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JANUARY 2017



THE ENTREPRENEUR: MARIA
HATZISTEFANIS, RODIAL



KEVIN
MULDOON
BLOGGER,
MARKETER,
WORDPRESS
JUNKIE



Stuart Roberts

Internet Marketing Vs.
Traditional Marketing



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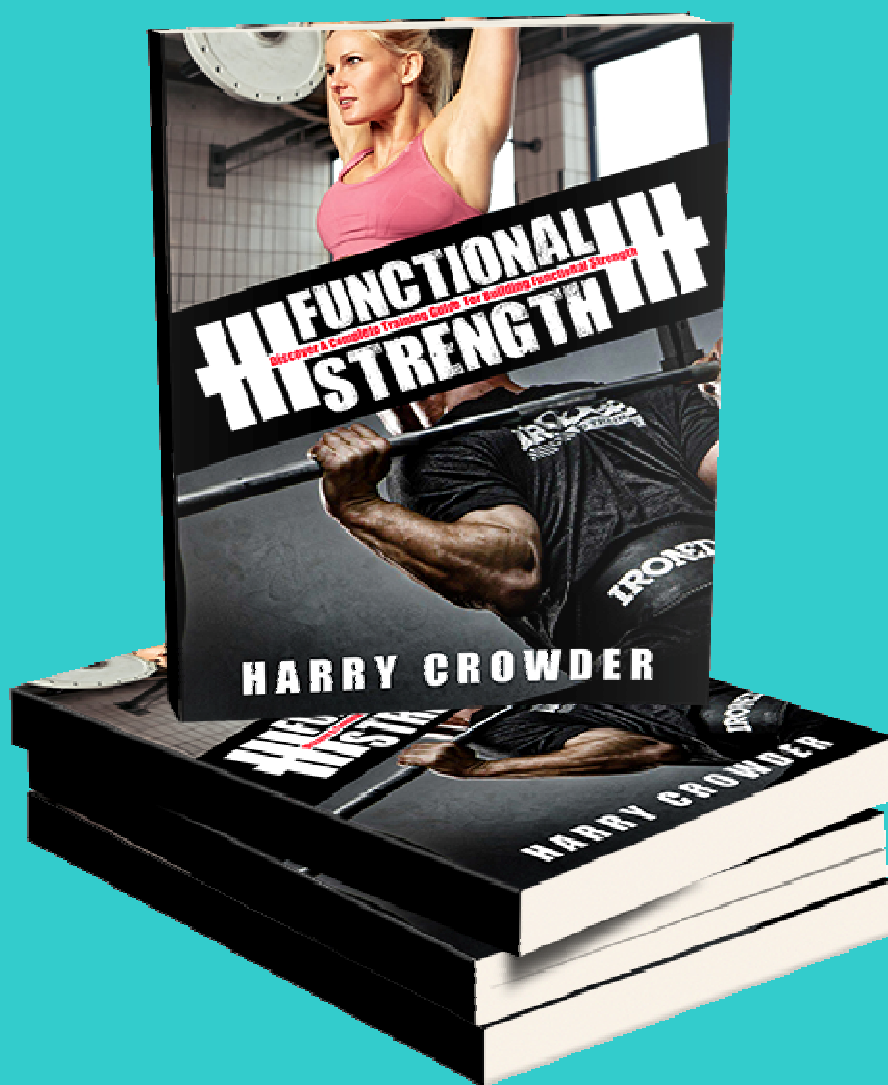
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Welcome to the **JANUARY 2017 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. *This month we have **MORE** great articles and personal success insights, interviews, plus some **ONLINE** opportunities for you.*

A Guide to Internet Marketing By: Pam Conner - **Internet Marketing Analytics** By: Laverne Alvarez - **Internet Marketing Made Easy** By: Muriel Black - **Internet Marketing - Social Media Optimization** By: Pam Conner - **Interesting Ways of Internet Marketing** By: Muriel Black - **Internet Marketing Vs. Traditional Marketing** By: Stuart Roberts - **Pros of Internet Marketing** By: Linda May - **Strategies of Internet Marketing** By: Rufus Hopkins - **Three Best Internet Marketing Campaigns** By: Stuart Roberts

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- **MWM Q&A - Kevin Muldoon Interview – Blogger, Marketer, and Wordpress Junkie**
- **MWM Back Story – Meet Christina Platt, Bamboletta Dolls**

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

We now have 58 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

Advertising See Above

Contributors

Various experts in their fields

The instructions and advice in the magazine are for entertainment purposes only.

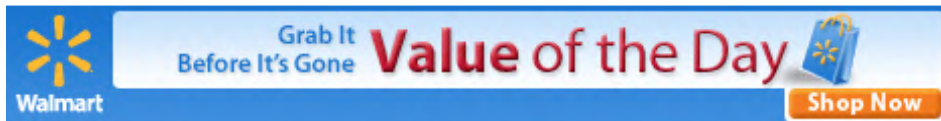


Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

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

harry@harrycrowder.com

Press Release Software



? Did you know: The word password is among the most used passwords.

MWM what's on

AFFILIATE SUMMIT >

JAN
15

Affiliate Summit West 2017 (#ASW17) is taking place on January 15-17, 2017 at Paris Las Vegas Hotel.

The conference and tradeshow offers attendees:

- three tradeshow areas packed with affiliates, merchants, vendors, networks, technology providers, digital agencies, traffic sources;
- multiple tracks of relevant educational sessions delivered by industry experts;
- a variety of networking events;
- and online tools to help you connect with other attendees before, during and after the event.

JAN
22-25

< NamesCon

The Domain Name Industry Event

In three short years NamesCon has quickly grown to become the largest commercial conference focused on the Internet domain name industry. The roster of participating companies and individuals includes every aspect of the industry from registrars, registries, web hosting companies, attorneys, brand managers, domain name investors, start ups, affiliate marketing companies, parking companies, financial service providers, and individual end-users.

what's on

VENDASTA CON >

2017 CONQUERING LOCAL

JAN
25-26

VendastaCon is the conference for driving more local business to your agency / media company. Look forward to data-backed, feet-on-the-ground tactics from the industry's best and brightest in local, to fuel your digital sales in 2017... and enjoy a rockin' good time in downtown Austin, Texas.



Type-A Mastermind

When: January 16-17, 2017

Type-A Mastermind Summit Vegas (January 16-17, 2017) will feature two full days of intensive small group mastermind business planning. In addition, it will include optional hands-on time with successful podcasters focused on developing and launching a podcast. (If you aren't into podcasting, you can focus on business planning instead during that time.) But, wait. There's more! Attendees of the mastermind summit will also get passes to attend Affiliate Summit West (January 15-17, they are kind enough to provide us with space during their conference) and level up their connections with top brands as well as their affiliate revenue game. Boom. I mean... Vegas and masterminding and parties and learning and podcasty goodness and Affiliate Summit. I almost can't even.

In case you're all like "dude... what the hell is a mastermind summit anyway?" here you go:

Type-A Parent Mastermind Summits are highly intensive networking and collaborative learning events for both bloggers and marketers. At the summits, everyone's a speaker/contributor and the goal is helping social media professionals explosively grow their businesses. We cap the attendance VERY LOW (typically 30 attendees at the most) for the highest level of learning and networking).

Imagine it sort of like this: you know those magic moments that happen in the halls or at a local restaurant or in the hotel lobby bar during conferences? Where you get a small group of really smart friends together, you start talking business, and suddenly you are having epiphanies left and right and your business ideas are just gelling? Where, after that, you're more than just acquaintances from the internet, but you've formed a deep, lifelong friendship? This is that, but an entire conference and with the express goal of exploding your business.



Quotable:

"One of the most feared expressions in modern times is 'The computer is down.'" Norman Ralph Augustine

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PARADIGM SHIFT: HAS GOOGLE SUSPENDED DEFAMATION REMOVALS?

Columnist Chris Silver Smith takes a look at what could be a recent policy shift in Google's longstanding informal policy of granting court-ordered defamation removal requests.



A number of attorneys who specialize in online defamation/libel cases have reported to me that Google has recently suspended its longstanding, informal policy of removing URLs from US search results that are specified in duly executed court orders. This poses a major paradigm shift for many victims of online reputation attacks.

Beginning around August or September of this year, a number of attorneys from across the US began receiving blanket denials after submitting requests to remove defamatory content from Google's search results.

Since at least 2009, Google has had an informal policy of accepting many removal requests when accompanied by a properly executed court order specifying defamatory/libelous content at specific URLs. I've personally seen a number of cases where hundreds and even thousands of URLs have been submitted with court orders, and Google has removed those URLs from search results.

But they've now stopped. Not for every single request, but for a sufficient number that it's clear something has changed.

REPORT: AMAZON LED BIG RETAILERS IN DIGITAL AD SPEND INCREASES DURING EARLY HOLIDAY SEASON

Digital and linear TV each saw gains among half of the retailers measured.

Amazon led the way among big retailers in increasing their digital holiday advertising spend, according to ad sales intelligence firm MediaRadar, which analyzed sales data from October and November 2016 and 2015. The e-commerce giant increased digital ad spend during the early holiday push by 224 percent year over year. Linear TV ad spend also rose — by 76 percent — while its print investment dropped 10 percent.

“Most retailers are reducing print spend while focusing on other channels, like linear TV and digital,” said Todd Krizelman, CEO and co-founder of MediaRadar in a statement. “Online ad spend, however, saw some of the biggest increases percentage-wise. This is driven by shifting consumption and shopping patterns among holiday consumers.”

Just two of the major retailers that MediaRadar measured (Kohl's and Target) increased print spend during the holidays this year, while four (Amazon, Walmart, Target and Macy's) increased digital ad spend and four (Amazon, Target, Macy's and JCPenney) increased their linear TV ad spend.

Walmart spent 168 percent more on digital ads this past holiday. Target increased digital ad spend by 161 percent, and Macy's by 34 percent.

However, digital did not see gains across the board. Going against the grain, Kohl's was an exception to the shift to digital and TV. The retailer increased print spend by 59 percent, while cutting linear TV ad spend by 7 percent and digital by 58 percent.

Sears and Nordstrom each cut ad spending across print, digital and linear TV. Sears cut digital spending by 72 percent. Nordstrom's digital ad spend fell by 28 percent year over year.

JCPenney spent less on digital and print in 2016, while increasing TV ad spend by 49 percent, according to MediaRadar data.



Quotable:

“Computers are useless. They can only give you answers.”~ Pablo Picasso



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A GUIDE TO INTERNET MARKETING

By: Pam Conner

Digital Marketing is a fine way to get noticed and create a buzz. With tools like SMO and SEO you can get into the limelight by posting articles, with the right set of keywords and getting onto the first search page organically. Yes, you read that right- naturally. You don't need to shell out extra cash to get in the top searches if you understand what follows next.

SEM

Search Engine Marketing is the mother of SEO's and SMO's that increases brand visibility and grows your business. Most of the time it is paid, where different websites auction to be on the first search page. However, unpaid and organic data also becomes quite visible if you have your SEO's and SMO's place.

SEO

Search Engine Optimisation lists down various ways by which you can organically climb the search ladder without actually spending a truckload of cash.

How to do it?

- The title: 50-60 characters
- Keywords: primarily five keywords (keep updating)
- Be Original
- Size: 1000-1200 words



SMO

Another way to hit the bull's eye is by marketing with the help of Social Media Optimization (SMO). Even though SMO is a part of SEO, it plays by different rules. It works a bit differently and has its set of standards to strengthen brand visibility.

- Be Relevant: Relevance of data is quite important for SMO's
- Be Authoritative: Take accountability for your content
- Be Shareable: The content shall have the potential of being shared.

Final Take

Internet Marketing now made easy with these simple to follow strategies.

To get to the top of the SERP (Search Engine Result Page) is not as hard as it seems. You just have to follow simple, doable steps and rules to get listed under organic searches (SEO, SMO, SEM). It's easy, it's quick, It's Simple, and it's exactly what you need to get your brand to the top.

MWM success story

THE ENTREPRENEUR: MARIA HATZISTEFANIS, RODIAL

She has built a £16m global beauty brand with celebrity fans including Kim Kardashian and Kylie Jenner. Growing Business gets to know "Mrs Rodial"

Founder: Maria Hatzistefanis

Company: Rodial Group

Website: www.rodial.co.uk

Description in one line: A group of three companies covering skincare and make-up – Rodial, NIP+FAB and NIP+MAN

Turnover: £16m

12 month target: £25m



Quotable:

“Computer science is no more about computers than astronomy is about telescopes.”~ Edsger Dijkstra

Business growth

Describe your business model and what makes your business unique:

- We specialise in targeted treatments for specific skin concerns
- We boast a string of celebrity endorsements (including Kylie Jenner, Kim Kardashian and Millie Mackintosh)
- We have a strong social media presence and following

What is your greatest business achievement to date?

Launching a flagship sculpting make-up bar and counter in Harvey Nichols, Knightsbridge and achieving top five position among established brands.

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

Daily sales of key wholesale accounts and web sales.

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

The Group operates in 35 countries and we have a strong international focus; it accounts for 75% of our turnover.

We are looking at opportunities to either enter new markets or invest in existing international markets that have booming economies. We scale down investment to any market that is challenging.

Describe your growth funding path:

The company is privately owned by me and my family. We tapped on bank loans and overdrafts when we needed funds for growth.

Rodial
nature · science · skincare



What technology has made the biggest difference to your business?

Smartphones and tablets have massively helped my business. I am able to communicate with my teams all over the world at different time zones and also keep up with the business weekends, out of hours and when I am travelling.

This has given me the flexibility to multi-task and give my team direction anytime and from anywhere in the world.

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

I would like the business to achieve turnover of over £50m and I would like to roll out flagship counters in all our key markets.

Growth challenges

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

The hardest thing has been scaling down the business at times of low activity, reducing costs and staff. Thankfully this hasn't happened in the last few years as we are managing the growth more carefully.

"You need to do what you are passionate about and not do it for the money as it won't come easy."

What was your biggest business mistake?

Every time I made a decision against my instinct – whether that was hiring someone I wasn't sure about or launching a product that I didn't believe in – they ended up being decisions I later regretted.

Piece of Red Tape that hampers growth most:

Taxes should be more favourable to smaller businesses. I also feel there should be more services open to small business that are flexible enough to support times of growth but also the need for businesses to scale down at times.

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

I see a lot of people who think being an entrepreneur is a "get rich quick scheme". You need to do what you are passionate about and not do it for the money as it won't come easy.

How will your market look in three years?

It would be interesting to see where China will be in three years; it had a big boom and everyone started investing in it but now it looks like the growth has slowed down. If this market becomes as big as expected it will be a massive opportunity for beauty brands.

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

Work hard and be patient. There is no such thing as an overnight success, small steps will lead to something bigger but success takes a long time to achieve.

Personal growth

Biggest luxury:

Frequent shopping sprees to net-a-porter and matchesfashion.com. There's no time to shop so it's a luxury to have your shopping hand-delivered whenever and wherever I am.

Executive education or learn it on the job?

I did get an MBA from Columbia Business School but I honestly can say that 90% of my experience has been on the job.

What would make you a better leader?

The more experience I get, the better leader I can be – there are no shortcuts.

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

That things work out in the end, I was stressing out every single day when I started.

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

I read INC magazine via its app as it's a great way to keep up to speed with the latest business trends. For personal, I use Shazam a lot to identify songs when I am out and about and then add them to my workout playlist.

Business book:

Thrive by Arianna Huffington.





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ZAC JOHNSON TALKS ABOUT AFFILIATE MARKETING, ENTREPRENEURSHIP & HOW YOU CAN EARN MONEY ON INTERNET



Zac Johnson is one of the few pioneers from the field of Affiliate Marketing. He is the man behind Blogging.org, where he shares his experience of how he made a living out of blogging. Zac has been making money online for nearly 20 years now and would love to help you do the same.

Zac has shared over 1,000 original and real life experiences on a number of topics. In this exclusive interview with Cloudways, Zac talks in detail about how he started making money online using affiliate marketing and blogging. He takes us through his journey of ups and downs and in and outs of affiliate marketing. You can not wait to read what Zac had to say, and I don't want to keep you waiting! Let's get started!

ZAC, LET'S BEGIN WITH AN INTRODUCTION. PLEASE TELL US A BIT ABOUT YOURSELF.

It's a story and journey that is 20 years in the making. I first started making money online in the mid-90s, mainly with affiliate marketing and building my own sites. I really started to see success when I built out a celebrity directory site and referred visitors to Amazon.com to purchase celebrity movies and music. This resulted in over six figures in sales with Amazon... all while I was still in high school. After that, I discovered I could make a lot more money with CPA-based affiliate marketing — where I was getting paid a commission for people to complete a specific task, versus needing them to pull out a credit card.

This was the model for several years, as I went on to build various sites and also grow a mailing list to over 2 million subscribers. In 2006, I launched a social network resource site that made over \$800k in profit in just 4 months. Then in 2007, I decided to launch my own blog and brand at ZacJohnson.com in an attempt to help others learn how to do the same.

Since launching the blog, my business (and life) has completely changed, and I've also helped my audience earn millions of dollars in the process. In 2014, I also launched Blogging.org as a resource to help my readers walk through the process of launching a website or blog within just a few minutes time — while also providing them with free course material and step-by-step methods to find their own success in a very busy online world.

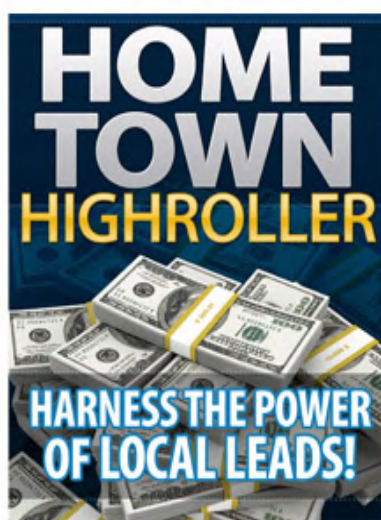
**Did you
know:**



In 2008, Microsoft had offered to buy Yahoo for US\$44.6 billion. Yahoo rejected the offer. In 2016, it was sold for just US\$4.8 billion.

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YOU ARE A MAJOR INFLUENCE IN THE WORLD OF AFFILIATE MARKETING. WHY DID YOU DECIDE TO STEP INTO AFFILIATE MARKETING? WHAT WAS THE BIGGEST CHALLENGE YOU CAME ACROSS IN AFFILIATE MARKETING?

Affiliate marketing is the best option out there because you don't need to handle any orders, hold inventory or even deal with the end customer. For marketers, this is great — as you can focus solely on marketing and how to get offers in front of the right audience.

The biggest challenge to affiliate marketing is trying to build a long-term model that works for you. Most campaigns will die out over time as offers change and competition increase. A great way to find success in affiliate marketing is to get extremely niche focused and build a resource site for that audience. This way you will always have something in place and won't die out like individual affiliate offers.

HOW DID YOU START OFF WITH AFFILIATE MARKETING? WHAT WAS YOUR FIRST SUCCESSFUL BUSINESS VENTURE?

The very first affiliate programs (or money making opportunities) were ones that were just introducing "affiliate marketing" and money making opportunities online. Remember... this was in the mid-90s. A few of them were Pacific Coast Pillow Company (paid a horrible .01 per click, and you wouldn't get paid till you earned \$100... which is 10,000 clicks!), another was AllAdvantage (which paid you to "surf the internet")... and then another was called AdGraphix, which was a hosting company that paid out 33% commission on all referred sign-ups.

I was pushing the web hosting offer in AOL chat rooms and trying to get businesses set up with a site of their own—all of this was before I started my own sites and got serious with Amazon.com's affiliate program. Check out this article on the history of affiliate marketing to see how it's all changed over the years.

LONG-TERM STRATEGIES ARE ESSENTIAL TO SUCCESS. WHAT STRATEGIES ARE EVERGREEN THAT HELPED IN GENERATING A SMOOTH FLOW OF REVENUE?

If you are trying to build a brand or business around yourself, find what you are good at and establish yourself as an authority in that space. At the same time, you want to try and niche down as much as possible. This is the advice I recommend everyone follow when trying to start any time of affiliate marketing or business online. You can follow my blog monetization guide that walks through this complete process.

Also, if you are trying to establish a new site or brand following, take advantage of experts and authority sites around you. You can see a perfect example of this can be done through the use of expert round ups. A recent one that I ran on BloggingTips.com asked the question of "What's Your Best Blogging Tip?" to more than 100 online marketing experts. Over 80 of them replied, which made for some great content — while also generating over 400 social shares in the process.

A LOT OF PEOPLE CAN LEARN FROM YOU. WHAT MISTAKES WOULD LIKE TO POINT OUT THAT, IF AVOIDED, WOULD HELP EMERGING AFFILIATE MARKETERS?

One thing I would change is not buying a house on the water a few years ago. Four years have passed and we are still dealing with the aftermath of Superstorm Sandy. I do have a post on mistakes and failures as well; however, for the most part, all of them are learning experiences. If you want to find success with online marketing and affiliate marketing, you need to go extremely niche. There is way too much competition online today and if you are going to stand out from the crowd and compete with heavily funded companies, you need to be the best at what you do.

WHAT ADVICE WOULD YOU LIKE TO GIVE TO NEWBIES LOOKING TO GENERATE FORMIDABLE INCOME FROM AFFILIATE MARKETING?

My best advice is to have a thick skin and if you aren't ready to put in endless hours of work for no immediate return, the world of entrepreneurship simply isn't for you. Everyone thinks this is easy, but it's the complete opposite. For every success story you see, there are hundreds of failures you never hear about.

WHICH RESOURCEFUL WEBSITES WOULD YOU LIKE TO RECOMMEND FOR PEOPLE STARTING OUT WITH AFFILIATE MARKETING?

It's tough to recommend a single source, since the industry is changing at all times. I would recommend doing Google searches on whatever it is you are looking for, then find the most recent articles. At the same time, keep up to date with the game changers and best people in the industry. I highly recommend following everyone I've interviewed on my podcast. Nearly all of them are close friends and excellent at what they do.

FOR AFFILIATE MARKETING TO BE SUCCESSFUL, YOU NEED TO KNOW ABOUT INTERNET MARKETING. WHAT USEFUL TOOLS DO YOU RECOMMEND FOR RUNNING AN ONLINE BUSINESS?

I'm a big fan of SEMRush. It provides me with all of the information I need to track and manage my own sites, while also allowing me to keep an eye on the competition as well. As for my sites, before 2007, when I launched my first blog, everything was 100% straight HTML. Once I started using WordPress, it changed everything. I also recommend OptinMonster for increasing mailing list signups and engagement on your own sites.

For every success story you see, there are hundreds of failures you never hear about.

WHO DO YOU CONSIDER AMONG YOUR BEST BUDDIES TO HANG-OUT WITH IN THE AFFILIATE AND ONLINE MARKETING NICHE?

I have a lot of friends in the industry, some of the closest ones being guys like John Chow, Jeremy Schoemaker, John Rampton and Syed Balkhi. Being in the industry for 20 years, I've met a lot of people and have built some awesome relationships along the way. However, the most impactful and meaningful one has been with my Dad, who occasionally attends events with me and is also well known in the industry... simply for being my Dad and coming to events like Affiliate Summit.

EVENTS AND MEETUPS ARE GREAT FOR NETWORKING WITH THE RIGHT PEOPLE. WHAT EVENTS WOULD YOU LIKE TO RECOMMEND FOR AFFILIATE MARKETERS? DO YOU HAVE ANY PERSONAL FAVORITE EVENT THAT YOU NEVER MISS OUT?

Affiliate Summit is one of the most important and impactful events that you can attend. I've been attending and speaking at them since they started over 15 years ago. You can see a great post I did on Affiliate Summit moments, along with contributions from many speakers at the event. I also recently spoke at FinCon, which was a great event — less affiliate marketing focused, but offered a whole new audience for reach, advertisers, and monetization. I personally don't attend many local events, but I'm sure they are great as well.

Affiliate marketing is the best option out there because you don't need to handle any orders, hold inventory or even deal with the end customer. For marketers, this is great — as you can focus solely on marketing and how to get offers in front of the right audience.



HOSTING IS AN ESSENTIAL PART OF AFFILIATE MARKETING. HOW CRUCIAL IS THE ROLE OF MANAGED CLOUD HOSTING PROVIDERS, LIKE CLOUDWAYS, FOR THE ONLINE MARKETING AND BLOGGING INDUSTRY?

Hosting is always going to be important, as you can't really create your own content without it. In terms of importance for affiliate marketers, the answer is short and sweet—you simply can't afford to have your web hosting go down at any time if you have an active audience or making money from your traffic. Think about it this way... if your site was down for just 1% of the time during the course of a year, you are looking at more than 3 days of downtime. No one can afford that.

CLOUDWAYS: EVERYBODY NEEDS TO HAVE SOME TIME OFF FROM WORK TO RELAX. WHAT DO YOU DO IN YOUR FREE TIME TO UNWIND YOURSELF?

When I'm not working online (which is most of the time), you can find me spending time with my wife Reena and our dog Foxy. I also make sure to get in at least 5-10 hours a week of basketball.

CLOUDWAYS: FINALLY, JUST FOR OUR READERS, CAN YOU PLEASE SEND US AN IMAGE OF WHAT YOUR DESK OR WORKSPACE LOOKS LIKE!

Interesting story here... You can actually view this post on the evolution of my office for pictures, but as I mentioned earlier — we are still dealing with Sandy flood damage nearly 4 years after it happened. As I'm writing this, we are in yet another temporary apartment location while our home is being elevated. Here's a quick summary of how my office has looked over the years:

1995-2006: Home office at my parent's house
 2007-2012: Home office in my own house
 2012-2013: Office in temporary housing during Sandy rebuild
 2014-2016: Back in home office after rebuild
 2016: Back in a new temporary apartment during home elevation

Long story short: Expect the unexpected, appreciate everything, and know that you can run an internet business from anywhere!

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

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



What you'll discover in this eBook:

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

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

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INTERNET MARKETING ANALYTICS

By: Laverne Alvarez



While it is of utmost importance to grab eyeballs when it comes to Internet Marketing, measuring clicks and likes is as necessary for reviewing strategies. Web analytics is an important way of measuring the performance of a particular marketing tool that you used or are planning to use. It helps in calculating the amount of hits and clicks a particular piece of content can get you in the long run. Let's understand why analytics is such an integral part of internet marketing.

Source of Traffic

While a lot of websites and search engines help your target audience land up on your page, analytics can trace which user came via what route or source. Once you know where your major traffic is coming from, you can start investing more in that space.

Conversion Rate

Once you know the source of your traffic, analytics also helps in entailing the number of conversions per source. For example, if 50% users bought your product because of an email then you can start investing more on email marketing.

Visitor Habits

Analytics help in analysing the amount of time a user spends on your site, the click rate, bounce rate and eventually lists down the complete summary of the user's browsing patterns. This way you know which user is spending how much time on the page and what needs to be improved thereof.

Analytics help in analysing the amount of time a user spends on your site, the click rate, bounce rate and eventually lists down the complete summary of the user's browsing patterns.

Measures Performance

Analytics help in setting up standards that can be used to measure performance. It lists down the key indicators of a campaign like the generated number of leads; sales made online or the margins earned. This way the marketer knows exactly how to measure the performance against set standards.

Final Take

As important as it is to invest time and money in internet marketing, it is equally important to keep a check on analytics. It's because of analytics that you can know whether a campaign is a success or not.



INTERNET MARKETING MADE EASY

By: Muriel Black

You are probably wondering as to what is the whole fuzz and buzz about internet marketing, well there is no magic mantra, but there are a few special techniques to get you there. Don't expect to get rich overnight with these easy to follow strategies and tools but yeah definitely support them to get a digital presence.

SEO

Search engine optimisation is the mother of Internet marketing. The whole game is about getting maximum clicks and reaching the top of the search page organically. So well, how to design your content in a way that it reaches the top of the page?

- **Be Relevant:** The content that you post should be of interest to the theme of your write-up
- **Be Engaging:** A good way to be engaging would be to add images, videos, tutorials.
- **Show Results:** Nobody likes to visit a page that confuses them all the more, so adding screenshots of bar-graphs and results can get you ranked higher.

SEM

Search Engine Marketing is nothing but a paid form of SEO. All you have to do is advertise with the help of a search engine by paying them and getting in traffic.

Affiliate Marketing

It's a type of online marketing strategy where you refer your page with the help of hyperlinks on another website and vice-versa. This way you promote each other's content and benefit each other.

Email Marketing

Even though a lot of marketers have stopped investing in Email marketing, but it is still one of the most crucial tools to get clicks. This is one of the best ways to promote rewards and schemes like cash-back, sales.

Final Take

There is quite a lot involved under the head of Internet Marketing. It may sound gibberish at first but once it makes sense for your brand, and matches the brand personality you should give it a go.



Drop 3 Dress Sizes in 7 Days?

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

VenusFactor.com



5 Veggies that Kill Stomach Fat?

Check out which veggies boost female metabolism and burn stomach fat



1 Tip for a Tiny Belly

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

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MWM gadgets & toys

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- ✓ A nostalgic alternative to a soulless flat screen telly
- ✓ Watch movies at twice their original size on the large 8" screen
- ✓ Retro stylings – old-school box shape and faux-wood exterior



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

POWERRAY UNDERWATER DRONE



Fishermen or underwater explorers that would like to stay dry but still be able to see under the waves, may be interested in a new underwater robot drone which has been created by PowerVision in the form of the PowerRay.

PowerRay has been specifically designed to provide both fish finding features combined with an on-board camera that can be viewed using the mobile companion application or even virtual reality headsets to provide real-time visualisation to help with researching or catching fish.

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

You want it

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

LINKSYS WANTS TO ELIMINATE WI-FI DEAD SPOTS WITH THESE TINY TOWERS SCATTERED AROUND YOUR HOME

In June of last year a Linksys rep told Gizmodo that the company didn't think mesh networks were quite ready for consumers just yet. But apparently the technology has come a long way in just six months because today Linksys announced its first whole home Wi-Fi solution called Velop, with sleek, minimal-looking access points you won't feel inclined to hide behind a fern.

Each of the Velop nodes serves as a tri-band, AC2200 wireless router with MU-MIMO (multi-user, multiple input, multiple output) technology so that if someone is watching Netflix in another room, another person isn't experiencing slowdown while playing a multiplayer game online. The technology that allows wireless networks to better handle multiple devices connecting at the same time has been around for a few years now, but with the addition of mesh networking capabilities, Linksys' new Velop system will further improve connectivity to every last corner of your home — even if you live in a castle.



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

CLEVER CHARGERS REMIND YOU TO PLUG IN YOUR PHONE WHENEVER YOU'RE NEAR THEM



There's no point in buying a backup battery if you keep forgetting to top off your mobile devices before they die. So Griffin Technology's new PowerBlock Beacon and PowerJolt Beacon external chargers will actually send your smartphone or tablet a notification when they're nearby, reminding you to top off their batteries.

Both chargers connect to a free accompanying mobile app over Bluetooth that monitors the battery level on a smartphone or tablet. Users can specify at what charge level they usually begin to panic (10 per cent battery, 20 per cent battery and so on) and the app will automatically remind them to connect to the PowerBlock Beacon or the PowerJolt Beacon whenever a Bluetooth connection is established, indicating the portable chargers are nearby.

Available in the US in a few months, the \$US30 (\$41) PowerJolt Beacon is designed to plug into a vehicle's cigarette lighter providing a single USB port for charging a mobile device, while the \$US40 (\$55) PowerBlock Beacon plugs into a standard US wall outlet and instead provides two USB ports for charging multiple gadgets at the same time. Australian pricing and availability has not yet been announced.

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

Did you know



If you Google 'I want to commit suicide', Google provides the Suicide Helpline number of your country above all the search results.

Feature Article .

INTERNET MARKETING – SOCIAL MEDIA OPTIMIZATION

By: Pam Conner

Always wondering what is SMO and what are the various tools to create buzz about the brand on social media? Well, you have come to the right place. Here are a few tips and strategies that might help you to get clicks on social media.

Networking

Social media is called social for a reason, try to find the right Target audience for your brand and get to know their profiles. Start with networking with them and reading their social habits.

Share it

The way to get the buzz going is to add a simple button that says share, tweet, pin it. This way your brand gets the right amount of heat in the right context, because it is all referred by and shared.

Multimedia

Use as much media as you can to make your content engaging. The user like images, videos, podcasts to view content. This way the viewer doesn't get bored with the substance and likes to click and click.

Keep Updating

Not enough emphasis can be laid on the importance of this step. The content that is posted shall be updated from time to time. Review the relevance of the content, whether the information is as relevant anymore or not, is it contextual anymore or not. These are a few questions that you shall ask while updating your profile on social media.



There are a few times of the day that the viewer likes to browse these platforms. Get to know their habits and browsing times so that you can post content accordingly.

Timing

Timing is critical when it comes to Social Media. There are a few times of the day that the viewer likes to browse these platforms. Get to know their habits and browsing times so that you can post content accordingly.

Final Take

While it is quite important to follow all the above-mentioned steps but the most important of all would be to keep updating the published content. Being topical and witty is exactly what gets liked on social media. You need to match the brand personality with the USP of the social media platform to get best results.



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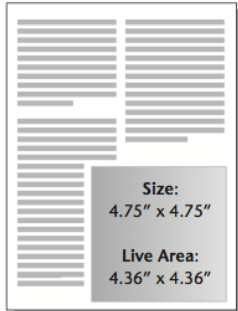


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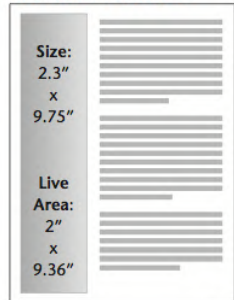
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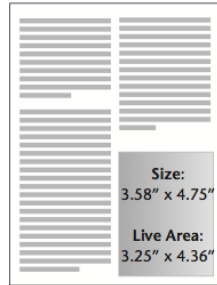
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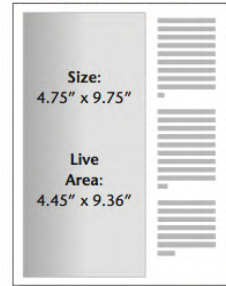
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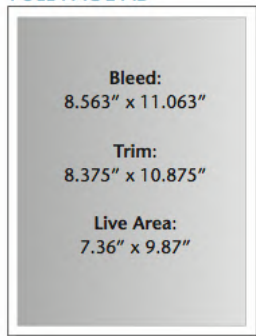
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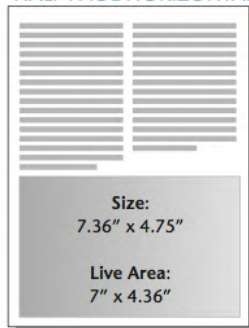
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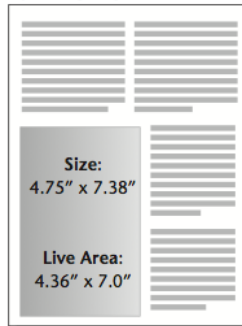
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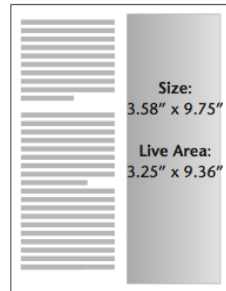
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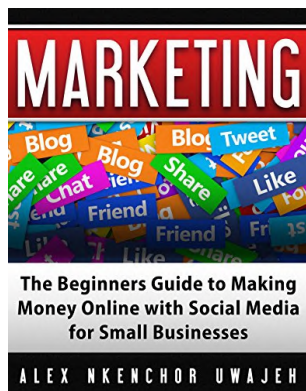


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Marketing: The Beginners Guide to Making Money Online with Social Media for Small Businesses Kindle Edition

By: Alex Nkenchor Uwajeh

Social media sites offer a massive range of benefits for small businesses. Not only are they a low-cost way to build brand awareness about your business and your products, but they're also an excellent way to attract new customers.

The key to success with social media marketing is to understand the right ways to leverage each social media platform to your advantage.

You can use the social media service to streamline your social marketing campaigns and increase your visibility across a broad range of social channels easily, including Facebook, Twitter, LinkedIn, Google Plus, Instagram, SnapChat, YouTube, and many others.

If you can get it right, chances are your business will reap the rewards in the form of a huge spike in sales.

Affiliate Marketing: Guide for Internet Marketing (Affiliate Marketing, Online Marketing) Kindle Edition

By: Deepika Khanna



When you download Affiliate Marketing: Guide for Internet Marketing, your marketing skills, and your revenue will vastly improve each day! You will learn about affiliate terms, setting up a website or blog to promote other people product, keyword research to increase traffic to your blog, how to select the best product in Clickbank, how to promote products, about email -marketing, tips from super affiliates and also how to make money with affiliate marketing without a website. You will learn everything you need to start your affiliate marketing business!

Would you like to know more about:

- Becoming an expert at Internet Marketing?
- How to setup your website and blog for affiliate marketing?
- How to build your email list?
- Tips from Super affiliates.
- How to make money with affiliate marketing without a website?
- Step by step guide to make \$5,000 a month
- How To Earn Money as an Affiliate?
- Keyword research to increase traffic to your blog.
- Mistakes To Avoid
- Starting an Affiliate Marketing Business

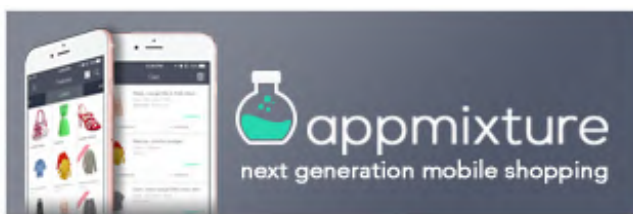
This book breaks Internet marketing into simple and easy to understand chapter. If you are a beginner or an expert of affiliate marketing, you will learn a lot from this book. It starts from the very basics of affiliate marketing and deep dives into advanced strategies of building a successful online marketing business, so you will see great results - even as a beginner!

Smart404 Developed by Lovely Apps GmbH & Co KG

- ✓ Convert 404 visitors to customers!
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Why do I need a "smart" 404 page?

The 404 page causes loss of customers without you even noticing and, as statistics show, most of the visitors following a bad link to your shop would not continue their search.



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- ✓ Higher chance of recurring purchases made easy with built in Order History, securely stored Payment & Shipping details, and full User Login synchronization with your web shop
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- ✓ Inform your customers on upcoming sales and promotions with native Push Notifications



Did you know:

If you Google search 'askew', the content will tilt slightly to the right.

ATTENTION: Want to start your own high-ticket business?

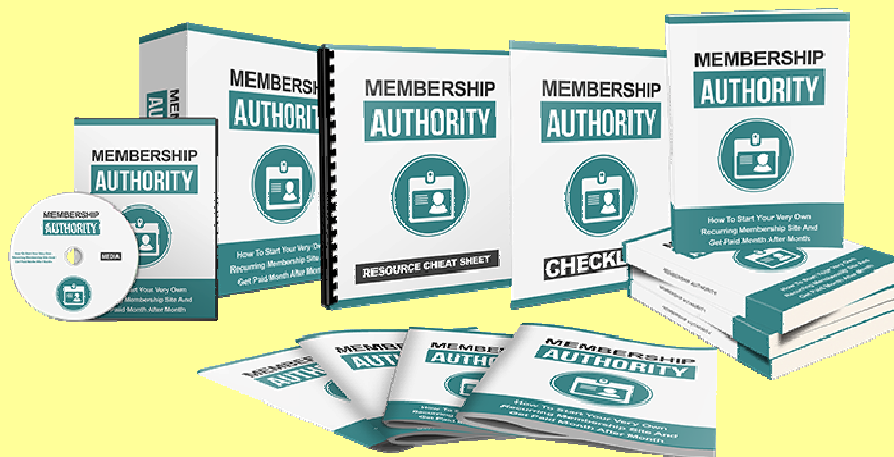
"Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

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!

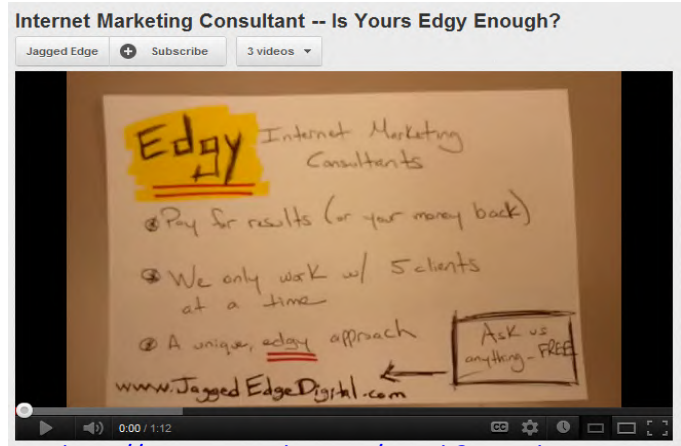
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MWM videos

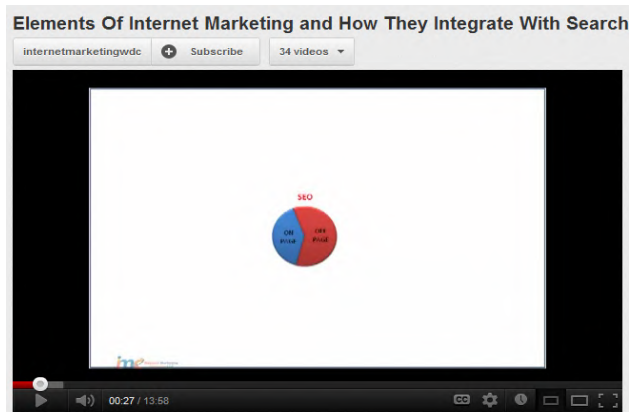
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<http://www.youtube.com/watch?v=rzEuURaTiZU>



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



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INTERESTING WAYS OF INTERNET MARKETING

By: Muriel Black

Maintaining digital presence has become a necessity now. From Social media channels like Facebook, Twitter to various voice-sharing platforms like Youtube, the Web content has become diverse and distinct. In this chaos of engaging the viewer, the marketer has lost creative ideas to get as many clicks as possible. However, we have come to your rescue, with these OTB (out of the box) ideas that can transform your digital appeal 360 degrees.

Blogs

To get a share of Voice (SOV) and increase opportunities to see (OTS) amongst the consumer, every organisation is trying to maintain blogs and vlogs. Where blogs have become indirect ways of marketing a product, it is a creative way towards internet marketing. You can use as many related keywords that you want in a conversational tone and conversational manner. Here is why a blog works:

- It's Informal/ Casual
- It's Engaging
- It's Intriguing
- Covert Advertisement

Reviews

To leap to the first page of the search, good reviews= good feedback= happy clientele.

While a lot of organisations don't pay heed to bad reviews, this could be the deal breaker for the consumer. So the next time you consider a bad review to be harmless, think again. Here is why an analysis works:

- It's Credible
- It has mass reach
- It's like word of mouth

Case Studies

When a company goes digital, the number of clicks and bounce rates become the criterion for measuring performance. Well, Case studies on organisations are not just limited to academia but also get the firm's name mentioned in various third-party articles.

Final Take

While a lot of people think that internet marketing is strictly limited to SEO and SMO, you've got to realise the importance of creative ways to get as much reach as possible. Getting your voice heard and engaged the consumer has become of paradigm importance to the marketer, and that can even be done by a single contest running blog sourced in an unknown nation.

WHILE A LOT OF ORGANISATIONS DON'T PAY HEED TO BAD REVIEWS, THIS COULD BE THE DEAL BREAKER FOR THE CONSUMER. SO THE NEXT TIME YOU CONSIDER A BAD REVIEW TO BE HARMLESS, THINK AGAIN.

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[!\[\]\(a870788d6ed9b8fd294b7654a8c8526b_img.jpg\) **click here**](#)

MWM Q&A



Kevin Muldoon is an online marketer and blogger, running his main blog at kevinmuldoon.com. The blog is where he shares various reviews, tutorials, and tips on blogging, affiliate marketing, social media, technology, and WordPress.

Kevin has a very interesting story of how he got started, and what drove him to make his career on the web. Initially, I wanted to write a two-sentence summary of it here, but it really wouldn't make it justice.

... Coding on a Commodore 64? Old-school website building in Notepad? Online poker? Affiliate sites? Running BloggingTips.com? Selling BloggingTips to a super affiliate? Making money through forums? Martial arts? It's all there. If you want the details, check out the about section on his site – it's Kevin's journey as told by himself.

Now, onto the interview with Kevin Muldoon:

WHEN AND HOW DID YOU START WORKING WITH WORDPRESS? IS THERE AN INTERESTING STORY HERE?

I started building websites in 2000 using Notepad and then moved onto using content management systems. I tested hundreds of platforms over the years.

I used WordPress shortly after it launched but the original version did not do anything that similar scripts were doing. I tested it on a few websites, but it was not until a few years later in 2006 when I started blogging regularly that I began using WordPress to build blogs and websites. At the time, I was still using blogging scripts such as Serendipity, but over time WordPress became the better option due to the number of plugins and themes available for it.

WHAT DO YOU THINK YOU'D BE DOING RIGHT NOW IF WORDPRESS DIDN'T EXIST?

I would still be working online.

I got into the online world years before I used WordPress.

At the end of the day, WordPress is simply a tool I use to build websites and publish content online. If WordPress was not there, I would use another tool.

From a career perspective, I would have followed a different path as I have written many articles regarding the WordPress platform. Therefore, whilst I would still be working online, it is unlikely that I would have done so much freelancing.

WHAT'S YOUR TECHNIQUE FOR STAYING PRODUCTIVE THROUGHOUT THE DAY?

Exercise regularly, get a good sleep, and eat healthy.

I try and fit my work around my schedule. This means that I sometimes work twice as many hours one day if it means I have other plans the next day.

HOW DO YOU DEFINE "BEING SUCCESSFUL"?

I would define success as being happy.

Too many people online focus on how much money they earn but for me the true definition of being successful is making enough money to give you the lifestyle you want.

I enjoy exercising, socialising, and travelling. Working online allows me to do that.

If I had the choice of making \$5,000 per month working 25 hours per week and \$10,000 per month working 50 weeks, I would choose to work 25 hours as working twice as many hours would make me less happy regardless of the extra cash.

That's not to say that I do not work hard when I need to. I just don't think working myself into an early grave is worth it. The true definition of being successful is making enough money to give you the lifestyle you want

WHAT DO YOU LIKE TO DO WHEN YOU'RE NOT WORDPRESS-ING?

I love martial arts. I train Brazilian JiuJitsu every week. I did Taekwondo for many years and used to enjoy running too, though injuries have stopped me from doing those.

I also love watching movies, playing games, and seeing friends and family.

WHAT DO YOU WISH MORE PEOPLE KNEW ABOUT WORDPRESS?

Security.
It's the one area which too many website owners do not take serious enough. Securing your website and making backups regularly is one of the most important things a WordPress user should do.

WHO'S DOING THINGS THAT ARE JUST CUTTING-EDGE AND INCREDIBLE IN THE WORDPRESS SPACE RIGHT NOW?

There are so many WordPress developers pushing the boundaries on what WordPress can be used for so it is hard to pick one area over another.

I do believe, however, that one of the most important developments we are seeing just now is in hosting. Dedicated WordPress hosting companies have made other hosting companies step up their game and offer dedicated hosting plans for WordPress users. We are now seeing features such as external backups and website staging becoming commonplace.

DESCRIBE THE WORDPRESS COMMUNITY IN ONE WORD.

Huge

Securing your website and making backups regularly is one of the most important things a WordPress user should do.

WHAT'S THE MAIN THREAT TO WORDPRESS THESE DAYS? OTHER PLATFORMS LIKE GHOST, OR MAYBE THINGS LIKE SQUARESPACE?

I don't think the word threat is appropriate. Competition is good and it ensures that the developers of WordPress stay ahead of the game and keep refining the platform.

If you look objectively at a platform such as Ghost, it is arguably a much better solution for bloggers. Everything is simpler and the dashboard has fewer distractions so it means the blogger's time is spent more on blogging and less on website administration.

WordPress have to look objectively at what other platforms offer and see what they do well.

WHAT ARE YOUR RECOMMENDATIONS FOR A WORDPRESS NOVICE?

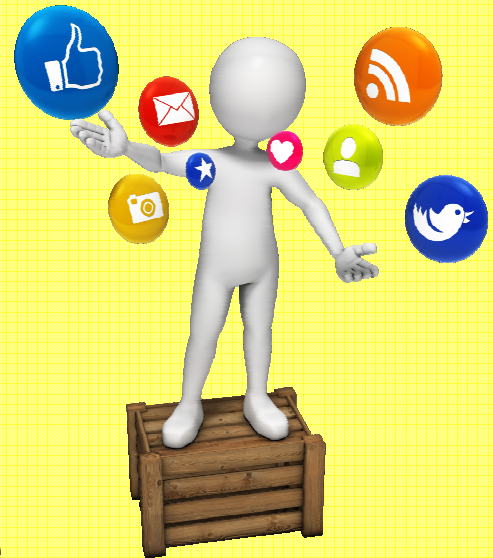
Buy a good book about WordPress from Amazon, set up a test website, and then learn how to get the most from the platform through trial and error. When you run into a problem you will find solutions to your problem via search engines.

If I had to summarize this interview, I'd say that the internet is here for all of us. It's only our own entrepreneurial spirit and motivation that take us where we need to be. Kevin saw the opportunity and he simply took it. He used all the tools and resources he found to make a living in the online space.

MWM useful links

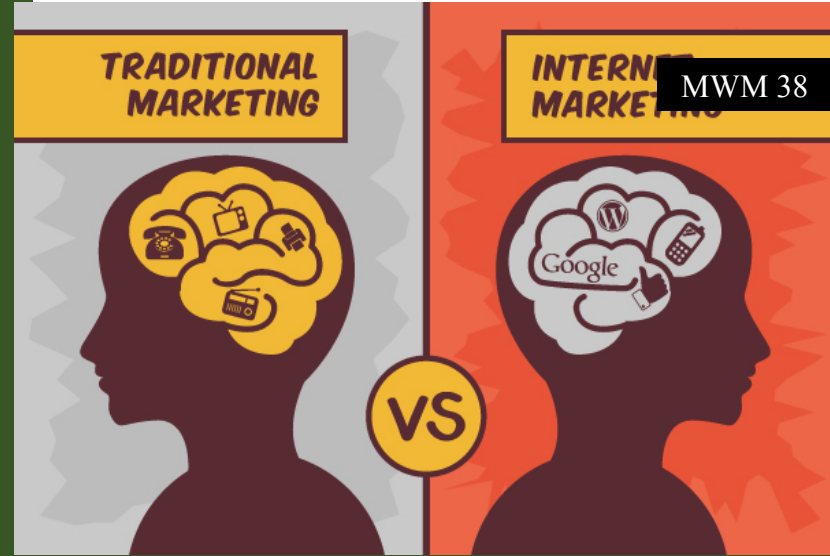
Make a point of checking them ALL out!

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



Internet Marketing Vs. Traditional Marketing

By: Stuart Roberts



While a lot of people debate the advantages of traditional marketing over internet marketing, the youth prefers to go digital because of its convenience. While a lot of people have switched to their mobiles to consume content, there is another lot that prefers the real vs. the virtual. Let's understand the pros of both the industries and then you can take your pick.

Traditional Marketing

Tools: Magazines, Billboards, Radio, Newspaper, TVC, Direct Mail, Sponsorships and more.

- **Older than Digital:** Traditional Marketing is a somewhat older model of marketing than internet marketing. The marketers are abetted with the ways of traditional marketing. Thus chances of going wrong are mute.
- **Familiarity:** The older age bracket is familiar with traditional marketing techniques thus when it comes to targeting this generation, internet marketing becomes a waste effort.
- **Content Filter:** The content is only published at selective places (geographically, demographically, psychographically as well as behaviour wise), which is not the case with internet marketing where everything is available everywhere.

Internet Marketing

Tools: Social Media Platforms, Search Engines, Blogs, E-Mails, Websites.

- **Personalization:** A far more recent way of marketing, this sort of media has its set of pros like personalisation. Internet Market studies the consumer patterns and thus publish content in front of the viewer whose needs can be matched to the set of offerings.
- **Measurability:** You can measure the reach of the content with the help of tracking a number of shares, clicks and views generated by the content.
- **Cost:** To generate a specified amount of circulation, money spent on internet marketing is approximately 1/3rd in comparison with traditional marketing.

Final Take

While traditional marketing is a comparatively more established channel of buzz creation, internet marketing has lesser cost involved. Where a lot of organisations prefer to use either of the two, our suggestion would be to use a combination of the two.

MWM marketplace

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Makeanoffer

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internet marketing
Product or service

ViralInternetMarketing.com.

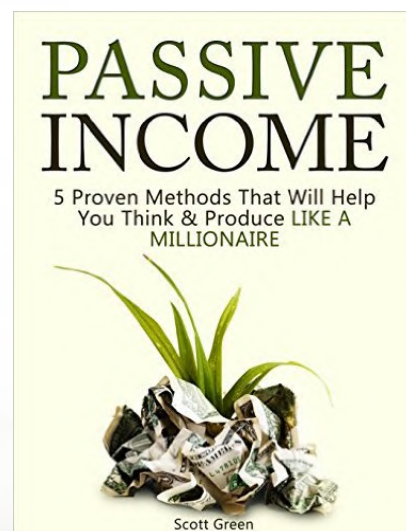
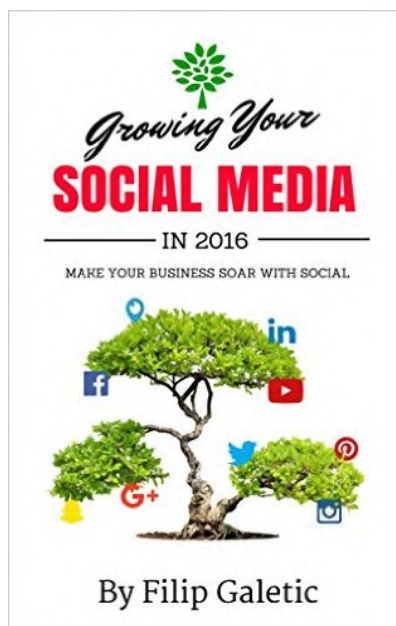
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Domain name or website
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Quotable:

“

“Many of our own people here in this country do not ask about computers, telephones and television sets. They ask - when will we get a road to our village.”
~Thabo Mbeki

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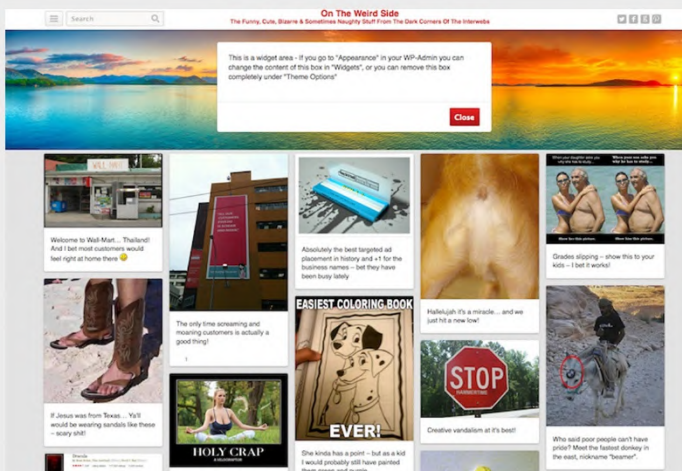
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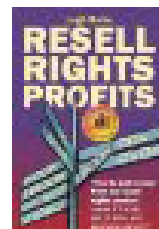


MWM featured products

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

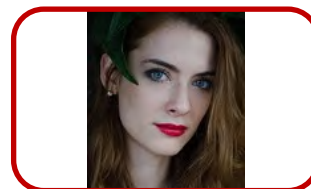
Any iPad description you read will make note of the new slimmer size for the iPad 2, and it's one of the bigger features that Apple are promoting. The differences are very small, though anything that improves portability is useful for a device like this. If you're used to the old iPad, you'll probably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



MWM contributors

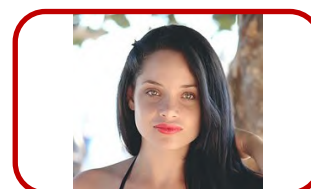
Laverne Alvarez

Laverne Alvarez is not new in the marketing field, but Internet marketing was a challenge for her the first time. She now manages a team of Internet marketers and they serve clients all over Australia.



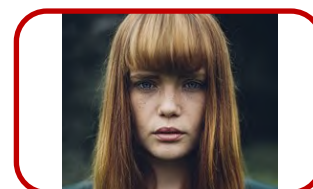
Muriel Black

Muriel Black used to work as a researcher at a newspaper company. She then got into writing and she now works as a freelance writer.



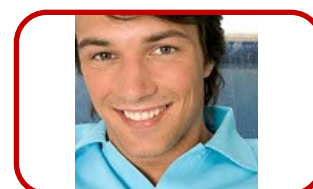
Pam Conner

Pam Conner is the head writer of a top digital marketing company. She is an artist by heart and she enjoys visual and theater arts.



Rufus Hopkins

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



MWM contributors

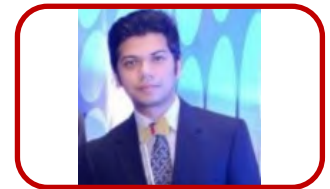
Linda May

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



Umair Qureshi

Umair Qureshi works as Assistant Digital Marketing Manager for Cloudways- A Managed Cloud Hosting Platform. He loves combining creativity with skills and marketing with technology.



Stuart Roberts

Stuart Roberts is a very adventurous young man, including in his career. He quit his job to travel, write and be his own boss.



PROS OF INTERNET MARKETING

By: Linda May



Internet Marketing is quite convenient to post as well as to consume content. The marketer can update his/her content without having to worry about the time or place, and the user is just a click away from consuming content.

While it has become quite necessary to go the digital way for any brand nowadays, it's crucial to know how helpful it is and why people should resort to this platform for marketing. Here is a list of advantages that Internet Marketing provides to brands and organisations in shaping their target audience's mindset.

Cost

The most important reason to resort to Internet Marketing is the small cost of the channel. This platform is quite inexpensive when it comes to the creation of buzz and raising awareness. The money that is spent in internet marketing majorly goes in increasing the search engine rankings. Otherwise, there is hardly any cash invested in posting or updating content.

Mass Reach

The media outreach is such that, one can market their brand even by sitting a million miles away. The marketer need not belong to the same country/nation/continent as the user. There are no ties geographically or demographically when it comes to internet marketing.

Personalization

It is because of Internet Marketing that content can be personalised for each user. After studying the behaviour patterns of consumers, the adverts can be shown differently to suit varied interests of the target audience.

Convenience

Internet Marketing is quite convenient to post as well as to consume content. The marketer can update his/her content without having to worry about the time or place, and the user is just a click away from consuming content. The content is generated as well as absorbed within the comfort zones of the marketer and the viewer.

Final Take

Internet Marketing is quite beneficial when it comes to the creation of buzz and engagement amongst the audiences. It helps in getting your brand noticed even if you are a million miles apart from your target user. It is because of Internet marketing that one can quickly generate content within the comforts of their homes and the same content can be consumed by just a click of a button. That, my friends, is the power of the Internet.







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STRATEGIES OF INTERNET MARKETING

By: Rufus Hopkins

Here is a guide to help you get your ratings high and get traffic to your content. Internet Marketing is not easy as pie, but it's everyone's cup of tea. It is easy once you understand the mechanics that go into it, but more so because the strategies of digital marketing can be quickly learnt. Here is a guide of steps that can help you to generate buzz about your organisation.

Review and Update

Internet Marketing is exciting because it is dynamic and volatile. What is news today becomes history tomorrow? The content that makes sense right now might become irrelevant later on. That is why when it comes to online marketing, it is quite important to keep reviewing your work and updating it accordingly.

Find Influencers

When it comes to internet marketing, generating credibility is crucial for business. Getting influencers, which are relevant to your industry, help in getting a share of voice. For example, if you are trying to launch a new brand of cosmetics, getting an influencer like Kim K would bring a lot of heat to your brand. All she has to do is tweet "Guys; I tried ABC brand of cosmetics, and it did wonders to my skin."

User Search Behaviour

Not enough emphasis can be laid on this point, but knowing the search behaviour of a user is one of the most valuable tools in developing content. You should know what keywords your target audience is likely to use while searching for your brand. It's your responsibility to find the time, place, words that a user deploys to find your name and you should be able to replicate his/her requirements in the form of content.

Final Take

While these hacks and tricks are beneficial for Internet Marketing, these are not the only strategies to be used. There is a lot that goes into Online marketing from creating content, to posting it and then analysing it. Therefore, as inexpensive the medium, it is, uses it as judiciously as possible.



Feature Article .

THREE BEST INTERNET MARKETING CAMPAIGNS

By: Stuart Roberts

While there are some iconic digital marketing campaigns making rounds online, here is a list of three such online campaigns that did better than the marketer's expectations themselves. These drives started out small but eventually became so talked about that the brand got acknowledged by its campaign and not the name itself.

The ALS Ice bucket challenge

It started out small to help raise funds for the degenerative illness (ALS) but later became a viral sensation that spread out to celebrities like Bill Gates, President Obama and teen role models like Justin Bieber. The idea was simple; you had to accept the challenge yourself and nominate a few more to raise as many funds as possible.

Here is why it worked:

- Social Cause – People felt a sense of satisfaction after accepting the challenge
- Use of Referrals – Accept the challenge, Donate a sum and refer it to a friend
- Fun and Silly - The challenge was a silly, fun and an engaging way to appeal to the masses.

#LikeAGirl- (Always)

P&G

The P&G #LikeAGirl campaign cashed in on the insight that girls are a certain way and it is somehow an insult to be like a girl. Therefore, this campaign went viral among the masses because of key celebrities who shared the video and commented on it.

Here is why it worked

- Content- Usually good content is what makes a digital piece magnificent
- Emotion led- The campaign purely plays on the grounds of emotion

Oreo Super Bowl- Dunk it in the Dark

Oreo Dunk it in the dark is a great example of being digitally proactive. In the 3rd quarter of the Super Bowl XLVII, when the power went out they only flashed a post on Twitter that said – "Power went out, No problem" with a softly -lit picture of an Oreo with a simple line- You can still dunk in the dark.

Final Take

All it takes for a good piece to be great online-

- Be proactive
- Manufacture Good Content
- Share it amongst the right crowd

Usually good content is
what makes a digital
piece magnificent

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MWM back story

MEET CHRISTINA PLATT, BAMBOLETTA DOLLS

From her living room in Vancouver twelve years ago, to her studio in the Cowichan Valley today, Christina Platt has built her business, Bamboletta Dolls, by putting community at the centre of it.

“I’ve led my business using my heart, my intuition and by what felt like the right thing to do – not about chasing the money,” says Christina.

Bamboletta Dolls produces hand-crafted, one-of-a-kind dolls for children of all ages. Using all-natural materials and high construction standards, Bamboletta Dolls seeks to create dolls that children will cherish and that are meant for a lifetime of play.

“We live in a fairly rural area, but growth can be limitless if you create a strong community on the internet.”



A Labour of Love

Christina was inspired to start Bamboletta Dolls while reading about a particular type of doll-making that emphasized two basic tenants. The first tenant is that dolls should be made of all-natural materials because they provide a more tactile experience for children compared to plastic. Second, a doll’s facial expression should be neutral to encourage more open-ended play.

She searched high and low to try to locate such a doll to buy for her niece, but wasn’t satisfied with what she found on the market. Eventually, Christina ended up finding a German doll-making book on eBay, and with the help of a friend translated the pattern and assembled her first doll using her husband’s old t-shirt and the remnants of a wool rug.

★ EST. 2003 ★



“Then I made another one, and another, and another and here I am,” says Christina. “I just knew that if I was looking for something like this – a mix of hip and traditional and natural – then there had to be other moms that wanted the same.”

From its humble beginnings, all of Bamboletta’s dolls are still lovingly hand-crafted today and with the same care and attention as the doll Christina initially created for her niece.

“When something is made by hand with this sort of attention it absolutely translates into our products,” says Christina. “I also care deeply about my customers and have formed some incredible relationships with them throughout the years.”

Building Her Business Her Way

For Christina, entrepreneurship always seemed like the only option.

“Even as a young child I was creating things and selling them,” she says. And when she started her business, it happened very naturally: “I seemed to have met the right people and had the right opportunities present themselves as I need them.”

While some have rejected Christina’s desire to grow her business without focusing on financial gains as her main priority, she knew she had to do it her way. When she was ready to scale up her doll production by employing women in her local community, she managed to do it without any outside investment – just a credit card and a lot of hard work.

And her hard work has paid off. Over the past few years, she has focused on creating her “work utopia” at her studio on Vancouver Island and she now employs over thirty women.

“We drink tea, have good chats, listen to great music and create beautiful dolls that are loved worldwide,” says Christina.

Local Roots Have Worldwide Reach

Bamboletta Dolls is all about community and Christina sees the success of her business as tied directly to the positive local impact it creates. Others have taken notice of this impact too – Bamboletta Dolls was the recipient of the Best Community Impact Award at the Small Business BC Awards in February.

But Christina has always been focused on expanding her business’ reach outside of her immediate community too, and was an early adopter of blogging and photo-sharing from almost the start of her doll-making career.

Through Bamboletta Dolls’ online presence, she’s been able to develop a solid rapport with her customers. And as a result, she’s been able to rally Bamboletta’s Dolls online fans to make a difference in her local community.

“I seemed to have met the right people and had the right opportunities present themselves as I need them.”



“My first online auction was a proud moment,” she says. “We raised \$25,000 for a local Victoria family going through a hard time – it was amazing for me because I was able to reach out to my online community to help someone locally.”

Bamboletta Dolls also donates hundreds of it’s “booboo” dolls – dolls used for training staff that have small imperfections – to places like B.C. Children’s Hospital, Jeneece Place, the Society of St Vincent de Paul and Canuck Place.

The Future

Christina has spent the last twelve years building Bamboletta Dolls exactly as she envisioned it, and is quite content with the state of her business is right now. It’s an event when new dolls are posted for sale on the Bamboletta website, and they sell out almost instantly.

“I am toying with the idea of opening up a retail location in Vancouver with the same sort of studio set up as I have now,” she says. “And maybe travelling around to do doll-making workshops.”

When asked what her closing piece of advice was for aspiring small business owners, Christina re-emphasized the importance of embracing your community, both online and off.

“We live in a fairly rural area, but growth can be limitless if you create a strong community on the internet.”





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