

Making **WEB** MONEY

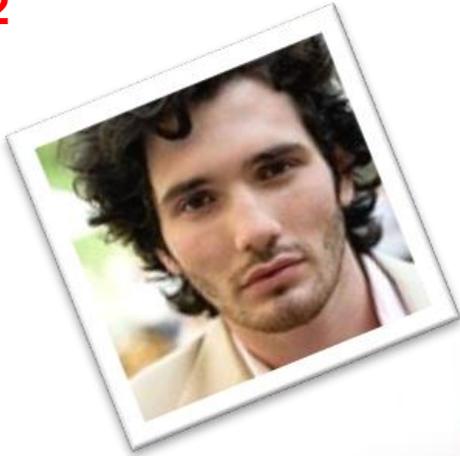
ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

Blog Marketing Strategies
P.22

JULY 2014

Interview with Justin Gray,



Bradley Valdez



Justin Gray



Gadgets, interviews
Products, Q and A

Expert Interview:
Rick Ramos

p.17



Tracev Greene



Rick Ramos

Why Choose Internet Marketing?
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MWM editors letter



Welcome to our **JULY 2014 Issue** of this month's "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 insights and opportunities for you.*

Advantages of Internet Marketing By: Regina Page **Blog Marketing Strategies** By: Bradley Valdez **Disadvantages of Internet Marketing** By: Troy Burton **Effective Internet Marketing** By: Curtis May **Internet Marketing as a Career** By: Kathy Matthews **Online Internet Marketing Courses** By: Kent Pittman **Is Internet Marketing Legal?** By: Jake Clayton **Types of Internet Marketing** By: Betty Hayes **Why Choose Internet Marketing?** By: Tracey Greene **MWM Success Story** The Real Tony Stark: Interview with Thalmic Labs CEO, Stephen Lake - **Ask the Expert** An Interview with Rick Ramos on Content Marketing: Insider's Secret to Online Sales & Lead Generation - **Question & Answers** Interview with Justin Gray, LeadMD CEO and Marketing Automation Expert - **MWM Back Story** Inspirational Feats – The Story of Gandy's Flip-flops plus so much more.

For those readers having some viewing problems with the **Online Version** of "Making Web Money" to make reading 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.

Thanks for reading. Remember to Read, Learn and Enjoy!

Harry Crowder

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Making Web Money Online Marketing Magazine

Editor Harry Crowder

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Various experts in their fields
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TOP EMAIL

If you tell us what you like and don't like about Making Web Money Digital Marketing Magazine.

What worked for you or what you think sucks, then we can make Making web Money an even better magazine. So, some on, Send ,me an email and let me know.

Press Release Software



What is the easiest way to create an iPhone app?

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

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

What is Offline Marketing?

I keep hearing about it, but can't really find out what it is? - Connie. Offline marketing is the opposite of online marketing. Online marketing is marketing/advertising done over the internet. Offline marketing is the traditional methods of marketing such as television/newspaper/magazine adverts, posters, jingles, etc. -Ed.

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

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

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



Did you know: The nVidia GeForce 6800 Ultra video card contains 222 million transistors.

MWM what's on



MobileBeat
2014



MOZCON

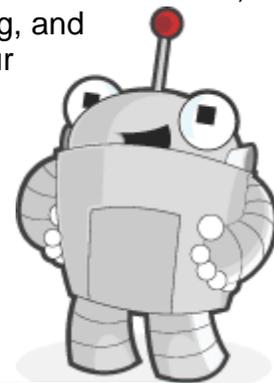
*not your typical marketing
conference.*

MobileBeat, VentureBeat's annual flagship conference on the future of mobile, convenes the brightest minds and biggest names in the industry to explore the year's hottest mobile trends. MobileBeat attracts representatives from private and public companies in the following segments: major platforms, content/media, advertising, commerce, developers, device makers, carriers, retail, services, marketers, investors, press and more. Attendance is limited to 12 - 16 attendees, with discussion chaired and facilitated by Econsultancy to ensure all participants get the most from the session.



Join us for three days of forward-thinking, actionable sessions on SEO, social media, community building, content marketing, brand development, CRO, the mobile landscape, analytics, and more. MozCon speakers share next-level advice on everything from building a loyal community to making data-driven decisions in your marketing.

You won't find any stuffy networking events here — you can connect with our amazing community of industry leaders, chat with the speakers and Moz staff, pick up some cool swag, and even get a hug from our friendly robot, Roger.



what's on



Digital Cream
Melbourne



Exclusive to 80 senior client side marketers, Econsultancy's Digital Cream is one of the landmark industry moderated roundtable events for marketers to:

- convene and network with like-minded peers from different industries,
- exchange experiences,
- compare benchmark efforts,
- explore the latest best practice,
- discuss strategies,
- and learn from others who face the same challenges with suppliers, technologies and techniques.

Quotable:

"To err is human... to really foul up requires the root password."



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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FACEBOOK LAUNCHES SNAPCHAT CLONE BUT PULLS IT SHORTLY AFTER, OOPS!

After abandoning its Poke app last month, Facebook mistakenly released its new mobile product to rival Snapchat – but the social network says it will launch the new app again "soon."

Snapchat seems to be Facebook's number one enemy these days. After taking down its first attempt to compete with Snapchat last month, the unpopular Poke app, Facebook is now working on a second message-sharing app in order to stay in the game.

But it seems the social network pressed send too soon as it accidentally released its new ephemeral messaging service, Slingshot, earlier this week and removed it shortly after. The brief look at the app shows that like Snapchat, Slingshot enables users to send photos and videos to their circle of friends. The similarities continue in that the messages disappear after they are viewed. However, unlike Snapchat, users can't see their friends' messages until they "sling" something back, according to the Los Angeles Times.

Since Facebook has already pulled the app, there aren't many more details available about the product. However, a representative for the company tells TechCrunch that it is still working on Slingshot and the mobile app will be "ready soon."

Facebook has seen Snapchat as a threat for a while now. In November of last year, they attempted to purchase the popular app, but the start-up rejected the all-cash acquisition offer, which was valued at more than \$3 billion at the time.

Also in late 2012, about a year after Snapchat's debut, Facebook launched a similar mobile app called Poke, where users could send disappearing messages, photos, and videos. But in May of this year, the company quietly withdrew Poke due to its poor performance.

In comparison, Snapchat is becoming more and more popular, particularly among young users. This May, they unveiled a text/video feature called Chat to help brands better communicate with consumers.

3 KEYS TO MILLENNIAL MARKETING: SMARTPHONES, SOCIAL MEDIA, HYPER-TARGETED CONTENT [STUDY]

New research reveals that Millennials check their smartphones 43 times per day and they primarily use social networks to discover and share content. It's universally acknowledged that Millennials (those between the ages of 18 and 36) are the most tech-savvy generation. When marketing to this segment, you need to think about three key elements, according to new research:

- Smartphones
- Social media
- Hyper-targeted content

In its latest report, Content Finds the Consumer, global consumer experience management company SDL provides an examination of Millennial media habits. The results show that close to 70 percent of Millennials use two different devices every day. Among them, smartphone usage dominates. Millennials check their smartphones 43 times per day.

Meanwhile, Millennials like communicating with businesses on social media platforms like Facebook and Twitter, according to the report. More than two-thirds of Millennials responded that they embrace brands on social media in order to get discounts, while 56 percent to receive free perks.

In addition, this segment turns first to social networks to discover content, and further share the content via social media. By contrast, email and search engines are the least favorite channels.

millennials1

Image Credit: SDL

A deeper look at Millennial media habits reveals that they prefer hyper-targeted content, in the form of personalized social networks, customized online news feeds, and music streams. For example, 71 percent of the respondents choose hyper-targeted music streaming services like Pandora and Spotify, compared to 11 percent who listen to non-targeted local radio.

Based on the findings, the report provides some suggestions for better marketing to Millennials:

Create interesting and sharable content that can be consumed quickly on any device.

Incorporate social media into your marketing mix.

Tailor content to your audience and make it appropriate for their particular context.

SDL surveyed 1,800 millennials around the world, consisting of 53 percent female and 47 percent male.

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All the billion dollar corporations use several SEO strategies to continually attract [free online](#) traffic. But now, you can learn all the same tips and secrets to guarantee your business gets loads and loads of free traffic that you need to become successful

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- How to use SEO in all your website copy so **your sites rank better and faster...**
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MWM success story

THE REAL TONY STARK: INTERVIEW WITH THALMIC LABS CEO, STEPHEN LAKE

We discuss the future of gesture control with Thalmic Labs CEO, Stephen Lake



If you're a Marvel fan like us, then you'll have spent a good deal of time trying to work out if there's room for a new Tony Stark style workshop in your house. You'll also have read about this amazing gentleman, who has recently created an Iron Man suit to replicate the original.

Quotable:

"The Internet: where men are men, women are men, and children are FBI agents."

You'll understand, therefore, why we were incredibly excited to sit down with Stephen Lake, CEO of Thalmic Labs, who have created a gesture-control armband, Myo, which picks up on the electrical activity in your muscles, allowing you to control your technology with a simple gesture. Here, Stephen Lake explains more about Thalmic Labs and his hopes for the future of gesture-controlled technology.

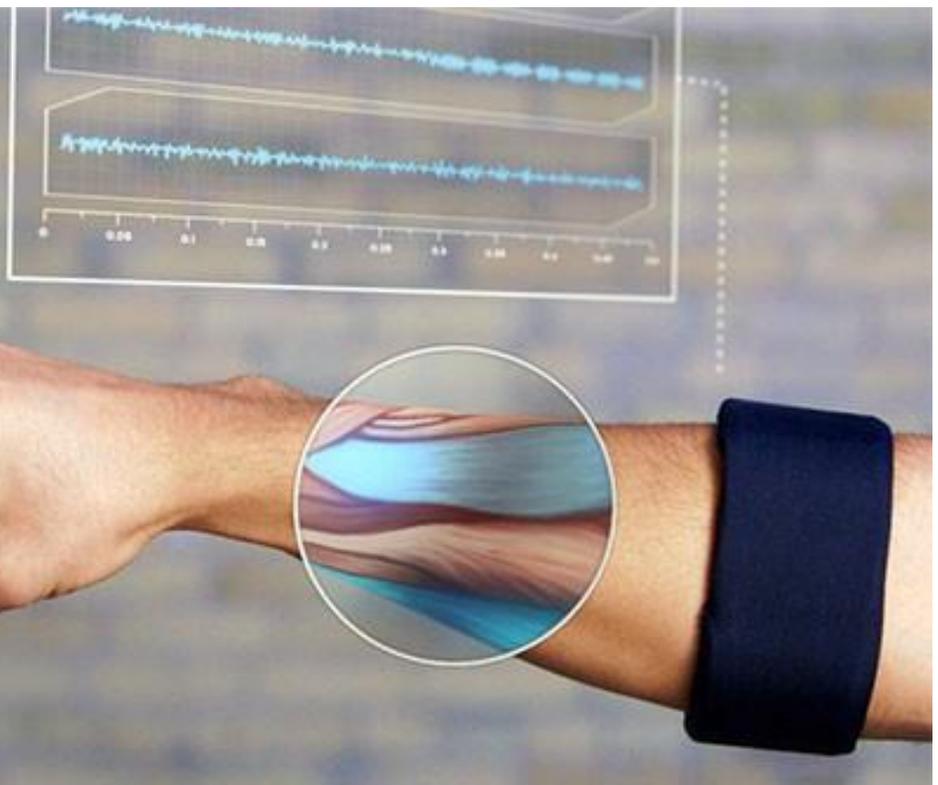
Tell us about Thalmic Labs, how did the team come together?

Thalmic was founded in 2012 by three engineers in the same graduating class of the University of Waterloo's mechatronics engineering program: me, Matthew Bailey, and Aaron Grant. Previously, we had been involved in a vast range of high tech product development, from building software at Zynga, to designing surgical robots in Germany, to developing out-of-this-world lunar rovers at the Canadian Space Agency. Building on work in the area of wearable technology that Matthew and I had done previously, the idea for Myo was born out of a fundamental question: How do we connect the real and the digital worlds as we move towards wearable and ubiquitous computing?

Your latest product, Myo, allows users to control their technology via electrical activity in their muscles. What are the possibilities for this type of technology in the future?

After hearing about Myo, people often ask us how they could use it in their daily lives. The answer is that the possibilities are endless. Key interest segments include gaming, healthcare, teaching, industrial, music creation, 3D modeling, and business presentations. Individuals from the sign language, amputee, and multiple other limited communication/movement communities have also approached us with the hope that Myo can overcome the daily obstacles sometimes faced by those with certain disabilities. From interacting more seamlessly with your phone or computer to solving large challenges faced by individuals and multinational corporations, we have big plans for a future with Myo.

Building on work in the area of wearable technology that Matthew and I had done previously, the idea for Myo was born out of a fundamental question: How do we connect the real and the digital worlds as we move towards wearable and ubiquitous computing?





The company is funded through a number of investors. What do you think makes Thalmic Labs such an attractive opportunity for investors?

At Thalmic Labs, we're building the future of human-computer interaction. With the Myo armband, we're solving the fundamental problem of how we as humans can more seamlessly connect with the technology that we use in our daily lives. Investors in Thalmic Labs understand the current pain points of interacting with technology and share our passion for pushing the envelope into game-changing tech. As a part of Y Combinator, we were able to build connections and get exposure to world-class investors, many of whom were fascinated by the technology that we had created and where we'd be taking it in the future.

What advice would you give to other entrepreneurs looking to start up their own company?

Go out and tackle a challenge that you're especially passionate about, and/or that you have some competitive advantage in solving. When the days and nights get long and things get tough, you'll need this passion to pull you through. Building a company in an area that solely seems "hot" or financially attractive, but one in which you have no specific experience or interest, is often a losing endeavor. My co-founders and I are so fortunate to be in a field that we love, working on technology that we're passionate about. We work hard and we wouldn't have it any other way.

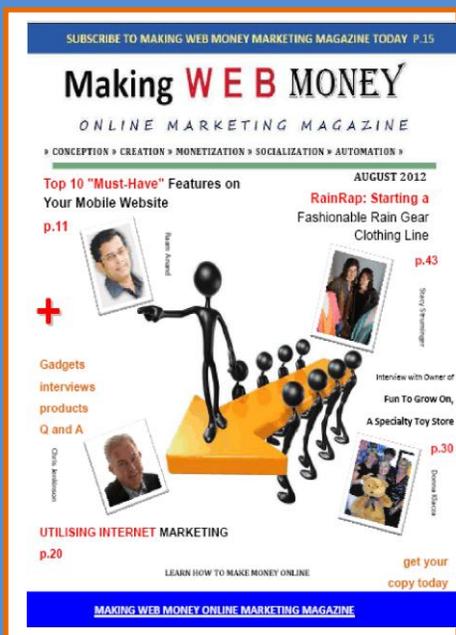
And finally, how close are we to developing a working Iron Man suit?

We love the Tony Stark references. With all of the advances in wearable technology over the past little while, we can't wait for a future where humans have superpowers!

For more information, visit:

www.thalmic.com

Go out and tackle a challenge that you're especially passionate about, and/or that you have some competitive advantage in solving. When the days and nights get long and things get tough, you'll need this passion to pull you through.



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MWM ask the expert

EXPERT INTERVIEW: RICK RAMOS

By: Elizaveta Naumov

We're excited to launch a new series of posts on Content is King with industry experts in digital marketing and SEO. To kick off the series, we spoke with online marketing pioneer Rick Ramos (@ricktramos) to get his views on content marketing and where the industry is headed.



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He became known to many in the marketing field for his work at a top 50 comScore rated web property and the creation of the iconic “Punch the Monkey” banner ads, which have had billions of views around the world. He is also author of the bestselling book “Content Marketing: Insider’s Secret to Online Sales & Lead Generation,” where he shows how companies should move away from interruptive advertising to methods that entertain and educate their customers.

What are the main differences between B2C and B2B content marketing that businesses should keep in mind?

To me the differences between B2C and B2B aren’t as great as many people would think. Content relevance is the most important factor in your content marketing strategy regardless of whom you’re trying to target.

That being said, other factors can come into play. Are you marketing a product or service? What are the price points, the length of your sales cycle, etc. Fundamentally, we are all people that want to learn, grow and be entertained. Tap into these core wants and you can create a great content strategy, regardless of your audience type.

Some B2B businesses are still doubtful of the value of content marketing, what is your response to that?

I remember when I had my first hosting company in 1996 and people doubted the value of having a website. You’ll always have some people come late to the party. They will find it hard to catch up to a company that has produced tons of content over years.

B2B surveys have shown that inbound leads cost a company half of what leads costs from trade shows, direct mail, telemarketing, etc. Additionally, Google has drastically changed their search algorithms to look for high quality content and social media clues including obviously Google Plus. They will find that if they are not implementing a content marketing strategy, their SEO results will start being affected.

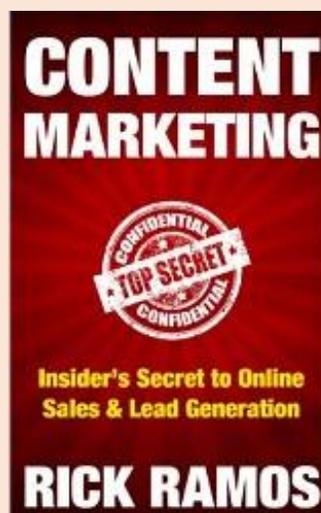
What can a business do to have fresh content and ideas, especially if they are in a niche industry?

It’s funny that you would ask this question because I’m planning on releasing a new book in January that has 365 ideas for fresh B2B content. It will be priced at .99 cents at launch for a limited time. If people are interested in getting information about the book when it’s released, tell them to follow me on Twitter @RickTRamos or sign-up for my email list atRickRamos.com.

Now to answer your question, I would tell them to keep a notebook or use an iPhone or smartphone app to keep track of all their ideas. I personally use Wunderlist on my iPhone. You never know when a great idea comes up, for me it’s usually in the shower or right before I fall asleep.

They should also ask themselves these questions:

- What’s happening now that will affect my industry in the future?
- How are my views different from the rest of the industries?
- What topic are people afraid of talking about in my industry?



- What piece of information do I know that would help my customer do their job better?
 - What keeps their customers up at night?
- You can also use tools like: Google Trends, StumbleUpon, Reddit, Flipboard and Twitter to see what’s trending in the news.



“The truth is that content marketing isn’t a get rich quick scheme. It can take a long time to see the ROI from their efforts. For some companies it can take months of work for Google to start noticing their content. This can be especially true for companies that have tried to game the system in the past by listening to ‘SEO Experts.’”

Free Online Marketing Evaluation



When should a business expect to see ROI from their content marketing initiatives and what should they measure?

The truth is that content marketing isn’t a get rich quick scheme. It can take a long time to see the ROI from their efforts. For some companies it can take months of work for Google to start noticing their content. This can be especially true for companies that have tried to game the system in the past by listening to “SEO Experts.”

The one thing I always tell people is that content is a company asset. Content can last a long time and drive leads for years to come. Over the long run, the ROI for content marketing is about 2-3 times greater than paid search. Content also builds trust for a company and establishing trust with your customer makes them life-long loyal customers to your brand.

Each company has a different KPI (key performance indicator) and it’s tough to give broad recommendations. Measuring things like brand perception and trust is hard, it’s not always about the clicks.

MWM some useful links

Make a point of checking them ALL out!

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

BLOG MARKETING STRATEGIES

By: Bradley Valdez

If you browse on any search engine, there are blogs for every possible word you type in. Have you ever wondered where does this ocean of information come from? Blogs actually are internet website logs that contain information about a certain topic. These blogs are written by people who have experience in writing about certain topics and have knowledge about the topic. Now, the competition enters when we have an array of blogs written about a certain topic. That is when you need to have a proper marketing strategy to market your blog online.

1. Social Media plays a very important role in marketing. You can advertise your blog links to promote your content. Every social networking site is an individual channel for advertising. So you need to channelize your way of marketing on each of these websites.

2. Try to use wit in your content and especially in the title, that catches the reader's eye at once.

3. Be smart, if your content is not unique, the way you present it must be unique enough to do wonders. Sometimes, readers are bored of reading texts, pictures or videos can help enhance the text better.

4. You don't have to keep on writing pages to impress your clients. Be real and natural. Nobody wants literature these days, logical information that sends a positive message about a certain product is well appreciated. So, stick to a certain word limit and do not over discuss any topic beyond limits.

5. Stay Alert. Always keep reading to keep pace with competitors. Being self sufficient does not work all the time. If you want to create good content you need to keep on discovering new methods of implementing and putting up your thoughts in the best possible way.

Though blog marketing is doing wonders to the readers as well as the bloggers both, the opportunities must be used correctly. Bloggers must post what is real.

You don't have to keep on writing pages to impress your clients. Be real and natural. Nobody wants literature these days, logical information that sends a positive message about a certain product is well appreciated.





DISADVANTAGES OF INTERNET MARKETING

Internet Marketing, although is the best way to make money faster online yet it fails due to some disadvantages. Not all people succeed in this business and eventually face a big amount of loss in terms of money as well as work. Some of the disadvantages of internet marketing have been discussed in this article.

1. Security : If you have created a website, you need to be careful about the security of your web content and the critical data. Hacking has become a common threat to online business groups. You need to be careful while sharing your data online and must be using good firewalls to protect your websites. Many of the new start ups fail to do so and as a result, you have to face a big loss.
2. Payments : If you are allowing your customers online payments or cash on deliveries, you need to be careful. There are a lot of fake accounts that process such transactions and mock companies that don't make the payments. Hence, beware of who you are dealing with otherwise you will be at risk.
3. Internet Connections : At times slow and abrupt internet connection disturbs the curiosity of the customer. Sometimes, when a customer is watching a video based on your product and because of bad network, the videos takes more than required time to buffer , it is obviously going to disappoint the customer. This is one of the most common reasons why a few startups fail to fetch enough clients to their websites.
4. Trust : Believe it or not but the truth is how tech savvy you become, still at heart you are the diehard go to shop kind of a person. There are people who still believe that unless they have a look and feel of a product and know how it works they cannot buy it or use it. For such people, internet marketing does not work.

If you have created a website, you need to be careful about the security of your web content and the critical data. Hacking has become a common threat to online business groups. You need to be careful while sharing your data online and must be using good firewalls to protect your websites.

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VESSYL SMART GLASS WILL TRACK CALORIES

Everything is getting smarter these days. We have smartwatches, smartphones, and all sorts of wearable electronics. Smart tech is now making its way into the cups we use to drink our favorite beverages. A new smart glass called Vessyl has been unveiled and it has some very interesting abilities.

Vessyl is a glass that has sensors inside the cup and syncs data to an app that runs on your smartphone. The sensors inside the cup are able to determine what liquid you put into it be that liquid a soft drink, coffee, or tea. It can tell the difference between types of drinks well enough to track calories and the caffeine in the drink.



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CLEVERPET IS A GAME CONSOLE FOR YOUR DOG

Many dogs both want and need plenty of mental exercise as well as physical exertion—just like human beings. While obviously it's good to provide that stimulation yourself, there's also a new gadget on the horizon that should entertain dogs even when they're home alone.

It's called CleverPet and it's touted as a dog games console. Currently being supported via a Kickstarter campaign, CleverPet is a WiFi connected device that can keep your pet entertained and fed all day if need be.

While you're away from your home, you can use the CleverPet app to keep track of how things are going for your dog, as well as see how much they're learning. You can always feel part of the educational process then, while not having to worry about your dog getting bored. CleverPet easily replaces a food bowl too, holding enough food to feed most dogs during the day.



CENTR IS A 360 DEGREE VIDEO CAMERA THAT FITS IN YOUR HAND



Selfies and static images are old news already. It's panoramic video that will truly capture those beloved memories. While various smartphone apps make such a process slightly easier, those in need of a more powerful solution will appreciate CENTR.

CENTR is a piece of hardware that generates 360 degree HD video in real time, and it's small enough to fit in your pocket as well as the palm of your hand. Just imagine if your GoPro camera could shoot in all directions at the same time and you'll have an idea of how powerful CENTR could really be. There's no need to stitch together images or do anything complicated like that—CENTR does it all for you.

The gadget weighs less than 250g and has a splash-proof enclosure, ensuring it's safe in many locations. It records video up to 60fps with bluetooth-enabled controls ensuring you can set it up via your smartphone. Up to 4k panoramic video resolution is possible with 20MP time-lapse photos also made through the device.

Playback is available through the interactive video player while built-in Wi-Fi means you can watch a real-time video preview of everything it records. The results and the potential is impressive. Besides simply being able to take photos and videos of family outings, you could do so pretty much anywhere imaginable. In the mountains skiing? CENTR can record those memories. Skydiving or even paragliding? CENTR is just as comfortable there too, all thanks to its portable size and weight.

Feature Article .

EFFECTIVE INTERNET MARKETING

Whatever you do, if your work is well received by the audience it means that you have done a good job or in other words you made effective efforts. This rule implies to internet marketing too. If you are a potential internet marketer, you need to know the basics of effective marketing well so that you excel in your work.

1. Content : Try to think out of the box and create unique content based on the latest facts and figures. Nobody can stop you from being a successful internet marketer.

2. Keywords : Keywords here are the key to success. You need to choose them very carefully so that you give your work a proper shape it helps in search engine optimization further.

3. Socialize : Use the social networking websites smartly. You want to gather the public attention towards your content. Your work must speak for you. Think smart and post smart, you will definitely excel.

If you are looking for a good internet marketer for your business, you must look out for the following few key points while selection.

1. Knowledge : Check whether the consultant you are looking for has the required skill set that can help him/her in understanding the product better. Consultant must be having basic knowledge of your domain, so that he/she can create suitable content for your business.



2. Talent : It is seen that majorly, recruiters prefer consultants with experience and this helps in minimizing the risks according to them. Thinking out of the box, fresh talent is a pool of new ideas and can be very fruitful for the business endeavors.

3. Background Check : A complete profile check of the consultant is needed before you sign any kind of marketing business with him/her. Their profile in the market, their past projects must be known by you if you are about to recruit them.

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gather the
public
attention
towards your
content. Your
work must
speak for you.
Think smart
and post
smart, you will
definitely
excel.***

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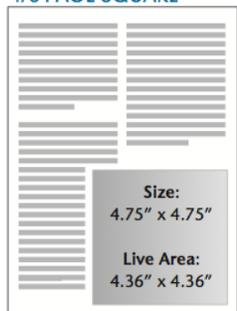
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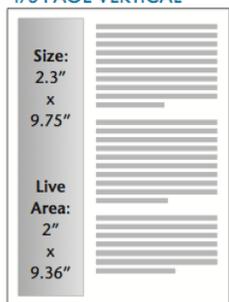
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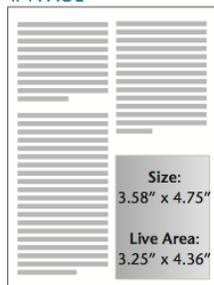
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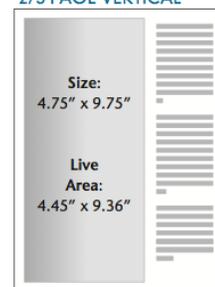
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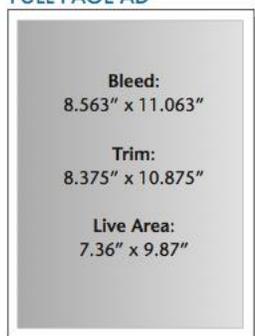
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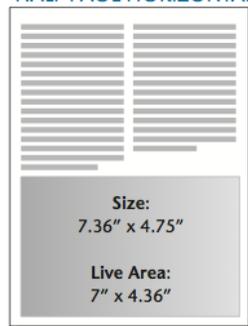
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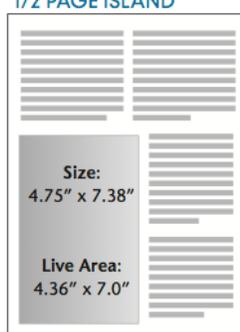
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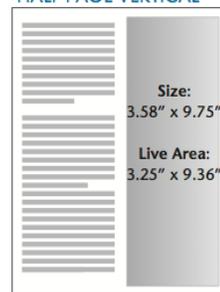
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[The Evergreen SEO Book: How To Use Search Engine Optimization To Rank In Google And Bring More Traffic And Customers To Your Business For The Long Haul \(Make Money Online, Passive Income\)](#)
By: Jason Goldberg



This Book Will Teach You How To Rank High In Google And Other Search Engines, Especially If You Are A Beginner At SEO

When I first started online, all I kept hearing about was SEO this and SEO that, however I had no idea what the heck "SEO" was. I just kept hearing how important it was. That's why I bought this book and I am so glad I did. It did a fantastic job teaching me not only "what" SEO was, but also how to rank with it! Great read that I would totally recommend to all online entrepreneurs!



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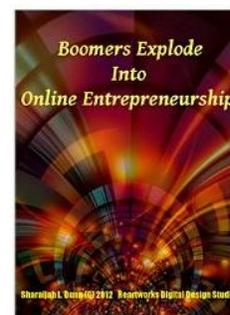
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[Boomers Explode Into Online Entrepreneurship](#)
By: Sharaijah Dunn



Boomers Explode Into Online Entrepreneurship by Sharaijah L. Dunn is an expression of the author's deep desire as a Baby Boomer, who became a statistic of our country's economic meltdown, to inform and inspire fellow Boomers to start their own businesses online. The knowledge, skill sets, and talents used to profit the businesses of others will work to profit our own businesses. Life does not end for us during times of economic crisis. This generation meets challenges with great gusto and ingenuity. Reinvent into your authentic self. Rekindle those deep dreams of childhood that are your true passions that will bring happiness to your life. Working for yourself is a great way to rid your life of that fear of financial insecurity and will allow flexibility with your time. Follow your passions, and the prosperity will follow into a wonderful balance between work and life. Your work will become play.



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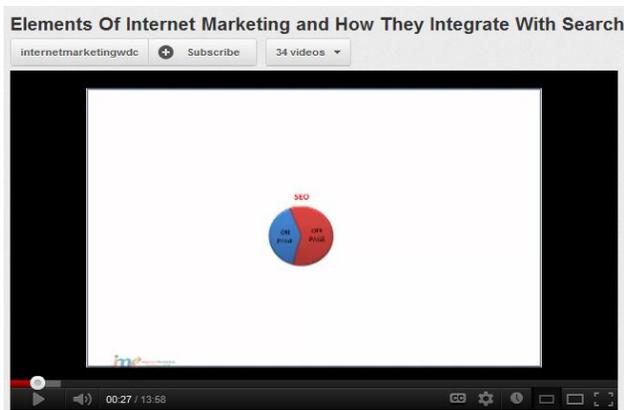
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MWM Q & A

INTERVIEW WITH JUSTIN GRAY, LeadMD CEO AND MARKETING AUTOMATION EXPERT



As part of ShareBloc's ramp-up towards Marketo's major The Marketing Nation Summit conference, we wanted to reach out to some experts in the field. We recently traded emails and sat down via Google Hangouts with Justin Gray, CEO & founder of LeadMD, a preferred service partner for Marketo and one of the country's leading marketing automation consultancies. We asked Justin for his thoughts on the state of marketing automation, the role of metrics in driving your marketing and sales team and some of the best practices he's seen across his suite of clients. Here were our takeaways from his responses; we edited the content for prose, not substance.

"CRM is still the backbone of the organization but marketing automation is the head."

How do you see Marketing Automation fitting in the sales & marketing funnel?

"Most client CEOs and CFOs want to know what are the results of the marketing spend, even if it's just marketer's time."

Marketing automation is the tool that tracks and guides leads from the top to bottom of the funnel and "allows marketers to measure consumption, score activity, tie those metrics to the revenue funnel and see how is sales absorbing these leads." Ultimately, marketing automation enables marketers to tie their work to revenue, which is the end goal.

What is the most common mistake you've seen from clients adopting marketing automation?

"Marketing automation is an ongoing process; not a single campaign."

Marketing organizations from two-person startups to large organizations need to plan their transition to marketing automation technology and processes correctly. Some organizations don't correctly account for "legacy process" before a marketing automation system is in place. Others have never used marketing automation before so there's a bit of a learning curve to not just implement the technology, but also to train marketers and sales to use the system. This is why many of LeadMD's clients are on retainer after the first engagement. Even with a process in place, marketing is cyclical and it's important to recognize that you will not get results right away.

Where do you see the role of Sales in Marketing Automation?

"CRM is still the backbone of the organization but marketing automation is the head."

We are seeing a bit "Death of a Salesman" in digital sales & marketing. That's because the best salespeople today are also really good marketers. Terms like "solution selling" and "sales enablement" are relevant because good salespeople leverage marketing assets and utilize buyer personas. One major impact on sales is the end of demos. Potential customers can view demos without a salesperson. Rather, good salespeople walk leads through a solution and "make the lead an active participant."

What are some areas that Marketers and Marketing Automation are still not getting right?

"Behavior and alignment to buyer persona are the only true indicators of lead qualification."

Marketers should look to new metrics and the questions they answer:

- Marketing Qualified Lead (MQL) to Sales Accepted Lead (SAL) conversion rate: "Does your marketing team know how to generate quality leads?"
- MQL to Opportunity: "Does your sales team know how to ask for money?"
- MQL to Revenue: "Is your sales team weak at closing?"

Most marketers still rely on vanity metrics, with "net new names" by far the largest culprit. Typically, sales will give marketing a large quota, even though the "sales team can never process all these leads." This stems from a legacy without marketing automation, where leads are not well defined and buyer personas don't exist. But in recent years, marketers have learned that buying lists of contact information simply does not yield significant results.

To align marketing and sales, both parties must define what a MQL is. "Don't set MQLs based on industry, revenue or demographic data, for example." Rather, a lead should be "dictated by the buyer, not the organization." Organizations that tend to create too many stages in the sales & marketing funnel can be "overly prescriptive." Buyers behave as they normally would so even if they don't click on that button or respond to an email to move them off that stage, if they are ready to buy, the process should recognize the buyer's willingness to move down the funnel. Marketing automation can pick up these signals the way traditional processes cannot.

What is the one thing your clients are excited about in 2014?

"Content creation is still not part of marketing automation." Many of LeadMD clients are excited about content marketing but have outstanding questions. For example:

- How do we crowd-source content?
- How do we involve thought leaders?
- How do we create high value content that breaks through the noise?

More LeadMD clients are getting engaged on content but inbound is still not being tied-in with marketing automation, and thus not being measured for effectiveness. Calendaring, content planning and other features need to be more deeply ingrained in marketing automation.

For more information on Justin Gray and LeadMD, go to their website, their blog or follow them on Twitter.



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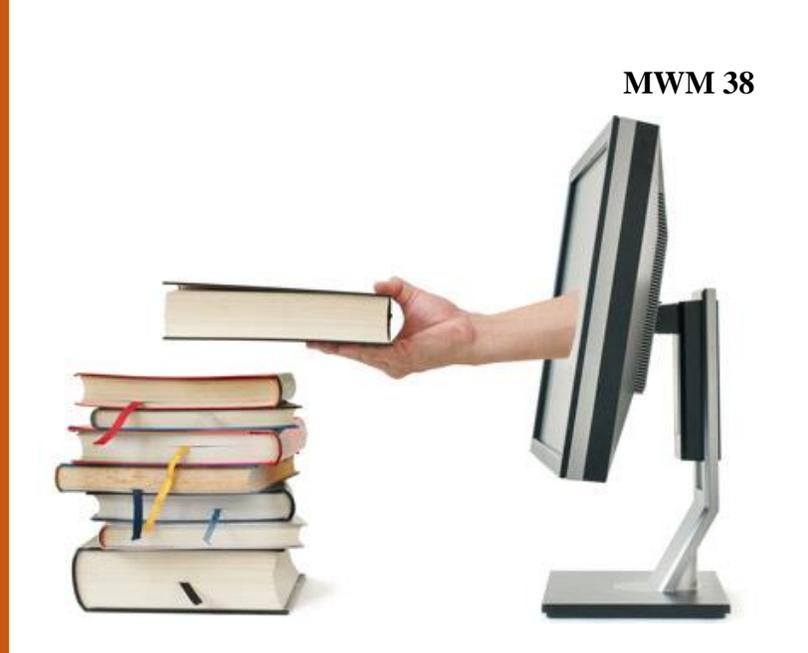


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ONLINE INTERNET MARKETING COURSES



Internet marketing boom has given rise to so many people across the globe to start up on their own and make financial profits. Earlier it used to be a 'Do It Yourself' style or learn to do on your own for a lot of internet marketing consultants. But now you have so many universities offering courses on how to become successful internet marketing consultants.

Youngsters who have a vision of getting into this profession prepare themselves at a very early stage probably from high school itself and enroll themselves for such courses. These courses are quite reasonable with respect to price, highly informative and yields good job prospects in future. There are a lot of institutes that offer online certified diploma courses in the field of internet marketing. Certain crash course packages are also available online wherein you can learn about internet marketing with the help of well illustrated videos and demonstrations. These online certification programs are categorized for people of different levels of experience. There are basically two modules for certification:

1. For Beginners : This is a basic level course for people who aim to start off their career in internet marketing.
2. For Professionals: This course focuses professionals who are already into social media marketing or into freelance content creation work. This course helps them to enhance their skills and increase their efficiency.

These courses are pretty well designed for people who want to excel in the field of internet marketing and be on top of the customer's priority list. The best part about these online courses is that you can apply and take them up whenever you wish to. There are enough of informative courses available with various institutes and online. It is up to the people who take up such courses and make use of the knowledge gained by it.

There are a lot of institutes that offer online certified diploma courses in the field of internet marketing. Certain crash course packages are also available online wherein you can learn about internet marketing with the help of well illustrated videos and demonstrations.

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Andy Rooney



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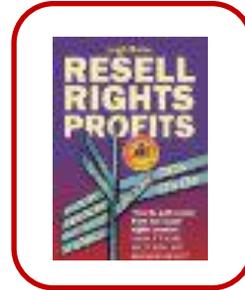
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iPad2

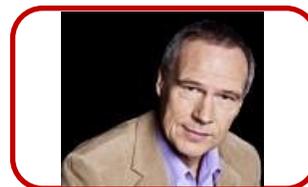
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MWM contributors

Troy Burton

Troy Burton is a business consultant and SEO expert. He does a lot of writing and travelling, and conducts several trainings every year. Coming from an achiever family, he only aims for the best results.



Jake Clayton

Jake Clayton is a digital marketing expert who teaches high-level achievement strategies and online monetization methods.



Tracey Greene

Tracey Greene works for an SEO copywriting firm. Her passion is helping businesses connect with their current and potential customers while obtaining a highly visible position in the search engine rankings.



Betty Hayes

Betty Hayes is an Internet marketing expert. She specializes in various niches, including real estate, property management, event production and business promotion.



Kathy Matthews

Kathy Matthews is a freelance writer, content marketing specialist and social media marketer with more than 8 years of experience. She provides her clients with the most relevant and helpful information to ensure the success of their business.



MWM contributors

Curtis May

Curtis May started to work in March 2008 as a part time Internet marketer. As time passed by, he decided to take this career to the next level. He now owns his own SEO firm, which has been running since 2011.



Elizaveta Naumov

Elizaveta Naumov is the Digital Marketing Manager at *TextMaster*, professional online translation, copywriting and proofreading service.



Regina Page

Regina Page has been involved in Internet marketing since 2005. She stays updated with current algorithms and other trends, helping her clients stay ahead of the business curve.



Kent Pittman

Kent Pittman is an entrepreneur and SEO consultant. He offers seminars, trainings and webinars for those who are interested to rank higher in search engines.



Bradley Valdez

Bradley Valdez is a trained copywriter who believes that content is still king. He helps clients by providing high quality articles and press releases for their businesses.



IS INTERNET MARKETING LEGAL?

If you are posting ads about your product you need to be as real as possible otherwise if required you must put a disclaimer for viewers' reference. You cannot over rate or under rate the product.



Any business you set up has its guidelines and regulations as per laws of the country where you reside or plan to start your business . Before hitting the market, you need to ensure that you meet all the guidelines and you have all the permits and license to launch your product.

Every product has to go through certain tests to get certified from the concerned authorities. These tests are important ads certify that the product you are about to launch is not a hazardous one, or if it has any kind of side effects that might harm people around you, your surroundings or the product itself.

You have to abide by the laws of publicity too. There is a certain code of conduct that you are supposed to follow while addressing the customers. If you are a new start up, you must go through such guidelines well and look out for other websites for references.

You must save your resources or the critical content smartly. You need to have a copyright of all the content or the products you are dealing with in order to stop knowledge thefts. You should have good network security to stop such inappropriate activities.

If you are posting ads about your product you need to be as real as possible otherwise if required you must put a disclaimer for viewers' reference. You cannot over rate or under rate the product.

If you are targeting young audience especially children, you should be very careful with your marketing strategies. You must understand that kids do not have enough ability to evaluate a certain product. Thus, rather than taking advantage of this fact, act naturally and try to put as much realistic facts as you can about your product.

It is always good to be by the side of law than being against it.



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

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This plugin will get the bestselling products for your keyword from these 8 top shops:

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And as a [bonus](#) it will also get related keywords from:

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

But what if you are totally happy with the way your site looks right now?

That is where Azon Mobile Pro comes in. It is a perfect tool for any Amazon [affiliate](#) and by uploading Azon Mobile Pro to your site the plugin will detect if the visitor is a mobile user. If that is the case it will display a highly optimized mobile website with inbuilt Amazon discount finder.

It's build 100% with mobile in mind so it's fast loading and responsive.

If the visitor is not using a mobile device your site will stay exactly the same as it always was.

[Learn More Here](#)

TYPES OF INTERNET MARKETING

By: Betty Hayes



Search Engine Marketing is the key basic of trading online. When you create web content that is in demand online with impressive and easy language so that readers and users across the globe can understand easily, users tend to turn up and back to your website.

Marketing is a big ocean and there are a lot of strategies that you plan and implement. Similarly, there are different ways you pursue internet marketing as well. A few of them have been mentioned and described here.

1. Search Engine Optimization : This kind of internet marketing deals with how well you optimize your website and present it in a unique way so that it impresses the readers and brings you the required web traffic.

2. Blog Marketing : It includes marketing your products online by writing blogs about them. The blogs might contain description and reviews that might impress the readers about the product you are focusing up on.

3. E-mail Marketing : It is the easiest mode of marketing, where you e-mail about your product or business and introduce the recipients to the offers that they can avail. You can always send waiver mails regarding the regular updates and posts about your website.

4. Search Engine Marketing : This is the key basic of trading online. When you create web content that is in demand online with impressive and easy language so that readers and users across the globe can understand easily, users tend to turn up and back to your website. The more number of hits to your websites occur the better it is for your marketing work. This is made possible by search engine marketing.

5. Viral Marketing : This kind of marketing automates the manual version of marketing. The hypothetical way of doing this earlier was to use a product and let your friends and acquaintances know about it and make them use it. That was how a product used to get marketed. But now with so many social networking applications like facebook , twitter, etc it has become quite easy to target people in bulk and market your product smartly.

WHY CHOOSE INTERNET MARKETING?

By: Tracey Greene

When you want to enter a certain stream you need to know why you should choose it as option. With internet marketing becoming a rapid profit source of making money, it becomes important to know why you must be doing it if you intend to take it up.

1. The most common reason you choose internet marketing is that it is the easiest way to increase traffic (web traffic) to your web site.

2. Since, it targets the mass in much more than expected numbers, you are definitely going to go global and fetch better opportunities. But before you introduce yourself globally, you must be equipped with enough information about your products and strategies so that there are no hiccups at the crucial moment.

3. It saves time. Internet marketing does not take much time to get executed and implementation if the planning goes fine and is prioritized well.

4. It is a very easy option to excel in your work if you are a tech savvy person having web analytics skills.



Since Internet marketing targets the mass in much more than expected numbers, you are definitely going to go global and fetch better opportunities.

5. Though there is a lot of competition in this field, so if you can think out of the box and create catchy content that attracts the users online, you are definitely going to be successful in this filed.

6. Technology plays a very important role here. You need to keep on updating yourself with the latest trends in technology. The smarter your application is the better the chances of profit. Thus, upgraded skills always benefit in business.

7. This kind of business if done smartly can be termed as 'less investment higher returns' option. Internet marketing ingests minimal expenses as you don't have to recruit herds of people as they do in corporate marketing. So, with less manpower you can spend the money smartly in technology and the ideas.

MWM some 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](#)**
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- **[Best Computer Hardware Store](#)**
- **[Ipod Music Sources](#)**
- **[Jewelry Deal Store](#)**
- **[Toy Reviews Today](#)**

MWM back story

INSPIRATIONAL FEATS – THE STORY OF GANDY'S FLIP-FLOPS



"My brother and I were determined to turn our experience into a force for good, so we founded Gandys flip-flops. We donate 10% of profits to projects abroad with underprivileged children."

When unspeakable tragedy struck brothers Rob and Paul Forkan in the devastating 2004 tsunami, they could have wilted under the enormity of their grief. Instead, they chose a life of entrepreneurial endeavour, fueled by a desire to ensure that orphans around the world had the same life chances they did. Eve Hartridge met the entrepreneurs and discovered their story.

In the Western world, we're all familiar with the phrase 'what doesn't break you, makes you stronger'. However, thankfully very few of us are tested to the limit to put this into demonstrable practice.

The same cannot be said for brothers Rob and Paul Forkan, though, who turned a genuinely worst case scenario into something positive, and a force for good, when, aged just 11 and 13 at the time, they were orphaned in Sri Lanka by the 2004 tsunami, during a family holiday.

Such tragedy would destroy most people, but Rob and Paul were determined to live full and happy lives, to make their parents proud, and keep their memory alive. They also wanted to create a practical way to help other orphans around the globe, with a long term plan to build homes for orphaned children.

As the brothers studied the floor and pondered how they could do all of this, the answer was looking them in the face – the humble flip-flop. Almost everyone in the world owns a pair of flip-flops in some form or another, and they are arguably the most practical, simple and comfortable footwear on the planet. Their footwear brand, Gandys was born.

Since then, Gandys has become a travel and beach style essential, loved by celebrities, and endorsed by the likes of Sir Richard Branson, who is often seen proudly sporting his pair of 'Necker Island Red' Gandys.

We caught up with the inspirational entrepreneurs to find out their story.

What are Gandys flip-flops and what inspired you to set up the brand?

Rob: "Gandys flip-flops is a new footwear brand with a unique ethos, created by my brother Paul and I. When we were 13 and 11 our parents pulled us out of school to travel the world as a family and do voluntary work abroad. We were in Sri Lanka when the 2004 tsunami struck, and sadly we lost both of our parents.

"My brother and I were determined to turn our experience into a force for good, so we founded Gandys flip-flops. We donate 10% of profits to projects abroad with underprivileged children, and our goal is to open our first children's home by the end of next year."

What were you doing previously?

Paul: "I was actually out in Australia working as a business development manager in a company that imported furniture. Rob flew out to surprise me on my 21st birthday, told me about his idea and I flew straight back over to get started!"

Rob: "I used to work for a marketing company – a bit different from the fashion world, but it was a start-up, so I learned some really valuable lessons there about business."

How did you make the switch to become an entrepreneur?

Rob: "We both have always wanted to set up our own businesses at some point so I think it came quite naturally for both of us when we decided that we were going to run with the idea of Gandys!"

Paul: "I think it runs in our family – our Mum and Dad set up their own social enterprise, so they were definitely an inspiration for both of us to follow in their footsteps."

What were the first challenges you had to overcome?

Paul: "The main thing is definitely other people not believing in your idea. We had a lot of friends and family telling us that we were crazy to start a flip-flop company in the UK, so it's really important to stick to your beliefs and keep going. I was lucky I had Rob to carry me through when I came up against a barrier, and I did the same with him. I would definitely recommend having a business partner."

Rob: "When we first started we were in our flat in Brixton, with one of us on the sofa. We didn't have much money, so we did our first product shots on our iPhones with the bath as a backdrop! It was tough with just two of us trying to do everything, as essentially you're competing against big brands with loads of staff and resources."

"The main thing (challenge) is definitely other people not believing in your idea. We had a lot of friends and family telling us that we were crazy to start a flip-flop company in the UK, so it's really important to stick to your beliefs and keep going."



What advice would you have for others looking to emulate your success?

Rob: "Work hard; and be determined! I personally think that a good work ethic is the most important thing – if you work hard, you will see the results eventually. We have put in a lot of very long hours and we always think there is loads more to do."

Paul: "Don't take no for an answer and always look for original ways to overcome any barriers you encounter. We've done lots of crazy things to get where we are – including knocking at Sir Philip Green's door in our flip-flops which helped get us into Topman!"

What can other entrepreneurs who suffer overwhelming hardship learn from your experiences?

Paul: "I think the main message to anyone who has suffered a tragedy is that you can turn a negative into a positive if you have the determination and focus."

What impact upon your life has setting up Gandys had?

Rob: "The impact has been absolutely massive; our lives have changed completely. It's great working towards something that we're really passionate about. Every week there's a new challenge or project and we love the variety at Gandys!"

Paul: "We're also lucky enough to get invited to events that we never dreamed of attending. Recently we went to the DNA Summit and met CEOs of companies that we really admire. It's such an honour to be in the same room as these people."



"I think the main message to anyone who has suffered a tragedy is that you can turn a negative into a positive if you have the determination and focus."

How important is the charity element of your business?

Paul: "It's absolutely fundamental to Gandys. Everything we do is because we want to make a difference in the lives of children around the world. When we returned to England after the tsunami we were very lucky to receive a lot of help from friends and family; but we know that for a lot of children in developing countries this is not the case."

Rob: "As we grow, we want to be known as the brand that gives back. We think that every business should do their bit to improve the world."

What is your next milestone /objective?

Rob: "In November we launch into Nordstrom in America, so that's pretty big! We're looking into expanding into a lot more other countries too."

Paul: "Then obviously the biggest milestone in the near future will be the opening of our children's home next year to mark the 10th year anniversary of the tsunami."

What does the future hold for Gandys?

Paul: "We want to become a household name across the world and open children's homes on every continent. I can't wait for in ten years' time to have a few children's homes around the world, and to be recognised as the best flip-flops in every country."



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