authenticity to GrubHub through social media. Going forward, Coppola's team will keep experimenting with new ad formats on social, including Instagram's Carousel Ads, as well as nurturing strong relationships with Facebook and Twitter.

More importantly, GrubHub will also be producing more video content with its agencies of record: BBH in New York City and Folio in London.

"I strongly believe in video. I worked at YouTube for two years so I know how much conversion and engagement brands can get out of video content," Coppola says.

Ironically, Coppola's strong belief in digital seems to contradict the statement from Matt Maloney, GrubHub's chief executive (CEO), who told Market Watch in 2014 (before Coppola joined the company) that the platform planned to switch its marketing from digital to TV. In his interview, Maloney said, "Most diners are not online looking for restaurants" and "TV provides an existing channel to target new customers."

Coppola, however, doesn't think it's an "either or" solution. Instead, she believes TV and digital complement one other.

"TV has a role to play. But I strongly believe that digital provides an authentic way to create better engagement and craft conversations with consumers. We can clearly use different channels and maximize their effects," she says. Obviously, Coppola managed to sell her vision and plan to the CEO.

Her years at Google and Samsung

One of the few GrubHub executives with international experience, Coppola started her marketing career at Texas Instruments in Japan, where she managed profit and loss of the company and tripled the business's revenue. Coppola then acquired an MBA from INSEAD in Fontainebleau, France, before getting a job in Samsung's central marketing department in South Korea.

There, Coppola's team elevated the company from second place to first in the TV space by switching the brand message from pixels and colors to product aesthetics and design. One fundamental principle Coppola learned from Samsung, which she is also executing at GrubHub, is to under-promise and over-deliver.

We are not going to promise the world how great our products and services are. Instead, we want to let consumers decide how good our business is.



"I learned modesty when I worked for Samsung in Korea. Applying this philosophy to our communications at GrubHub, we are not going to promise the world how great our products and services are. Instead, we want to let consumers decide how good our business is," says Coppola.

While it was exciting to learn management and marketing skills at Samsung, Coppola wanted to delve deeper into the tech world. So she returned to France and joined Google.

“At Google, it’s really important to make a decision at the very beginning and move forward. The idea may not be perfect, but you can learn by doing and adjust it. Such mentality brings speed to the business.”



At the time, Google was far from an advertising powerhouse: it ranked first in search, second in video and third in maps. Coppola’s team was responsible for making Google No. 1 in all categories by executing local marketing and connecting with French agencies.

As her Google career took off, Coppola was relocated to the tech giant’s Mountain View headquarters. She first joined Chromecast and was eventually transferred to YouTube, where her team created a mobile download record on the iPhone.

“There’s an obsession with consumers at Google,” Coppola recalls. “It’s really about getting to know the user very well and never compromising any decisions that do not benefit the user. This principle is very important for me and I want to bring it to GrubHub, as well.”

In addition to putting consumers first, Coppola is implementing another three Google principles at GrubHub. The first is a 20/80 testing strategy where 20 percent of the marketing budget goes to experimenting with new platforms and 80 percent is dedicated to optimizing existing channels. The second principle is democracy of ideas: a good leader knows how to empower his or her team. And the third is doing, rather than thinking.

“At Google, it’s really important to make a decision at the very beginning and move forward. The idea may not be perfect, but you can learn by doing and adjust it. Such mentality brings speed to the business,” explains Coppola.

Going forward, she hopes GrubHub can continue being action-driven when the platform is scaling its business.

“I’ve seen so many companies waiting too long to take action,” she says. “The tech world is moving fast so I think we need to adapt to the speed in order to stay relevant.”



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MWM ask the expert

EXPERT INTERVIEW WITH JOHN CASHMAN ON HOW TO DO DIGITAL MARKETING RIGHT

If you're a savvy small business owner, you understand how critical it is to have a website for your business. We are in the Information Age, after all.

Of course, once you've launched the site, there's the problem of making sure it shows up in search and letting people know it's there.

For insight on the importance of quality SEO and best practices for social media marketing, we turned to John Cashman, founder and CEO of Digital Firefly Marketing, which offers SEO, social media, PPC and various other web services.

Before starting Digital Firefly 2011, Cashman was the chief operating officer at JAGTAG, a QR code company, and product manager at CMWare, which specialized in mobile streaming. He has a B.S. in biochemistry from California State University and is also a champion rower.



"91.5 percent of people don't do beyond the front page of search results and 32.5 percent click on the top result."

Did you
know:



You blink up to 20 times a minute? Well this is quite awesome...you only blink 7 times a minute when you're using a computer! Must be all that concentration.

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



Here he helps us get our feet wet in the world of SEO and digital marketing:

What brands do you think are doing digital marketing right?

Nike is doing digital marketing better than anyone right now.

What do you think are some of the biggest mistakes businesses make when creating a website?

Some of the biggest mistakes we see are when people use proprietary management systems, which usually aren't in compliance with how Google wants to index a site and/or they aren't very configurable, making it harder to dial in a site for search. Using open source content management systems like Drupal or Wordpress can save a company a ton of money in licensing fees and make their site very configurable for search, social media, ecommerce and allow for easy internationalization and the ability to display beautifully on mobiles and tablets.

The second biggest mistake is the creative gets in the way of functionality. We have seen some beautiful sites that couldn't be indexed by Google. They end up being only 10 pages and they are absolutely stunning but they don't have the plumbing installed to make them discoverable by Google.

What types of content can offer a small business the most bang for their buck?

Multimedia is one of the best. Paying a graphic designer to do a simple infographic that you can share via Pinterest, Visual.ly or Facebook can bring a firm a lot of awareness at a very small charge. Video can be also very effective. Using an iPhone and Final Cut you can easily create how to videos that can be embedded on blogs for people to discover.

How can a business on a tight budget develop great, shareable content?

Hire a freelancer. There are a ton of really creative folks either still in school or on places like eLance or odesk who can do the work. But before any business hires someone, they need to have a very clear idea on what they want the content to say. They should spend some time writing up an outline for the video, blog or infographic so the freelancer has a very good idea of what you want them to create. Secondly, that piece of content should map to the sales funnel. A blog or infographic is not going to create sales. It will create awareness. A coupon or targeted e-mail might be better off driving sales, so the business owner needs to understand their own needs and funnel before embarking on creating content so they can measure success

Why is SEO important? What are some good resources for a business on learning about SEO strategies?

Google is pretty much the yellow pages of the Internet. People use it to find products and services. SEO is the process of getting a website ranked higher in the Google. It's important because 91.5 percent of people don't do beyond the front page of search results and 32.5 percent click on the top result. Getting on the front page for a particular search can drive tons of traffic to a website that is intent on buying your product because they are already searching for it.

Some of the best resources on the web for SEO are Hubspot and Moz.com. Any business who wants to start with SEO should download a number of free ebooks so they can understand how search works, how SEO works and get the basics before trying it themselves or engaging a SEO firm.

What are some best practices for social media marketing?

Be yourself. I have seen too many times people try and become a brand persona and you should really just be yourself. Social media is really like going to cocktail party. You don't go to a party and all of a sudden become a different person, nor do you sell right out of the gate. You talk about your job, how Fridays are awesome, fun things that happened, things you like, etc. Social media should be the same.

The second best practice you can get into is scheduling. You should take an hour and write out your posts for the week and then schedule them in Facebook and Twitter. Facebook has a scheduling tool and you can use TweetDeck to schedule tweets. This will help make sure that your social media is constantly updated.

Make sure you put links into your status updates. Facebook users will click on links and bring people to your site. However, don't just put up links with no context. Take a moment to tell people why you are sharing your link.

Build an audience through Facebook ads. Unless you are known brand, it's very hard to build an audience on Facebook. For as little as \$5 a day you can create Facebook ads that let people who have interests in your products know about your page and "like" the page so they are part of the Facebook audience.

Don't do bad things. It's really that simple, if you have a business that has good service and a good product and will get positive reviews.

What are the most common mistakes you see businesses making in regard to social media marketing?

The biggest mistake we see is people starting out with good intentions and then just stopping. This can happen as their businesses and personal lives get in the way, but it can drive a lot of traffic to a site so it needs a commitment from the business. The second biggest mistake is being overly sales-y. If we continue to use the cocktail party metaphor, selling stuff on social media is like going into a cocktail party and yelling about your product. You need to engage first, provoke interest and then have people buy.

What advice do you have for creating a positive online reputation?

Don't do bad things. It's really that simple, if you have a business that has good service and a good product and will get positive reviews. If you try and rip people off, or your product is full of bugs, you will hear about it online. In order to keep your reputation positive, you need to make sure you monitor it. Two easy and free ways to do this are to set up Google News alerts on your brand and set up a Twitter search on your brand as well. If there are negative reviews, address them politely and try and find the root cause so the reviews can improve. Over 70 percent of consumers will consult reviews online before buying a product, so maintaining a positive recommendation online is important to increasing sales of your product.





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

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

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- **Google Suggest Ebay Pulse Shopping.com Shop.com PriceGrabber.com**

Until recently you as an Amazon [affiliate](#) was not allowed to optimize your website for mobile users. But **since early September 2013** Amazon decided to delete that rule from the TOS and **you are now allowed to optimize your website for mobile devices.**

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INTERNET MARKETING RESEARCH TOOLS AND TECHNIQUES



By: Daisy Button

There is no specific definition of internet marketing. In simpler terms, internet marketing is simply the sale of products and services on the internet. If you are new in the world of internet marketing, it is important that you do some research. In this article, we bring you some of the tools and techniques that you can use in conducting your internet marketing research.

Categories of research tools

Internet marketing research tools are of two categories: online research tools and offline research tools. All these tools are used by both small and mid-sized businesses.

The purpose of audience research is to help in discovering who is watching TV, listening to the radio, surfing the internet and reading print media. If used in the context of internet marketing, the study will help you to profile internet users and determine the popularity of internet usage in general.

The use of questionnaires

Internet marketing researchers often use questionnaires when the research activity involves people. They can be administered online, person to person or administered in written form.

Questionnaires may be open-ended or closed. Closed questionnaires often provide the target category with alternative choices to a question, i.e., “excellent”, “good” or “fair”. On the other hand, open-ended questionnaires solicit unstructured reactions from the focus groups and capture them accordingly. They are in most cases verbal: people interact with images, messages or products and discuss them. Responses are then evaluated by the observers.


Audience Research

The purpose of audience research is to help in discovering who is watching TV, listening to the radio, surfing the internet and reading print media. If used in the context of internet marketing, the study will help you to profile internet users and determine the popularity of internet usage in general. For instance, you will be in position to assess the advantage of using social media over websites when you use audience research.

Database Research

Sometimes referred to as database mining, this form of internet marketing research exploits all forms of data regarding customers. It involves going through purchase records, average income of buyers and the buying habits of most customers. You can obtain data about average income of customers from the Census Bureau. This will then help you to structure your internet marketing strategies based on the available data.

Choose what befits your internet marketing needs.



Rules to follow when doing online surveys

By: Felicia West

Surveys and researches are very important in internet marketing. You cannot launch your internet marketing strategy unless you have taken some research about your consumers, product popularity, consumer incomes and spending/buying habits of your target groups.

One of the most popular ways of assessing the market of your good or service is by the use of questionnaires in your online survey. In this article, we will closely look at some of the rules that should be followed when writing online questionnaires for surveys.

The rules

Below are some of the rules that small businesses should stick to when it comes to the use of web surveys.

1. Try to be brief: survey takers can sometimes be alienated with long questionnaires. Questions must always be limited to 25, lasting for about 5-7 minutes. Longer surveys or questionnaires are often abandoned by people. This means that you won't be in position to use them. Customers will prefer not to open them when you send it to them again the next time. The first page must be simple, answers options on it must be presented in multiple columns with a status bar put on top of each page. This will enable respondents to how far they have gone and how they close to finishing.
2. Shun open-ended questions: it is not good to use many open-ended questions that require typing out answers. This is because most respondents always want to zip through a survey. Use close-ended questions that have buttons that they can click on to answer. Options can be "Yes", "May be", "No", "often" or "Never". You can also ask your respondents to rate something according to some scale. It can be 1-5 or 1-10.
3. Keep inviting respondents: being persistent will enable you to achieve results in your internet marketing research. Keep sending invitations to people who have shown willingness to participate in the survey.
4. Patience pays! Even though results are not yielding positively, take more time to interpret them. Get someone to shepherd the process and indeed, your internet marketing research will yield fruits.

Have you launched your internet marketing activity yet? First do an internet marketing survey following the above rules.



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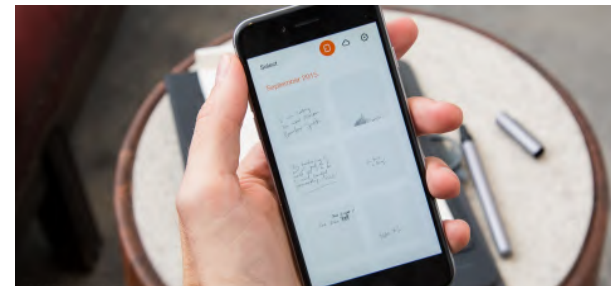
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WACOM'S DIGITISING NOTEBOOK CAN FINALLY CONVERT HANDWRITING TO TEXT



If you're hesitant to give up pen and paper for all your note-taking needs, Wacom's Bamboo Spark digitising notebook has added another good reason to avoid a touchscreen stylus for a little while longer: handwriting to text conversion.

Surprisingly, this wasn't a feature that was included when the \$249 Bamboo Spark was first introduced. Notes jotted down on your paper of choice were still digitised so they could be accessed on the Spark iOS app, or online via Wacom's Inkspace cloud service. But what you wrote on paper was exactly what you ended up with on your mobile device; editing or copying text was simply not an option.

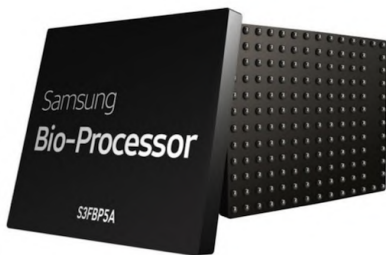


Wacom is updating the Bamboo Spark iOS app with the option to convert hand-written notes (in one of 13 supported languages including Korean, Japanese and Chinese) into editable text that can be copied into an email or archived in online services like Evernote or Microsoft's OneNote.

If your handwriting is barely recognisable, even by you, this update should make sharing your digitised notes considerably easier. It also gives the Spark iOS app vastly-improved search capabilities if you're terrible at keeping all of your scribbles organised.

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

Samsung targets the mobile health market with new smart bio-processor



The Samsung Bio-Processor claims to be the industry's first all-in-one health solution chip, as it integrates Analog Front Ends (AFE), as well as the microcontroller unit (MCU), power management integrated circuit (PMIC), digital signal processor (DSP), and eFlash memory, which gives it the ability to process the bio-signals it measures without having to have external processing parts. Thanks to the integrated design, the Bio-Processor is small and innovative, and measures around one fourth of the total combined size, making it ideal for small wearable devices.

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Did you know

HP, Google, Microsoft and Apple were all started out of garages.

USING INBOUND MARKETING ON THE INTERNET

By: Daisy Button

Conventional shoppers have a lot of powers over the buying process. Today's average shopper uses the web to compare products and services, find local businesses and read reviews. For this reason, your company should be present where and when prospects are searching actively for your products and services. The most effective way of getting there is by implementing an internet marketing strategy called inbound marketing.

Inbound marketing is the process by which people that are searching for your products and services online find you. It is also a process by which you guide such people along the path to buying and subsequently converting them into leads or customers.

Inbound marketing is a more cost effective and targeted when one wants to reach to consumers. It is cheaper and even more direct as compared to cold calling, direct mail, radio ads and television. Incorporating it in your internet marketing strategy will definitely yield good results and increase your sales/profit margins.

Techniques used in inbound marketing

In your quest to reach your shoppers, there are some inbound internet marketing techniques that you ought to use. These techniques will turn visitors on your site into leads and help your business to be easily found by shoppers. Below are the most prominent ones:

- Designing and developing websites
- Optimizing the search engine (SEO)
- Using the Pay-Per-Click mode of advertising.
- Writing and posting on blogs
- Marketing over the social media
- The use of email Marketing

How to apply inbound marketing

Your inbound internet marketing strategy must target a specific audience. Every business has a unique buying cycle and therefore requires a particular blend of inbound internet marketing techniques. This will help you to engage your target customers and help you in achieving your specific internet marketing objectives. If you are thinking of using an internet marketing strategy for your business, it is recommended that you consider inbound marketing.



Your inbound internet marketing strategy must target a specific audience. Every business has a unique buying cycle and therefore requires a particular blend of inbound internet marketing techniques.

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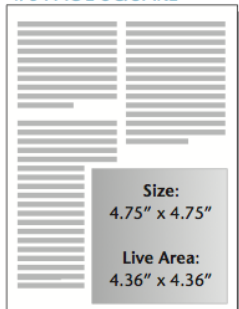


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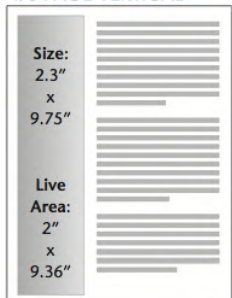
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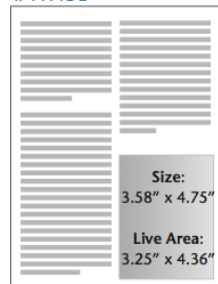
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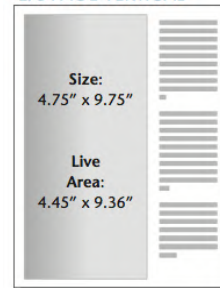
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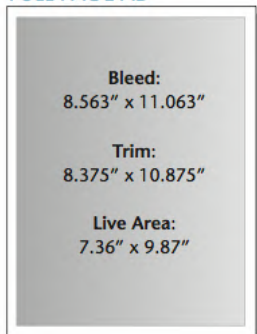
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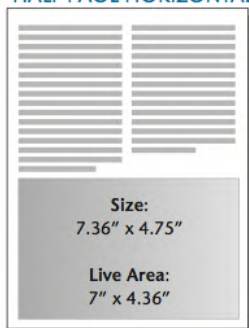
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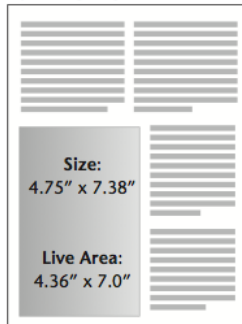
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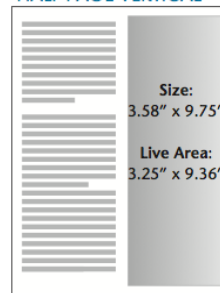
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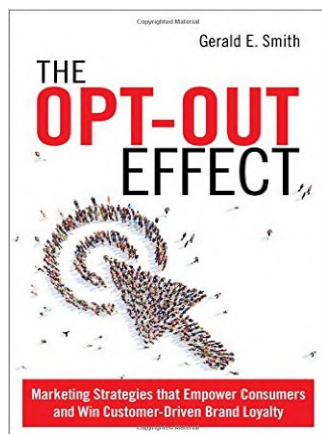
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[The Opt-Out Effect: Marketing Strategies that Empower Consumers and Win Customer-Driven Brand Loyalty 1st Edition](#) by Gerald E. Smith

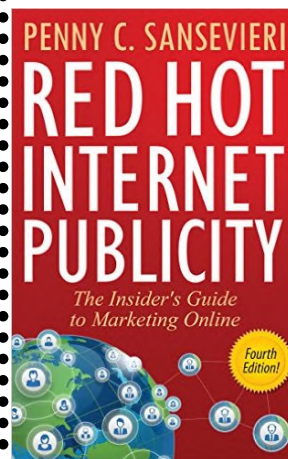


If you're a brand marketer, you know your customers are now more empowered than ever -- and more than ever, they're using that power to wrest control over their brand relationships. You're watching them use online and mobile digital tools to opt-out of conventional email and other pushy brand management tactics. Since they will control your brand relationship, there's only way to win: help them do it. The Opt-Out Effect shows you how.

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[Red Hot Internet Publicity - Fourth Edition: The Insider's Guide to Marketing Online! Kindle Edition](#) by Penny Sansevieri



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Red Hot Internet Publicity is practical, straightforward and accessible. It eliminates the mystery and guesswork. Page by page, Penny Sansevieri shows you exactly how to:

- Amp up engagement on an authentic level and build a loyal fan base
- Build a website that turns visitors into customers
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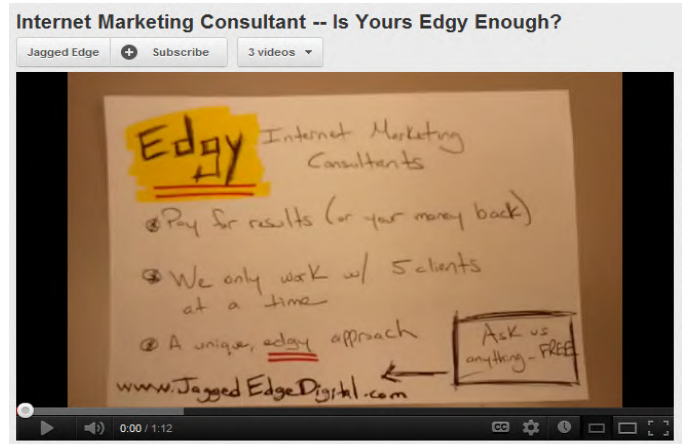


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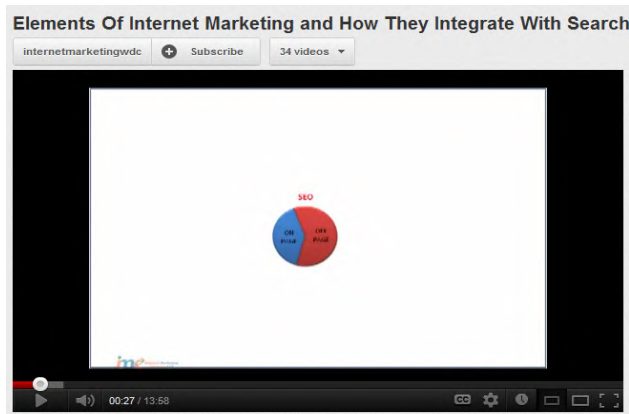
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4 reasons why internet marketing is superior



By: Paul Parker

Internet marketing is very vital because it gives your business that global presence and aligns it with the purchasing decisions of your consumers. Research has revealed that many consumers today are available on social media. Such consumers also carry out product and price research on the internet before making their final purchasing decisions.

By using internet marketing, you will be in position to reach these millions of customers across the world, build relations with them and even convert them into leads or actual buyers. Internet marketing is also cost effective, meaning any business can use it. That said, below are some of the major reasons why you should choose internet marketing over other forms of marketing:

The social aspect

The social media is increasingly becoming important in the lives of modern men. Social networking has a direct link to online revenue growth. Social networks increase sales and influence buying. It is therefore vital to incorporate it in your internet marketing.

Internet marketing increases your reach

When you market on the internet, there won't be distance barrier in your business. Internet marketing allows one to sell goods anywhere in a country without opening up new shops or outlets. You do not even need distributors, especially if you have set up an export business.

There are no limits with internet marketing

When you market over the internet, you will not be limited by time. No more hassles about paying your staff overtime! Customers will find it more convenient to order or buy goods anytime over the internet. They can browse online, buy and place orders anytime of the day.

Internet marketing is cheap

Selling products on the internet costs less when compared managing physical retail outlets. You don't need to rent or even buy stock for display on the store. Your orders will depend on the demand, thereby keeping your inventory costs low.



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A portrait of Amy Jo Martin, a woman with long brown hair, smiling. She is wearing a teal top. The background is a textured, reddish-brown wall.

SOCIAL MEDIA EXPERT INTERVIEW: AMY JO MARTIN

Amy Jo Martin founded Digital Royalty three years ago to help companies, celebrities, professional sports leagues, teams and athletes build, measure and monetize their digital universe. In addition, Digital Royalty provides customized social media education programs through Digital Royalty University, which offers a comprehensive curriculum blending strategic and tactical training. In October 2012, Amy Jo published the New York Times Bestseller, *Renegades Write the Rules*.

Amy Jo herself has nearly 1.3 million Twitter followers and she travels the world to speak about the latest trends in social media, how to monetize various social platforms, and how to successfully build a personal brand by utilizing social media. Her audiences have varied from the Harvard Business School and National Sports Forum to the Design Leadership Summit in Venice, Italy. Amy is also a regular contributor to news outlets including the Harvard Business Review and Sports Business Journal. She and Digital Royalty have been featured in top-tier media outlets including Vanity Fair, TIME, Forbes, The New York Times, Fast Company, ESPN SportsCenter, USA Today, MSNBC and Newsweek.

Digital Royalty's clients include: Shaquille O'Neal, FOX Sports, The X-Factor, Chicago White Sox, UFC and Dana White, Dwayne "The Rock" Johnson, Los Angeles Kings, Jabbawockeez, Doubletree by Hilton, Tony Hsieh CEO of Zappos.com and author of the New York Times #1 Bestseller, *Delivering Happiness*, Monte Carlo Resort & Casino, and Hard Rock Hotel & Casino.

Amy, tell us a little about what it is you do?

I help people humanize their brand and deliver value to their audience through social media channels. I encourage others tell their stories virtually and design their own day.

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

With over a billion people on Facebook alone, it would be irresponsible not to have a social media presence. Social media isn't really "media", it's just communication. It's more like the telephone and less like the television. Would you not answer your phone if someone were calling?

"Don't forget the importance of your personal brand. Your personality, confidence, and the way you conduct yourself define your brand."

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

1. Humans connect with humans, not logos. You have to humanize your brand to really connect with your followers.
2. Be a social rocket scientist. Your mixture of measurement and creativity is your X factor. Magic happens when we combine numbers with an emotional connection.
3. Don't forget the importance of your personal brand. Your personality, confidence, and the way you conduct yourself define your brand.

What do you think the future holds for social media?

Fatigue, consolidation, and the continuing struggle to remain relevant are definite trends today. There are simply too many options out there. People are busy, so social media platforms must continue to find interesting ways to engage users. With so many choices to choose from, simplicity and value reign, as evidenced by the success of platforms like Instagram. Too many platforms try to appeal to everyone; the **best ones do one thing and do it right.**



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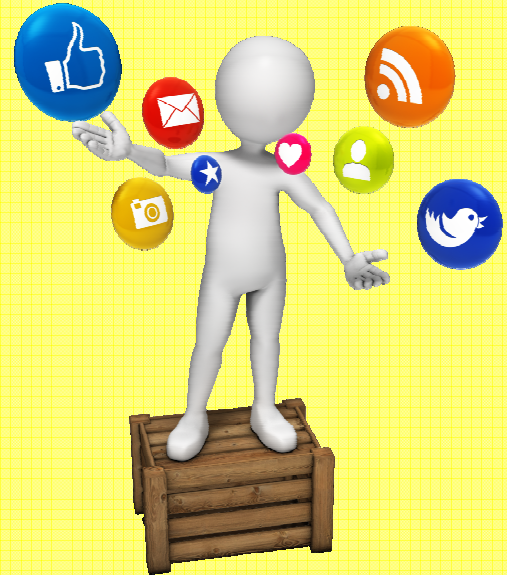
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- The Latest Golf Equipment
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- Special Lawn Care Products
- Spring Cleaning Supplies and Tips
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- [Ways to Help You Stop Smoking](#)
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THE 3 MAJOR CORNERSTONES OF INTERNET MARKETING *SUCCESS*



By: Wanda Murphy

In order for you to build and market a business on the internet successfully, there should be cornerstones upon which such a business rests on. Internet marketing is not an exception here. In order for you to successfully execute an internet marketing strategy, there are some pillars that should prop it up. Find them below:

1. Sell what is worth the price

The internet has very many things on sale. There are products, services, ideas, worthy causes and downloads. Make sure that what you are selling is worth the price. Whether you are selling in Euros, Dollars, Yen or Pounds; your commodity should be far much above the asking price.

2. Create a strong relationship with the clients

When you have cemented your relationship with the audience, they will be pulled back every time they try to evade you. You should not just advertise for the sake, but should instead create an environment that allows your customers to spread the word for you. Focus on the needs of your clients obsessively, respect them and constantly create a quality experience for your clients. This will make your internet marketing strategy to greatly yield results.

3. Be honest

Deliver what your clients order for in the same quality and quantities. Never try to rip them off, because they will blow it out of proportions on review pages over the internet. You wouldn't like your business to be ruined by negative reviews, would you? Be smart, sell quality and deliver the right quantity.

In summary;

Each of the above cornerstones enhances the others. When put up together, they form a solid base for the success of your internet marketing. If you are ready to put your internet marketing activity to another level, put the above discussed into action and you will benefit greatly. Wishing you the best in your internet marketing endeavors.

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Quotable:

“

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

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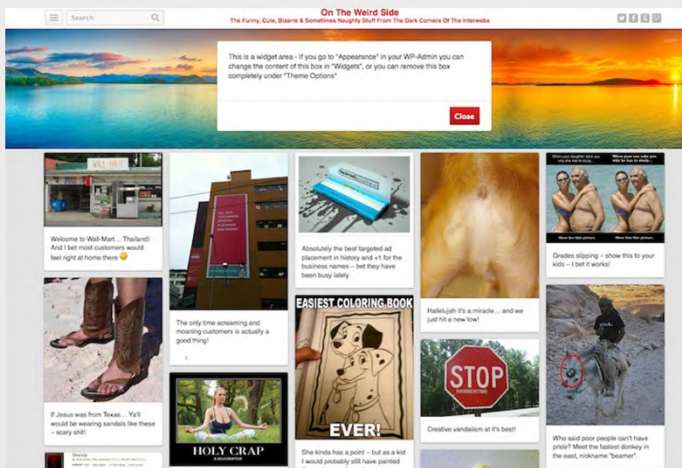
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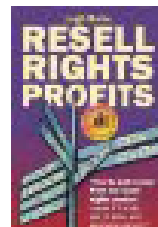


MWM featured products

[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.



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[iPad2](#)

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



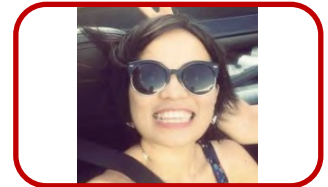
Daisy Button

Daisy Button is a freelance Internet marketer. When she is not monitoring Google or analyzing online data, she travels around the world.



Yuyu Chen

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



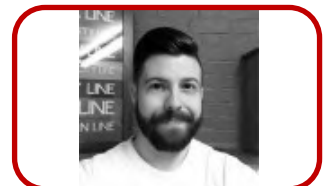
Timmy Jordan

Timmy Jordan is the name to call when it comes to PPC, social media and other Internet marketing needs. He is managing his own company based in Australia.



Kane Lodge

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



MWM contributors

Wanda Murphy

Wanda Murphy has always been fascinated with Internet marketing. She is currently working for a top SEO company in New York and she plans on studying more about this field.



Paul Parker

Paul Parker is a popular name in the field of content marketing. This has been his specialization since 2003. When he's not working, he goes back to his first love—music.



Lucy Wayment

Lucy Wayment is the Digital content manager at Startups.co.uk



Felicia West

Felicia West is a London-based writer. She writes about different topics, including relationships, health, even life hacks.



INTERNET MARKETING STRATEGIES FOR STARTERS

By: Timmy Jordan



Blogging is perhaps the best internet marketing strategy for small and medium scale businesses. When you provide your prospects or clients with non-salesy, informative content on your blog, you will become an expert in internet marketing.

There are very many places and ways through which businesses can market themselves over the internet. However, one of the hardest things to decide upon is the internet marketing method. This is even made harder when your business is small or mid-sized, and has a small budget. Traditional print advertising can be expensive! So what do you do? Try internet marketing. In this article, we will discuss some of the internet marketing strategies that owners of small businesses can utilize. Take a look!

Strategy #1: use the social media

Have you started using the social media yet? Well, if you haven't, now is the time! Many leads often come from social media connections – in fact, twice the number of leads obtained in a particular period are generated by the social media. However, social media can sometimes seem overwhelming. For this reason, it is important that you narrow down your choice to just one social media platform. This should be one that your industry leaders, prospects and customers engage with the most. It can be Google+, Twitter, LinkedIn or FACEBOOK!

Strategy #2: try blogging frequently

Blogging is perhaps the best internet marketing strategy for small and medium scale businesses. When you provide your prospects or clients with non-salesy, informative content on your blog, you will become an expert in internet marketing. This content can be housed in your blog, promoted socially and offered to other networks. Publish blogs at least twice in a week and this will significantly enhance the presence of your website on the internet.

Strategy #3: Post to Instagram or Pinterest

This is mostly recommended for those who are in the food or bridal businesses. You should regularly post images on these platforms. Remember that posting on these platforms is free and they equally have a large following, especially among women. If you would like to have more traffic driven into your website, you definitely must use Pinterest or Instagram.

Are you looking forward to increasing your sales and improving your profit margins? Use the above internet marketing strategies.



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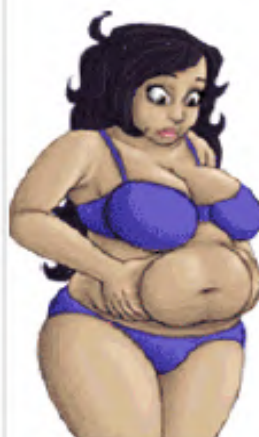
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EFFECTIVE INTERNET MARKETING USING A WEBSITE

By: Felicia West

Having an internet presence is beneficial to every business. However, before you publish any content onto the web, it is important that you first design an internet marketing strategy that is effective. It should be one that dovetails your objectives and expands your business plans.

Effective internet marketing incorporates effective use of digital media to inform the market about the presence of your business. It should also be in a position to entice people to buy your products and services. The internet, in this regard, is a vehicle that helps you to reach greatly to your audience. If you want success, include effective internet marketing in your marketing plan.

Your website can be a centerpiece of effective internet marketing

No doubt, your website is generally a centerpiece of effective internet marketing. Much as most marketers prefer the social media, every business must be equipped with an effective website. Many people are on the look-out for information online. Many of them also buy products online. In addition, the number of people who use internet over their Smartphones has greatly increased. This implies that you should put into consideration:

- The appearance of your website on a smartphone
- How best your website is linked to major social media platforms like Facebook, Twitter and many others. This means that when someone is engaged on a social a network platform, there must be a link that can direct him or her to your website.



In conclusion, if a business is looking for massive results, its advertising strategies must be blended with effective internet marketing strategies. Having a good internet site can greatly improve the effectiveness of other forms of advertising. Very many clients who watch your advertising on TV and listen to radio will always want to evaluate your products or services online. If you bring together different platforms, you will create a cornucopia that enables your company to provide a dependable brand experience.

If a business is looking for massive results, its advertising strategies must be blended with effective internet marketing strategies.

Advantages of internet marketing over traditional marketing

By: Timmy Jordan

Have you sat down and imagined the number of people who go online every day? Do you know the different reasons why they go online? Well, many people go online to socialize, others go online to work and many just go there to shop! This brings into your business palms millions of people who go into the internet for specific reasons. They ask the search engine for what they want and they in turn get answers to their needs. That is exactly what internet marketing entails.

Internet marketing has very many advantages over traditional marketing. However, we will take a look at some of the most prominent advantages.

It is cost efficient

Marketing on the internet is much cheaper when compared to TV or radio commercials. Just imagine what your expenditure would be per TV commercial! In addition, there is also cost per placement with regard to the time your TV commercial is shown. The production processes of the two are also costly! On the other hand, internet marketing targets specific online users. You can use social networks free or at a minimal cost.

Snappy feedbacks

Your message when channeled through the internet will elicit instant feedback. Users can ask questions or comment immediately after you have posted something. This guarantees faster communication and reception of the message. Customers also get convinced to buy the product or service faster. On the other hand, the effect of a TV commercial may not be realized immediately. You may have to conduct a survey if you are to ascertain that it worked. This survey procedure can be skipped when you use internet marketing.

Internet marketing multiplies the power of the word of mouth

The word of mouth has been powerful ever since marketing evolved. People prefer hearing a recommendation from a friend or another buyer, other than what they see on commercials. Today, internet marketing enhances this power. By posting once on Facebook, many people will like and share that post. A single email to a target can trigger a chain of reactions. This is just what internet marketing is all about. Try it today, if you haven't yet.

People prefer hearing a recommendation from a friend or another buyer, other than what they see on commercials. Today, internet marketing enhances this power.



Learn the WEIRD trick that allowed this single Mother to climb out of debt and make over \$700 per week helping businesses with their Facebook and Twitter accounts!

Hi, I'm Annie Jones. This is my story...

Like most single parents around the world my mornings are pretty busy with the mad dash to get the kids out of bed, washed, dressed and fed in time to leave for school.

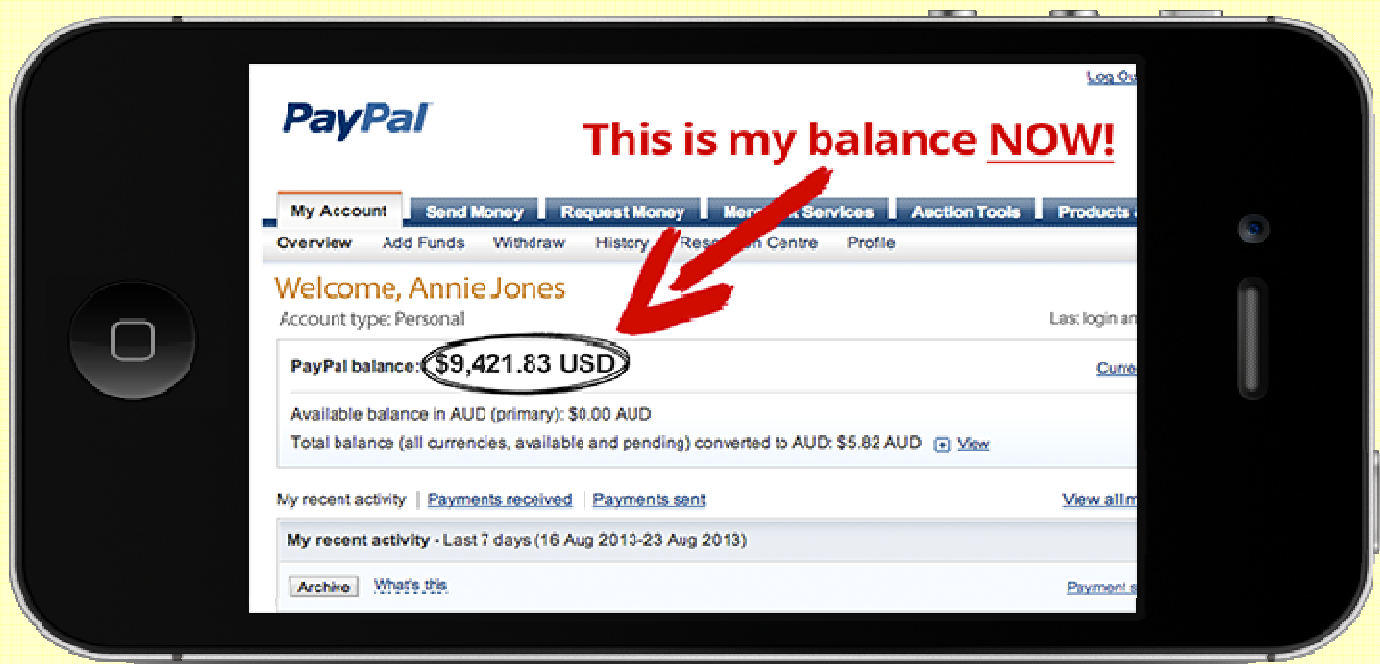
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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

Nowadays work for me involves logging on to Facebook, Twitter and YouTube, reading and replying to some comments and scheduling some posts for the day. The businesses that I do this for don't have the time to do this work themselves and it's not enough work to hire someone full time, so they pay me to do the work for them part time from home.

The best part is that ANYONE who knows how to use Facebook, Twitter and YouTube can do this 'work', and there are millions of businesses around the world hiring for these positions RIGHT NOW!

I sometimes find it hard to believe how great my life is now because it wasn't always this good...

Now I am the one earning hundreds of dollars each week just for playing around on Facebook and Twitter!



[Get started Today Click Here](#)

MWM back story

CHORED: OLIVER SOUTHERN

The former Telefonica employee shares why starting a business is a dream come true and how overcoming challenges is all about having the right team...

By: Lucy Wayment



Name: Oliver
Southern
Company
Name: Chored
Location: Greater
London
Date
Launched: 23/09/15
No. of employees: 2
Website:
www.chored.net

Tell us what your business does:

Chored is an app for house shares. It lets users split and pay bills (including rent and utilities) directly to the company via the app.

As the name suggests, Chored also allows housemates to assign and track household chores. In addition, the app includes group chat and a “who’s home” feature which uses geolocation so you can see who’s in and who’s not. It’s helpful if you forget to push the button on your load of washing – just simply access the app, see who’s home and ask them to push the button for you!

Where did the idea for your business come from?

Like most students, I lived in a shared house during university. For the most part, it was a lot of fun but we did have some arguments such as who had left out week-old dirty dishes (usually me). When I moved into a shared property after university, I noticed that arguments over chores and bills worsened.

The thing that struck me was the imbalanced 'responsibility quota' – one person was always left to manage all the bills and left to chase people for owed money (this was me, if you hadn't guessed!). I realised that the relationship between housemates and the way household bills were managed was very dysfunctional, and I started thinking about different ways to solve this.

The first lightbulb moment I had was to create a living and cleaning rota in an app format – as a lot of arguments were over minor or trivial chores and cleaning issues. I then thought of integrating a payment platform, so there would be no more disagreements over payments not being made on time, or people being owed money from housemates. The idea of Chored was born!

How did you know there was a market for it?

I was confident in my idea but I commissioned research to see if this was a real pain point for house sharers. I wanted to know what things annoyed house sharers, what they argued about most, and how frequently they would argue. The research revealed that while housemates were lots of fun to live with, they were a cause of contention for many arguments – with chores and bills being the main concern.

What were you doing before starting up?

After graduating with a degree in law from the University of Leicester, I started my career at tech giant Yahoo, beginning as an intern and making my way up to – brace yourself for the jargon – business partner to the commercial director of the expansion markets (essentially I forecast ad spend in developing countries).

I then went on to work for Telefonica, where my experience in digital and mobile technology, specifically developing the communication app 'TU Go', gave me the inspiration and knowledge to create my own mobile app.



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"One of my favourite aspects about running my own business is the autonomy of it; I know exactly what I'm doing and am involved in all the detail."
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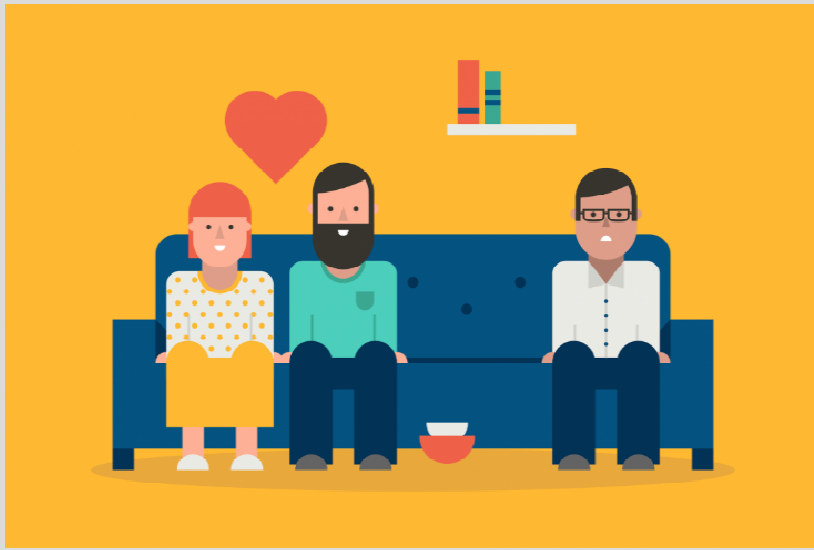
Have you always wanted to run your own business?

It has always been a dream of mine. One of my favourite aspects about running my own business is the autonomy of it; I know exactly what I'm doing and am involved in all the detail. Working in a large company, you can feel like you are a small part in a massive machine. Running a start-up is the complete opposite – everything that happens is because of something you did, or didn't do. Suddenly you're the machine.

It means that you can take credit for the good decisions, and shoulder responsibility for the bad ones. So far, I'd say the good are outweighing the bad.

How did you raise the money?

To date, the business has secured £150,000 in funding to launch the product, achieved by crowdfunding, angel investors and the Startup Funding Club. We have a wealth of advisory talent which has been built up through networking in the right places. Surrounding ourselves with good generals has enabled us to find solutions to challenges quickly and prepared us for what lies ahead.



Describe your business model and how you make money:

With Chored, each housemate has the individual responsibility to pay their share of the gas/electricity/water themselves, directly to the utility in question – all with the swipe of a finger. Currently, we charge a nominal amount per transaction processed through the app, much like a booking fee, which our users are more than happy to pay to avoid falling out with each other!

That said, our immediate focus is to raise awareness about the app and drive engagement. We want to give people the best user experience.

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

We know that 90% of start-ups fail within the first year. A lot of people may think that failure is because of the strength, or lack of strength in the idea. I think that no matter how strong the business idea is, you have to have the right people behind it. Our team's tenacity, perseverance and ability to deal with challenges is definitely a contributing factor to Chored's success.

I remember one challenge in particular: On the day that I left Telefonica, our backend developer told me that he was quitting the business to go travelling, leaving me with just three days to find another developer. A lot of stress and phone calls later, I met with our now current developer and worked with him for 24 hours straight to bring him up to speed. He single-handedly designed the backend solution and in app payments "direct to utility" was born.

What was your first big breakthrough?

The initial idea of Chored was definitely one of the biggest milestones. Similarly, when you first see your idea turn into something tangible, that is pretty special too. One of our most recent breakthroughs was the release of the iOS app in September meaning that Chored is now available on both Android and iOS.

What advice would you give to budding entrepreneurs?

I've learnt so much over the last two years. For budding entrepreneurs, the learning curve is steep and you really need to be hungry to learn, as well as fail fast. If something isn't working, move on. Anyone coming into this game believing that they know everything is going to be in for a big surprise – or a very short career.

In practical terms, play to your strengths, and by doing so identify where you need help. This will enable you to prioritise what additional resource you will need to find (read – where to spend money), and which things you can do yourself. For example, I've always loved app design but didn't have the budget to hire a designer at first. The solution? I downloaded Balsamiq and taught myself, creating some mock-ups in the initial stages of the business. Fast forward two years and I'm wholly responsible for our app design on both iOS and Android. Not bad for an ex-lawyer turned excel monkey. I'm still learning, and I hope that never ends.

Oh and never walk away from a meeting without getting something out of it. Maybe it's another contact, maybe a follow-up meeting or just some advice. Credit on that goes to Robyn Exton.

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

I'd like to be where I am now – except with an IPO'd company under me, rather than a start-up, and of course I'd like that company to be Chored. I've met a number of entrepreneurs who are simply in it for the exit. They have passion, but it starts and ends in dollar signs.

I truly believe in my company, and the market we serve. House prices aren't going any direction but one, and the recent trend towards more people sharing houses or flats isn't going to dissipate. Right now, our focus is on building a great user experience – whether it's chore rotation or bill payments. We've got a few ideas on how we can evolve the app which are in development at the moment. I'd love for Chored to be front and centre in the house share market, with me alongside it.

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