

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

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The New Age of Internet Marketing
P.12



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JANUARY 2015
Interview with Larry Kim
of Wordstream



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Larry Kim



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Frances Cole Jones
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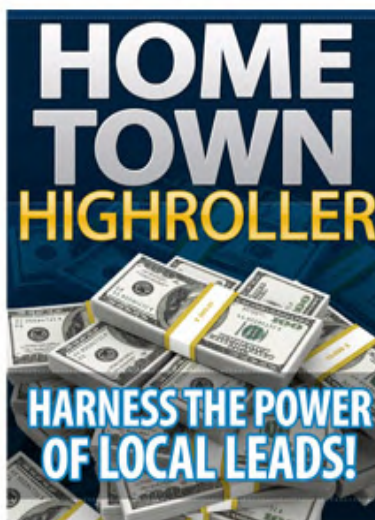
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MWM editors letter



Welcome to the **JANUARY 2015 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 opportunities for you.***

The New Age of Internet Marketing By: Gina Roy **Internet Marketing Through Social Networks** By: Carlos Crawford **Internet Marketing- Big Boon to Business** By: Leona Singleton **Customers Can Make the Most of Internet Marketing** By: Luz Stewart **The Many Advantages of Internet Marketing** By: Andy Ray **Disadvantages of Internet Marketing** By: Gina Roy **An Easy Strategy to Internet Marketing** By: Luz Stewart **Internet Marketing Achieved Through Basic Strategy** By: Carlos Crawford **The Different Types of Internet Marketing** By: Andy Ray **MWM Success Story** - TOMS Founder: 'Focus on Your Passion. Nothing Else Matters' **Ask the Expert** - Interview with Larry Kim of Wordstream **MWM Q&A** - Expert Interview with Frances Cole Jones on Job Searching and Interviews **MWM Back Story** - Meet Ravy Minhas-Mehroke and Amy Minhas, Bombay Brow Bar

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



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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..

Write to me at: harry@harrycrowder.com

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Making Web Money Online Marketing Magazine

Editor Harry Crowder

Advertising See Above

Contributors

Various experts in their fields

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

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

TOP EMAIL

What is the easiest way to create an iPhone app?

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

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

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

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

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

What is Offline Marketing?

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

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

Press Release Software



Did you know:

Sweden has the highest percentage of internet users, they are 75%.

MWM what's on



Five Ways
to
Jumpstart
SEO in
2015



More than ever, today, SEO is complicated. Learning about sustainable SEO strategies, understanding the wrong strategies and working towards success is key in 2015.

Preparing yourself for the New Year with a solid strategy is the core topic of this webinar.

Learn about five ways to jumpstart your SEO in 2015 and get on the right path.



NAVIGATING THE
FUTURE

The purpose of this conference is to provide a forum to discuss the best ways to generate leads, introduce our new products and selling tools, and gather feedback from you. You will also have the opportunity to network with other dealers and learn what is working in other markets. If nothing else, it's going to be a lot of fun.

what's on



Mobile
Website
Optimisation
Roundtable



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

Attendance is limited to 12 - 16 attendees, with discussion chaired and facilitated by Econsultancy to ensure all participants get the most from the session.

AFFILIATE SUMMIT WEST 2015

EVENT DATE: January 18-20, 2015
EVENT LOCATION: Paris Las Vegas, Las Vegas, NV



Affiliate Summit West 2015 is taking place January 18-20, 2015 at Paris Las Vegas in Las Vegas, NV.

Affiliate Summit West 2014 This three day conference includes an exhibit hall with affiliates, merchants, vendors, and networks, as well as multiple tracks of educational sessions covering the latest trends and information from affiliate marketing experts.

The official days of Affiliate Summit West 2015 are Sunday, January 18 through Tuesday, January 20, but lots of folks arrive on Saturday, January 17 to begin networking.

The early check-in opens from 4:00 pm to 8:00 pm on Saturday, and that's a great time to get your badge and become familiar with the conference area. Also, it will enable you to avoid the lines the next day.



Quotable:

"Some things Man was never meant to know. For everything else, there's Google."

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MWM news

DIGITAL ADVERTISERS SAY VIEWABILITY IS THE BIGGEST CHALLENGE FOR 2015

What do you think is the biggest challenge facing digital publishing in 2015?

Would it be “viewability”?

In a recent survey by The 614 Group and AdMonsters, not only did 63% of advertisers said viewability was their greatest challenge, the majority also said they thought high viewability was a pipe dream.

614 group survey 1 Earlier this month, the IAB released a statement saying that it was unreasonable to expect 100% viewability. They thought 75% was a more realistic number.

In the 614 Group survey, more than 60% of respondents said they weren't expecting to see high viewability numbers in 2015, so at least they won't be disappointed.

What's more interesting to me is that only 26% of advertisers said Ad Fraud was going to be the biggest challenge in 2015. This is not to say they think the situation has improved. The respondents were almost equally divided on the topic of whether or not ad fraud would drop in 2015. That tells me that we've simply learned to accept ad fraud as a part of doing digital business.

2015 Trends

81% of respondents said that programmatic buying and selling of digital ads was responsible for the growth we saw this past year. But an almost equal number say there's still a lot of work to be done. If you're not sure exactly what “programmatic” is, join the club and then read this delightful explanation from Digiday.

Native Advertising was a hot topic for 2014 but advertisers aren't sure that it's the ad unit of the future. There was mixed feelings about the value of native ads and whether they're better than standard ad units. Only 30% thought native ads would be “very pervasive” in 2015 with the majority choosing “somewhat”.

Part of the issue is a lack of agreement about what native advertising is and isn't. Branded content that's delivered as you'd deliver any other piece of content can be very effective. Branded content that ambushes readers, by tricking them into opening banners or trigger content that appears native, is aggravating and is more likely to drive customers away.

The one thing all of the advertisers did agree on, is that there's still room for improvement. The way we access the internet has changed, the tools we used to collect data have changed and our perceptions about what's private and what's not has also changed. If you're still trying to reach customers in 2015 with the same techniques you used in 2007, it's time for you to change your methods, too.

EMAIL TRUMPS THE CELL PHONE FOR ONLINE WORKERS

The first thing I do every morning is check my email and I monitor it constantly throughout the day by means of a pop up that shows me what's rolling in as I work.

That sounds obsessive, I know. And productivity experts say it's bad. I shouldn't do either of those two things but. . . you know. . . email is your lifeline when you work remotely. But remote workers aren't the only ones who regularly use the internet.

Pew Research says that 94% of job holders use the internet for work. That's everyone from the CEO at a large tech company to the sole proprietor soap maker. They use the internet for research, for purchasing, for selling their own wares, for bookkeeping, recruiting and they all use it to keep it touch via email.

As a matter of fact, the folks in this study said that email was the most important tool (61%). Internet was a close second with 54%, though I'd argue that most people wouldn't have email at all if they didn't have internet. . . .

Phones were pretty far down on the list with landlines beating mobile phones 35% to 24%. I hear that. I love my cell phone but it's my last choice for making business calls. Way too much “can you hear me now” especially since mobile phones encourage parties to make calls from busy coffee shops and cars.

Social sites just squeaked on to the list of important tools with only 4%. Social networks like LinkedIn, Twitter and Facebook can be good tools for networking, branding and marketing but for the average worker, they're nothing but a time suck.

Of course, Facebook isn't the only black hole on the internet. Stop by Amazon for a second and suddenly you've lost a half hour. And the email everyone loves so much can lead to more lost minutes.

But workers aren't worried. 46% say that access to the internet makes them feel more productive. (Note, they said they “feel” more productive, not that they “are” more productive.)

Workers told Pew that email, internet and mobile phones have. . .

51% of internet-using workers say that technology has expanded the number of people they communicate with outside of their company.

39% said it gives them more flexibility in the hours they work.

35% said it increased the amount of hours they work (and I'm not sure if that's a good thing or a bad thing.)

The takeaway here is for all you B2B marketers: email is still your best friend. You can call. You can post on Facebook. But if you want to reach your customer, send them a targeted, well-crafted email.

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THE NEW AGE OF INTERNET MARKETING

By: Gina Roy

For any product, good or service to sell it is important to advertise it well and also find a market for it. This concept has remained the same over ages but the methods and means for it are constantly evolving. In the old time, communication was by word of mouth or face-to-face, then came print media, radio, television, etc. We are now living in the age of internet marketing. It is absolutely necessary for each person to understand the workings of the internet to survive in this technological day and age.

Internet marketing also known as online marketing has taken over almost every category of sales be it industrial goods, clothes, accessories, books, insurance, etc. It is not restricted to sales alone. It has a wide network and coverage of communication and is pervasive in today's society. Internet marketing is used to disperse information among the general public, create awareness and encourage them to be more responsive to their products and services. Some of the most common and popular ways of internet marketing are through emails, social networking sites and websites. It also includes different types of advertising such as mobile advertising, display advertising, affiliate marketing etc.

In order to catch people's attention, internet marketing tries to make the content more attractive, interactive and user-friendly. It makes use of certain keywords and phrases so that various websites or the content can easily show up when search engine optimizers (SEO) are used.



Online marketing and advertising is a major source of income and is also cost-effective. Since content is one of the most important aspects of internet marketing, there is a separate group of ad agencies who create the content which is then sent to the publishers. This has in turn caused advertisers and publishers to gain a huge clientele. There are also advertising affiliates known as third-parties who create connections between the different companies and the customers.

Internet marketing can almost be termed as a revolution which has brought the world together to make it work at a much faster and smoother pace.

Internet marketing is used to disperse information among the general public, create awareness and encourage them to be more responsive to their products and services.

MWM success story

TOMS FOUNDER: 'FOCUS ON YOUR PASSION. NOTHING ELSE MATTERS.'

By: Nina Zipkin



As founder and chief shoe giver at TOMS, a retail company with a mission of social entrepreneurship -- Blake Mycoskie launched his company eight years ago intent on giving back. The premise of TOMS was simple: For every purchased pair of shoes another pair would be donated to children in need in 60 countries all over the world. The spirit of this trademarked "One for One" philosophy has informed how TOMS has grown, as the company added eyewear to their repertoire and moved into other ventures.

Quotable:

“

"If at first you don't succeed; call it version 1.0"

Last year, TOMS Marketplace was launched -- a digital hub that calls attention to similarly socially-minded companies and gives customers an opportunity to shop with a cause in mind.

And this spring, TOMS got into the coffee business, directly trading with the farmers that grow their beans and giving a week of clean water to the communities that need it most for every bag sold.

We caught up with Mycoskie, an award-winning serial entrepreneur, former *Amazing Race* competitor and the bestselling author of *Start Something That Matters*, to talk about always putting the customer first and the importance of following your passion, wherever it takes you.

Q: Knowing what you know now, what would you have done differently when you were first starting up?

A: I would have never decided to enter a business where only a handful of companies or customers can determine your fate.



Q: What do you think would have happened if you had had this knowledge then?

A: I wouldn't have tried to start a cable network [Reality Central in 2003]. I tried to start a reality TV cable network and ultimately failed, because we could not get necessary distribution on the big cable operator platforms.

Q: How do you think young entrepreneurs might benefit from this insight?

A: Even if you have the best idea in the world and tons of customers that want it, if there is a platform, channel, retailer that will get in between you and your customers, you could have a problem. If they love what you are doing, that's great, but if they don't, you have to figure out a way to get directly to the end user with your product and service.

I would have never decided to enter a business where only a handful of companies or customers can determine your fate.

"Focus on your passion. Nothing else matters."



Q: Besides inventing a time machine, how would you have realized this wisdom sooner?

A: I would have read more business biographies. The most successful entrepreneurs who write them are transparent about the mistakes they have made and what you can learn from them.

Q: What are you glad you didn't know then that you know now? Why?

A: How hard it is to start a shoe business. How hard it is to build a business when you are committed to giving something away every time you sell something in a one-for-one manner, and lastly, how many red eye flights you would have to take to save money on hotel rooms!

Q: What is your best advice for aspiring entrepreneurs?

A: Focus on your passion. Nothing else matters.



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MWM ask the expert

INTERVIEW WITH LARRY KIM OF WORDSTREAM

By: Nick Stamoulis

Recently I had the chance to interview PPC expert and WordStream Founder and CTO, Larry Kim. Larry writes for just about every top SEO and SEM blog out there including the Moz Blog, Search Engine Land, Forbes, Inc. Magazine, Marketing Land, Search Engine Watch, the WordStream blog and more. According to the PPC Hero Blog he is most influential PPC expert in 2013.



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MWM ask the expert



WordStream

QUESTION: HOW DID YOU START WORDSTREAM BACK IN 2007?

Answer from Larry Kim: WordStream started out as software I wrote for myself to automate PPC and keyword research tasks. In the last 6 years, the product has evolved to be a full PPC management solution for small and medium sized businesses. The company grew 300% last year, and today we're around 70 people helping a thousand customers. It's been a pretty exciting journey!

QUESTION: HOW DOES PPC INFLUENCE THE SERP?

Answer from Larry Kim: PPC has a profound impact on the SERP in a few ways:

1. Sponsored ads occupy around 85% of about-the-fold browser space for commercial keyword searches
2. Rich ad formats like Product Listing Ads and Image Ad Extensions, which contain image and/or price information, have the effect of sucking all the sales out of the SERP and stealing all the leads out of the SERP, too.

Answer from Larry Kim: There are times when it makes more sense to use SEO and times when PPC is just a better fit; it's about finding a match between your different business goals and the intent of the searcher, depending where they are in the funnel. Overall I think PPC is an important skill to have for any Internet marketer, especially as Google evolves along with the way people search.

QUESTION: WHAT DO YOU THINK OF EBAY'S DECISION TO PULL THE PLUG ON THEIR PPC PROGRAM?

Answer from Larry Kim: eBay's PPC ads suck – They were the worst in the industry. Many of the issues they described are likely specific to them. Ironically, eBay's bizarre ad campaigns actually worked in that they successfully built a huge brand over the last decade, largely through SEM. It was as if they were using search ads like display ads (high numbers of impressions, low click-through rates). It was an interesting strategy 10 years ago but as AdWords has evolved, today there are much better ways to do this. eBay in some ways competes with Google, in that Google has been pushing Google Shopping and Product Listing Ads, so it's worth questioning their motives behind releasing the study.

If I was running eBay's SEM programs today, I'd be running more targeted remarketing campaigns (Product Remarketing like AdRoll) and Product Listing Ads – perhaps offering this as a feature to sellers.

QUESTION: HAVE YOU EVER COME ACROSS A COMPANY AND THOUGHT THEY WERE JUST WASTING THEIR MONEY ON PPC? ARE THERE CERTAIN BUSINESSES THAT IT JUST WON'T WORK WELL FOR?

Answer from Larry Kim: Yes. Companies engaged in reselling of un-differentiated products (e.g. stuff you can get for cheap at Wal-Mart) with razor-thin margins almost always struggle to make PPC work. There are also sites with terrible landing pages which can be a big problem.

Companies that naturally do great at PPC are the opposite of this, including those with:

- Longer customer lifetime value (e.g.: education, insurance, finance)
- Higher price points (e.g.: automotive, travel)
- Hard to find specialty items (e.g.: Home and Garden)
- Etc.

QUESTION: IS THERE ANYTHING A WEBSITE CAN DO TO KEEP THE COST OF CLICKS DOWN?

Answer from Larry Kim: Yes! Here are 3 tips:

1. Raise your Click-Through-Rate – The way AdWords works is that it punishes ads with low CTRs with higher cost per click. Conversely, keywords/ads with high CTRs with reap huge discounts – as much as 50% savings. Raising CTR generally involves writing better ads and using all available ad extensions.
2. Be More Picky – There's around 3 Billion Google searches happening every day, so it's a buyer's market. Learn about user context and only bid for specific mid-tail keywords occurring at the right time, location and device. Use a negative keyword tool to weed out less relevant keyword searches.
3. Use Remarketing – This is the low hanging fruit of SEM – targeting people who already visited your site but didn't convert. Clicks from display remarketing campaigns on average cost half as much as searches yet can have similar or better conversion rates!

“There are times when it makes more sense to use SEO and times when PPC is just a better fit; it's about finding a match between your different business goals and the intent of the searcher, depending where they are in the funnel.”

QUESTION: WHAT ARE SOME OF THE MOST COMMON MISTAKES YOU SEE SITES MAKE WHEN IT COMES TO THEIR ADWORDS CAMPAIGNS?

Answer from Larry Kim: Too many to list out here but here are 3 of the big issues I'm seeing:

-52% of accounts do not have conversion tracking enabled

-Most advertisers and agencies are lazy and fail to take action and actually optimize their accounts.

-95% of keyword impressions are accrued to excessively broad keywords with 1-2 words (e.g.. "flash" or "weight loss").

An easy way to find and eliminate common AdWords mistakes is to run a free AdWords grader report.

QUESTION: ARE THERE ANY LESS-KNOWN FACTORS THAT CONTRIBUTE TO A LOW QUALITY SCORE? ANY TIPS OTHER THAN THE OBVIOUS "BE MORE RELEVANT" PLATITUDES FOR INCREASING QUALITY SCORES?

Answer from Larry Kim: Sure. Here are 3:

1. Bid on Branded Keywords – These keywords get very high CTRs – often 10-40%! This will raise your account average CTR, which is a key factor in Quality Score.

2. Raise your Keyword Bids – We've found that ads in higher average positions are more likely to have higher quality score. Meaning, it's harder to achieve and maintain higher Quality Scores in lower average ad spots.

3. Quit Complaining and Get Stuff Done – We've done a bunch of interviews with dozens of advertisers with super high average quality scores and one thing they had in common was that they work really diligently every week to drive the results that they're getting.

QUESTION: YOU WRITE FOR SO MANY OF THE TOP SEO AND INTERNET MARKETING BLOGS OUT THERE—HOW CAN SOMEONE JUST GETTING INTO THIS INDUSTRY WORK THEIR WAY UP TO EVEN ONE GUEST BLOGGING OPPORTUNITY OF THAT CALIBER?

Answer from Larry Kim: Write great content and I think you'll find that people will be interested in publishing it. Start out with smaller publications – demonstrate that you can blog regularly and that your articles drive engagement (shares, comments, etc.), then work your way up to more competitive publications over time.



"We've found that ads in higher average positions are more likely to have higher quality score. Meaning, it's harder to achieve



QUESTION: YOUR MARKETINGPROFS POST ABOUT THE SURGE IN SEARCHES FOR "BUFFALO CHICKEN DIP" AROUND FOOTBALL SEASON IS GREAT, BUT HOW CAN A SITE OWNER TARGET TRENDING OR NEW KEYWORDS LIKE THAT IF THEY DON'T KNOW WHAT TO SEARCH FOR IN THE FIRST PLACE?

Answer from Larry Kim: Try writing about new things that are likely to become highly trafficked keyword searches. For example, earlier this year, I noticed that Google had released a keyword planner tool that will replace the Google Keyword Tool this month. So, I quickly wrote up the first in-depth review of the new keyword tool, so now my blog shows up on the first page for searches on "keyword planner." The article drives a few hundred visits per month!

QUESTION: WORDSTREAM'S BLOG POST ABOUT GOOGLE REVENUES GOT PICKED UP BY THE WALL STREET JOURNAL (AND 600 MORE OF THE WORLD'S LEADING NEWS SITES). WHAT MADE THAT PARTICULAR POST SO SPECIAL AND HOW COULD YOUR AVERAGE SITE OWNERS GET EVEN 1% OF THAT LINK LOVE FOR THEIR OWN SITE?

Answer from Larry Kim: The article included original research that had never been done before that explained where Google makes their money from. There was a lot of content planning involved and I specifically designed the piece to be interesting for financial news publications. We timed the release of the study to coincide with Google's 2011 earnings call, so many reporters were able to work the data into stories they were already filing.

I wrote about this link building case study in greater detail at the Moz blog.

QUESTION: WHAT, IF ANY, INFLUENCE HAS PANDA AND PENGUIN HAD ON THE REALM OF PPC?

Answer from Larry Kim: I think it was a wake-up call. Millions of websites were impacted by the Panda and Penguin updates. Many were so badly impacted that they went out of business.

SEO is many things, but predictable and everlasting it is not. I use SEO but I'm not fully dependent on SEO and we don't think other businesses should be either; as always a healthy mix of marketing activity across different channels is the best way to ensure your funnel doesn't collapse overnight, and that includes PPC!



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INTERNET MARKETING THROUGH SOCIAL NETWORKS

By: Carlos Crawford

Today almost everyone is active on one social networking site or the other. Be it Facebook, Twitter, LinkedIn, etc. There are people around you constantly urging you to join if you haven't. This is mainly because social networking sites not only help you find people you may know but is a great medium for internet marketing. These sites are largely used for promoting various products, goods and services. You may see them in the form of web banners or pop-up ads or even pages that are liked and acknowledged on the social networking sites. This is advantageous to the advertisers and publishers because they capitalize on the human innate tendency to fraternize and be influenced by their friend circle's likes and fancies.

They frequently post various updates of their products and also inform people about the offers and discounts during special festivals or holidays season. There are special media profiles created exclusively for each product or brand. Through the process of 'Likes' on Facebook and other methods it is possible to monitor customers preferences and habits. Hence internet marketing via social networks is a quick and easy way of constantly marketing and advertising and making changes and improvements after evaluating surveys and doing research. Through internet marketing, it is possible to advertise at a lower cost and also appeal directly to the masses. People are perpetually connected to the net through the mobiles, tablets, iPads etc. They are part of well established communities online and are easily influenced by internet marketing.

There are also a few negative points to be considered regarding internet marketing through social networking sites. Most of the information of individuals on Facebook, Google etc. is monitored and evaluated as feedback to create more content and advertisements. There is an increasing concern among these users about their privacy regarding financial, personal or even health-related matters. Another point of concern is that users now turn a blind eye to advertisements or web banners and pop-up ads due to their incessant bombarding. However some studies show that they might notice them unconsciously.

Through internet marketing, it is possible to advertise at a lower cost and also appeal directly to the masses.





INTERNET MARKETING - BIG BOON TO BUSINESS

By: Leona Singleton

Internet marketing is the promotion and marketing of goods and services via advertisements which is done online and reaches out to the hundreds of thousands of people who are connected by the web. Internet marketing is not only a big boon for these consumers but is also extremely useful to the many businesses and companies who are harvesting money, time, effort and resources for this purpose.

Whenever a consumer either buys or sells something online, that person's money transaction is tracked. So every company or business is completely informed about which of their products is the most popular or widely accepted and lays emphasis on enhancing that product in order to gain more profit from it. They also evaluate which is the least accepted and make changes and improvements in it according to their consumers' tastes and preferences. Internet marketing is there, helpful for immediate feedback.

This data that is collected by the companies can be used for categorising and segregating the clients and customers and sending them additional information about their other offers and letting them know of updates according to the products that they liked. Since the companies are now aware of the customers' likes and dislikes they can improve their relations and ensure long-term transactions with their customers by personalising the offers and products. They might give bonuses or add-ons on certain quantities of purchase. They also allow their consumers to personalise their own products.

Internet marketing also helps companies to keep abreast with their competitors. They remain informed and aware of their strategies, services, offers and products. It helps companies to evaluate their own strategies and make changes accordingly in order to move ahead in the competition. One of the greatest advantages of online marketing is that it is cost-effective. The companies do not require as much staff as they would need in a physical set-up which is also eliminated through internet marketing. They are directly in contact with the customers and clients and do not need intermediaries to settle transactions. This process is called disintermediation.

Since the companies are now aware of the customers' likes and dislikes they can improve their relations and ensure long-term transactions with their customers by personalising the offers and products.



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THIS BLUETOOTH SPEAKER WITH 50

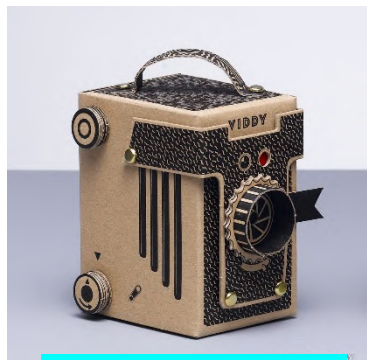
Portable Bluetooth speakers have liberated our music from wires, but they are only awesome technology if they are not dead. To that end, Ecoxgear has two new products it's showing off. One has 50+ hours of battery life, the other has a built-in solar panel that will keep it charged. These speakers cannot die.

The Ecoxgear line of speakers from Grace Digital ain't pretty, but dang it, if the brand hasn't been at the forefront of building indestructible gear. A few years ago it trotted out one of the world's first waterproof Bluetooth speakers. In my recent massive shootout, that didn't turn out to be that awesome, but regardless, it's impressive that the company recognised the consumer need



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THE BASIS PEAK FITNESS AND SLEEP TRACKER CAN HELP YOU FORM BETTER HABITS



We're in a brand new year! It's time to start in on those resolutions we've promised ourselves. We want to form better habits, get things accomplished, and feel better about our lives. So many people choose to lose weight, but everyone goes about how they do that differently. While some people may be consumed with numbers going down, it's better to keep on task with exercising, eating right, and getting the proper amount of sleep.

If your goal is to shape your body into a lean mean machine, then an activity tracker can help you understand your changes and automatically correct things if need be. Of course, there are a million choices out there, so you want to pick something that won't break the bank and can monitor all the different aspects of your routine. The Basis Peak is a rather impressive fitness and sleep tracker that can monitor your movements all day, every day. Not only is this a stylish smartwatch, but it can track your sleep, runs, and walks, while also monitoring your heart rate.

To keep you on track, this will automatically adjust your goals every week, and send you notifications if you need a nudge in the right direction. The downside is that you will have to wear a watch almost all the time to really be aware of all this information, but it has a water resistance up to 5 ATM with a Gorilla Glass 3 screen to make sure it can handle your daily life. The battery can last for up to 4 days, so you won't have to remove it more than once a week for charging purposes. This smartphone connected tracker will cost you \$199.99, and comes in matte black or white with brushed metal accents.

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

Did you know



A program named "Rother J" was the first computer virus to come into sight "in the wild" — that is, outside the single computer or lab where it was created.

Feature Article .

CUSTOMERS CAN MAKE THE MOST OF INTERNET MARKETING

By: Luz Stewart

In this new age when technology is available at everyone's fingertips, internet marketing is a blessing to consumers. Internet marketing includes both marketing and advertising of products and services online. It tries to promote these products through emails, web banners, pop-up ads and even social networking sites. It helps customers to communicate with companies and businesses on-the-go and also make purchases and transactions with them. This has led to a great increase in online shopping which is now become a fad.

One of the benefits is that consumers are always informed and aware of any offers that these companies might have. Since they are always connected to the net, they are updated every now and then of bonuses or discounts that might be available for a short period of time during festivals and special seasons. People who love shopping can shop at any time of the day without any limit or restrictions.



Thanks to internet marketing, customers can now track their purchases. They can choose when and how to pay for their purchase and also choose the place and time for the delivery.

Every company or business gives all of its information online so the customers can make completely informed decisions about their purchases. The pricing system is transparent and also shows the variety in range of products according to the range in prices. This is advantageous to the consumer. When it is online, they are not dependent on any sales person and there is no chance of being misled by false information. Since everything is available online, the consumers can also compare the prices and products of different companies at the same time which saves a lot of effort. The consumer no longer has to go physically from one place to another checking out prices.

Thanks to internet marketing, customers can now track their purchases. They can choose when and how to pay for their purchase and also choose the place and time for the delivery. Since it is completely their decision, happy customers tend to maintain a good long-term relation with companies owing to online marketing. They are also aware of where their package is from the time it is ordered to the time it is delivered to them.

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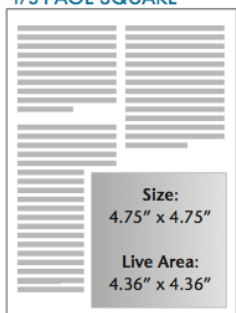
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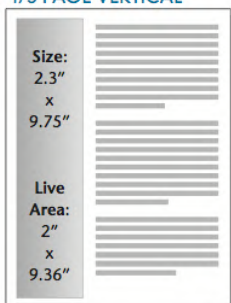
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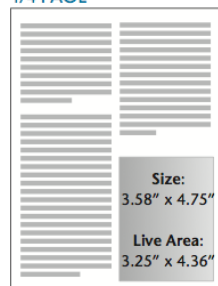
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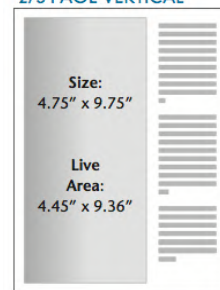
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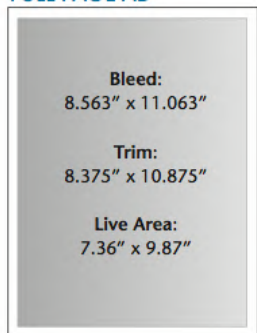
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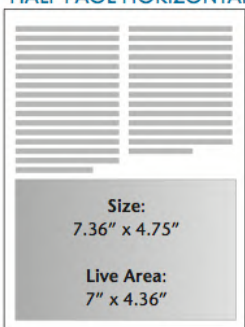
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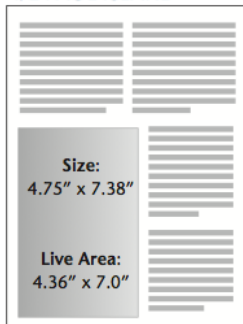
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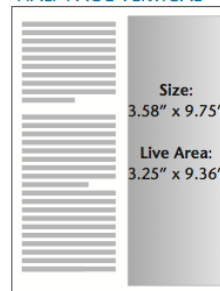
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Become Your Own Boss in 12 Months: A Month-by-Month Guide to a Business that Works

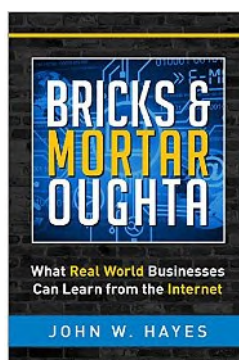
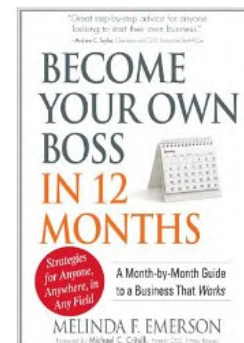
By: Melinda F. Emerson

Create a successful business this year!

Written by America's #1 Small Business Expert, this essential handbook shows you how to launch your own business in just twelve months. Using her years of experience in business development, Melinda Emerson

guides you through the process with step-by-step instructions for developing an effective marketing plan, setting a budget, and maintaining your business once it's up and running. She also offers brand-new strategies for obtaining financing through means like crowdsourcing as well as social media techniques that help build your business--all of which has been updated for today's market.

With Emerson's expert business advice, you will finally follow your dreams and become your own boss!



Bricks & Mortar Oughta: What Real World Businesses Can Learn from the Internet

By: John W. Hayes

If you work on the high street, you won't need reminding that traditional, bricks and mortar retail hasn't had an easy go of it in recent years. Thankfully, after half-a-decade of financial gloom, there is light at the end of the tunnel and it looks like the economy might just be turning a corner.

But this doesn't necessarily mean a return to easy

For many businesses who continue to struggle on today's high streets, it is all too easy to point the finger of blame for their decline at factors, which they believe, are beyond their control.

The Internet is a very obvious target when looking for a fall guy responsible for the decline of the high street. But is this fair?

In the face of online competition some businesses will struggle while others, who rise to the challenge, will thrive.

This book is for any entrepreneur, business owner or marketer who wants to future-proof their business, drive real world sales and maximise the potential of their traditional bricks and mortar operations using the techniques widely adopted by their online counterparts.

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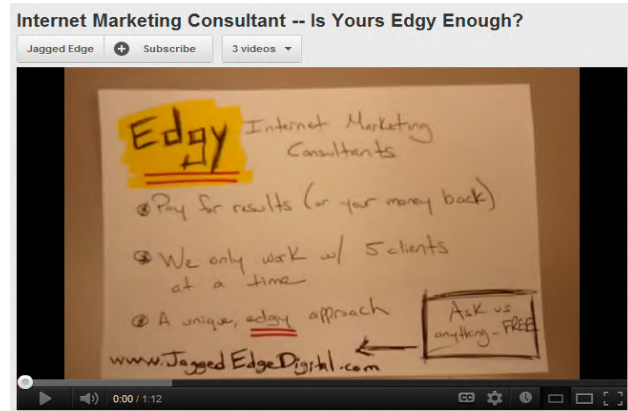


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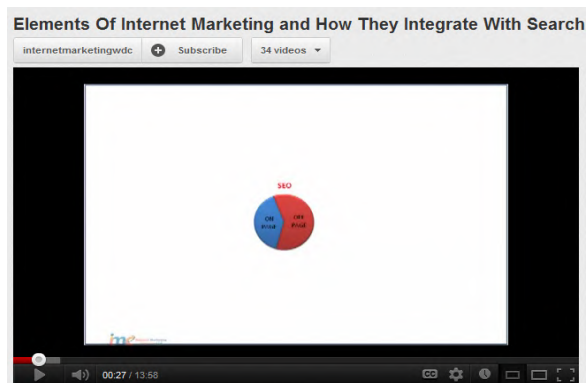
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THE MANY ADVANTAGES OF INTERNET MARKETING



By: Andy Ray

Internet marketing is one of the boons of today. It is the promotion of goods and services online. It includes both marketing and advertising which is a combined effort by the advertisers who provide the content as well as the publishers. It is an outcome of new and improved technology which is now at everyone's fingertips and has proved to be extremely advantageous.

Due to internet marketing, information is always available on the go. Customers can access information any time they need and also compare it with other sources if necessary. The companies can notify the public about updates and offers almost as soon as the decision is made. Internet marketing helps to reduce costs not only through less man-power or eliminating a retail centre but also through cost-effective campaigns and strategies for marketing and advertising. They help to earn more revenue and increase profits.

There are no distinctions between small or large companies when their marketing is done online. Hence every company or business has an equal footing in the eyes of the customers. They can also expand their audience base from a small scale business to a large-scale over-seas business easily. Feedback is almost immediate when marketing is done online, so this helps companies to judge whether their strategy is working out or not, what the problems are, what the possible solutions could be and ways to improve can be implemented almost immediately.

There is direct communication between the company and the customer which leads to better relations and loyalty towards a particular product or service. Through internet marketing, the customer can see what he intends to buy and can make an informed decision and is satisfied at the end. This creates a good image for the company. Campaigns can be carried out more easily through internet marketing.

Internet marketing is also beneficial to the environment because people do not use their vehicles as much as they would if they had to drive around and hence the amount of carbon in the air is reduced. Companies can also arrange deliveries in such a way that customers living in proximity to each other can get their deliveries at the same time.

Through internet marketing, the customer can see what he intends to buy and can make an informed decision and is satisfied at the end. This creates a good image for the company.

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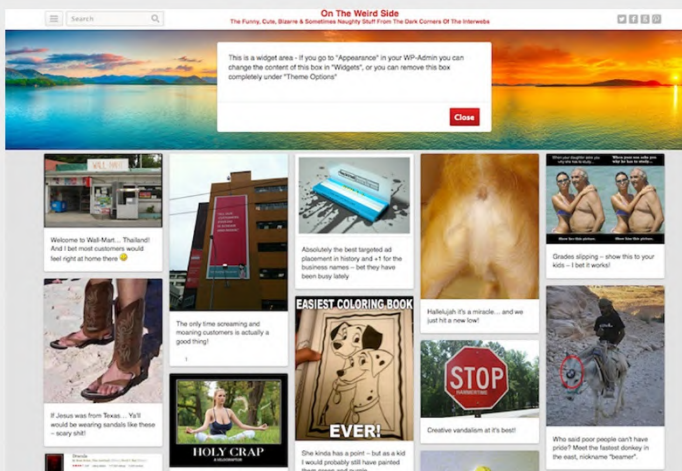
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MWM Q&A

EXPERT INTERVIEW WITH **FRANCES** **COLE JONES** ON JOB SEARCHING AND INTERVIEWS

By: Mary Hiers



“Unless the field is highly specialized, many candidates have the same level of education and skill set. Given that, employers are paying closer attention to the “soft skills” that demonstrate a candidate will be a good team member.”

Frances Cole Jones started her career as an editor, working with authors to better interpret ideas. She rapidly realized, though, that those skills could be applied to candidates and interviews, and has since become one of the premier career experts, offering advice on TV, books and on her website.

She spoke with us about interviewing and the surprises you might find in that office.

HOW HAVE JOB INTERVIEWS CHANGED OVER THE LAST FEW YEARS? WHAT ARE EMPLOYERS LOOKING FOR OUT OF A CANDIDATE?

Unless the field is highly specialized, many candidates have the same level of education and skill set. Given that, employers are paying closer attention to the “soft skills” that demonstrate a candidate will be a good team member, or as Tina Fey has said about picking writers for Saturday Night Live, “someone you want to see in the break room at 3 a.m.” With this in mind, candidates need to actively work to create camaraderie. Easy ways to do this are to comment on office decor that has obviously been chosen to impress, like a framed diploma; to eat and drink what you’re offered in your interview; to write both email and snail mail thank-you notes.

IF A JOB SEEKER HASN’T BEEN ON THE MARKET IN A WHILE, WHAT’S THE FIRST STEP TO BRUSHING UP ON INTERVIEW ETIQUETTE?

Candidates need to practice their answer to “What have you been doing in the intervening time?” so that their response is concise and confident and reassures their future employer that they are ready to re-enter the job market and give 110%. They also need to reassure themselves about the value they have to offer. More seasoned candidates bring institutional memory of what has occurred in an industry, and that is invaluable.

CAN AN INTERVIEWER SABOTAGE THEMSELVES AS WELL, AND HOW?

I think interviewers sabotage themselves by failing to prepare and falling back on “softball” queries along the lines of “Tell me about yourself.” Candidates need to know that this is NOT an invitation to talk about themselves. This is an opportunity to say, “Your job description states that you are looking for someone who can do ‘Y’ and not only can I do ‘Y,’ but I can also do ‘W’ and ‘Z.’” In other words, “Tell me about yourself” is an opportunity for candidates to show how they are going to add value to the firm once they are hired. No one needs to know they are one of six siblings and grew up on Nantucket.

WHAT CAN WE DO TO INSURE FEET DON'T ENTER OUR MOUTHS IN AN INTERVIEW?

Slow down. Inhale and speak on an exhalation. Doing so gives your voice more resonance and authority. It also makes you come across as more confident. Jumping on every question as soon as it leaves the interviewer's mouth "reads" as anxious. If you don't have an immediate answer to a question, don't hesitate to say, "I'd like to think about that for a moment because I want to be sure to give you the best answer possible" – no one is mad at the candidate who wants to give the best answer possible!

HOW MUCH RESEARCH IS TOO MUCH RESEARCH ON A COMPANY OR YOUR INTERVIEWER?

Doing so much research that you never get around to applying for the job is problematic. Other than that, I don't think it's possible to do too much research. The tricky bit, however, is remembering you don't need to use all that research in every answer! For example, while it's important to demonstrate to your interviewer that you are familiar with their background – by using information available on LinkedIn, etc. – you don't want to include a bizarre amount of detail. For example, saying something along the lines of "Loved those pictures of your family at the July 4th barbecue!"

WHAT ARE SOME TRENDS IN HIRING WE SHOULD BE KEEPING AN EYE ON?

Most candidates know that employers are checking their social media profiles, and if they aren't aware of this, they should be. They also know that employers might ask you open your accounts mid-interview for a look-see. One thing candidates might not know, however, is that many interviewers are stopping interviews halfway through and saying, "You know what, I just don't think you are the right fit for us" even if they think the candidate is great. They are doing this to see a) if an interviewee will fight for the job and b) how she or he handles stress. If this happens to you, I recommend leaning in, smiling and saying, "I see I haven't made it clear how much I want this position. Let me take you through my thinking one more time."

Candidates need to practice their answer to "What have you been doing in the intervening time?" so that their response is concise and confident and reassures their future employer that they are ready to re-enter the job market and give 110%.

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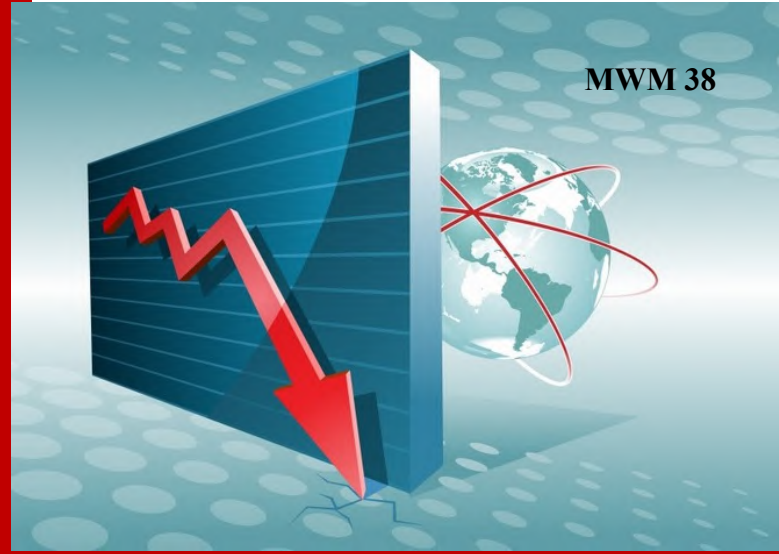
Quotable:

“

“It's hardware that makes a machine fast. It's software that makes a fast machine slow.” ~Craig Bruce

Disadvantages of Internet Marketing

By: Gina Roy



One of the important benefits that technology has brought us is internet marketing. It is the marketing and advertisements of goods, services and products that is done online. Keeping in mind all its benefits it is also important to consider its disadvantages. Since all the buying and selling has to be done online it is necessary to have fast connections which may become a problem if the companies put too much data on their websites.

Money transactions, purchases and mostly shopping takes place online which makes it impossible for the customer to actually take a good look and feel of the product that they are buying. There are also some people who find it difficult to trust online banking or online transactions and are afraid to buy products by this method. People feel uncomfortable giving their personal details on a public forum where there is a chance of it being misused. This may also be due to the numerous scams and frauds and phishing that take place on a considerably large scale. This causes disrepute to other respectable companies.

Another issue of concern in internet marketing is the 'cash on delivery' process which is not very guaranteed. There are also people who order products online under fake names and cause distress and problems for some companies. There is another drawback which is known as 'click fraud' which means that unknown parties who are not interested in making a purchase may still click on ads just to reduce the company's budget for advertising.

Due to constant bombardments by advertisements on social forums, people may become immune to ads and not take notice of them. People may also use methods like filtering or blocking ads in order to avoid being pelted with ads all the time. Spams are another issue of internet marketing which causes constant irritation to customers. Customers' transactions are tracked online and their available information from social networking sites can be used by companies which is a major source of worry. Very often viruses and malwares cause damage to soft wares due to being disguised as ads.

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Quotable:

“

"Windows Vista: It's like upgrading from Bill Clinton to George W. Bush."

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.

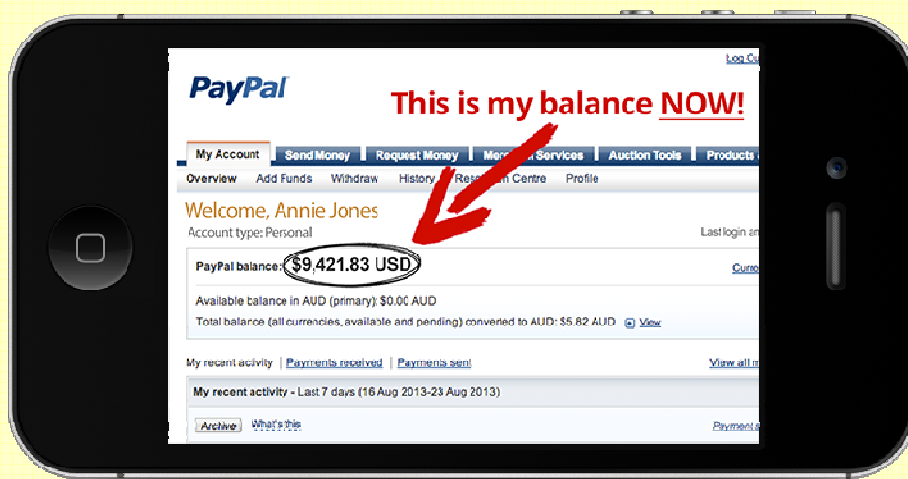
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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



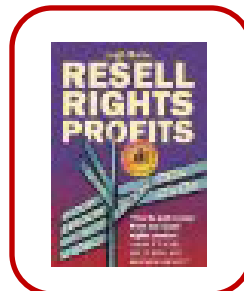
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MWM featured products

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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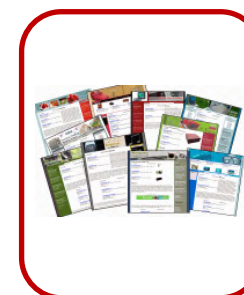
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iPad2

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

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Carlos Crawford specializes in Internet marketing, including PPC, social media and content marketing. He has his own digital marketing company that helps various businesses around Australia.



Mary Hiers

Mary Hiers is a full-time freelance web content writer for numerous clients. She is an author at Recruitment Advisor, which is the go-to source for stand-alone job boards & digital publishers to find industry news, insights, and tips for new revenue.



Andy Ray

Andy Ray is a freelance writer who is very knowledgeable about money-making keywords and other SEO techniques. He has over 5 years of experience in the business.



Gina Roy

Gina Roy is a writer and SEO expert based in the US. She has helped many businesses improve online rankings and obtain clients.



MWM contributors

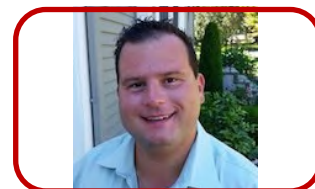
Leona Singleton

Leona Singleton writes about different topics, including Internet marketing, real estate, business advertising and fitness. She has 7 years of experience in the field.



Nick Stamoulis

Nick Stamoulis has worked with hundreds of companies small, large and every size in between since 1998. Through his vast SEO experience Nick Stamoulis has successfully increased the online visibility and sales of clients in all industries. Nick Stamoulis started Brick Marketing as a part time SEO consulting business in 2005, which has evolved over the years to a full service SEO and website marketing company, one of the top SEO firms in the United States.



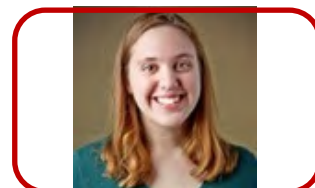
Luz Stewart

Luz Stewart joined the Internet marketing world in 2011 and she has gained many loyal clients because of the quality of results she provides.



Nina Zipkin

Nina Zipkin is a staff reporter at Entrepreneur.com. She frequently covers media, tech, startups, culture and workplace trends.



AN EASY STRATEGY TO INTERNET MARKETING

By: Luz Stewart

Internet marketing is of supreme importance in this technological age. Marketing and advertising of products, goods and services is all done online. It is necessary for companies to have technical know-how in order to be competent and keep abreast with the rest of the competition. If these businesses follow the few basic guidelines of internet marketing, they can be assured success in their field.

Initially it is important to understand the goals of the company and list out its objectives. For example, the company's goal might be to increase revenue, or create awareness about their brand or product or to have a wider audience base. Accordingly a plan can be formulated to design a marketing strategy that would be able to fulfil these objectives and goals first and foremost.

After stating the objectives and goals, it is important to have a detailed discussion with the client, publisher, advertiser and company about the existing problems and point out which has the most priority to be solved. While finding answers to these problems, it is necessary to keep in mind those priorities and apply the resources in those specific areas first instead of targeting everything all at once.

ONCE THE STRATEGY FOR INTERNET MARKETING HAS BEEN DEvised, IT IS HIGHLY EFFICIENT TO DRAW OUT A CLEAR PLAN OF THE STRATEGY IN SUCH A WAY THAT EVERY PERSON IN THE COMPANY IS INFORMED AND AWARE OF IT AND CAN HELP PUT IN A COMBINED EFFORT TOWARDS THAT GOAL.

While applying the solutions to the stated problems, the company should also list out which mediums and methods are the most cost effective. By using emails and social networking sites, it can reach a large audience which can then spread the message by word of mouth. It can also use the various types of internet marketing like display advertising, using important keywords as well as hire affiliates for advertising.

Once the strategy for internet marketing has been devised, it is highly efficient to draw out a clear plan of the strategy in such a way that every person in the company is informed and aware of it and can help put in a combined effort towards that goal. After the strategy has been executed, it is of utmost importance to evaluate it, find out the pros and cons, and determine whether it met the stated goals and objectives of the company and if it solved the problems and issues that were listed out. With these results in hand, it is then possible to use the available resources in the same direction if it was a success. Otherwise, research can be carried out again to formulate another plan of action to market online.



MWM more useful links

Make a point of checking them ALL out!

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INTERNET MARKETING ACHIEVED THROUGH BASIC STRATEGY

By: Carlos Crawford



The world is constantly growing smaller by the minute owing to technology. Everyone can now stay in touch with the rest of the world with the help of all the latest gadgets, mobiles, iPhones, tablets, laptops, iPads etc. It is possible to convey a message or an idea to the entire world almost as soon as it is thought of. Therefore it is important for everyone to be technically competent to keep up with their competitors.

Internet marketing is the way ahead to influence people on a global scale through emails, social media, display advertising etc. But due to lack of revenue or resources and technical know-how, this becomes difficult. So it is important that we should keep reinventing ourselves and also remain updated with all the latest methods of internet marketing.

It is essential to stay on a good footing with your audience and customers. By engaging them with various updates and offers and interacting with them, it is possible to build long-term relationships and loyal customers. It is imperative to value their time and therefore provide them with quality content and always recognise their needs.

Qualitative content and copywriting is one of the focal points in internet marketing. Following traditional methods of copywriting is the best way of luring in potential customers. As long as there is a significant headline, a copy body and a call of action to the audience, there will be an assured response from them. The advertisement should always include influential and strong content which can move the audience to make purchases and transactions.

In the meanwhile, there should be an assurance to the audience that their time and money is valuable. All the extensive marketing and advertising that is done should amount to something worthwhile. The company should create and send an idea, product good or service to their audience only if it is worth their time and attention. The company could set up blogs or websites to furnish their customers with information about themselves and various offers. This is also a method of interacting with them. Publishing articles and press releases as well as emailing customers is a good way of internet marketing.

By: Andy Ray



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MWM back story

MEET RAVY MINHAS-MEHROKE AND AMY MINHAS, BOMBAY BROW BAR



When asked what the biggest lesson they learned when first starting, they responded, "Find a mentor!"

Ravy and Amy are a dynamic duo – sisters and best friends with an entrepreneurial edge. They always knew they wanted to start a business together, with one main focus: to make people feel good about themselves.



Passion of Business

"The business idea came from my obsession with eyebrows," describes Ravy. "I love that brows can transform your face by enhancing your features. They can give you an instant eye lift and leave women looking and feeling beautiful."

And what better business is there to open, than one that you're obsessed with? The sisters took their passion and looked for support from the business community, calling upon the Canadian Youth Business Foundation (CYBF), Women's Enterprise Centre, Success BC, Forum for Women Entrepreneurs (FWE) and of course our team here at Small Business BC.

Asking for Help

When asked what the biggest lesson they learned when first starting, they responded, "Find a mentor!" Ravy found her mentor and inspiration in Blo Blow Dry Bar co-founder and Small Business BC board member, Judy Brooks. When the two met in 2010, Bombay Brow Bar was just a concept, however with their passion for beauty and business, it didn't take long to make that concept a reality.

Developing a Plan

The sisters took time to develop their business plan, with the help of their mentor. When refining the concept for their plan, they decided to concentrate on what they do best: brows. A decision, which has obviously served them well, with multiple client reviews describing them as a "total brow experience" and that "you will become a BBB (Bombay Brow Bar) addict in no-time". Now what better press can you ask than that?

***“Dream big, but
start small. Take
time to get to
know your
community.”***

Rapid Growth

The pair have built on this success, rapidly expanding their business to three locations in the last three years.

They opened their first location in the middle of the 2010 Winter Olympics in stylish Yaletown, alongside fellow entrepreneur Joyce Poon, owner of Noir Lash Lounge. Enjoying the success of their venture, the sisters opened their next location in hip Kitsilano in June 2011. The most recent addition to their company is their downtown Vancouver location in the Shangri’La Hotel, which opened in February 2012.

Each store is styled to create a memorable experience. With their signature lilac, pink and gold walls, the salons’ give you a feeling of Bollywood boudoir; a perfect haven on one of Vancouver’s many rainy days.

When asked what advice they would give a new entrepreneur starting out, Ravy is quick to reply “Dream big, but start small. Take time to get to know your community.”

Looking to the Future

Ravy has big plans for their business. She confesses, “I’m very ambitious. I want to create a positive change in the world, not just Vancouver.”

And when looking for inspiration of where to take their business next, she once again looks to her mentor who has expanded Blo Blow Dry Bar across both Asia and North America. “I want Bombay Brow Bar to be the next ‘leading global beauty concept’.” So look out world, here they come, ready to change people’s lives – one brow at a time.

