

# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

MAY 2016

**A QUICK CHEAT SHEET  
FOR CONTENT IN  
INTERNET MARKETING**

**Ross Mendham,  
Bare Naked Foods**

Jody Ellis

Ross Mendham

Clint Harrington

Doug Evans

**Utilizing the Benefits of  
Digital Marketing**

**Raised \$120 Million for  
a Fancy Home Juicer**

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# My Coconut Oil Shop

*Best Coconut Oil Products and Benefits*



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- **Get to Know the Benefits of Coconut Oil**
- **The Ultimate Multi-Purpose Product: 5 Ways With Coconut Oil**
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- **How to Use Coconut Oil for Personal Care**



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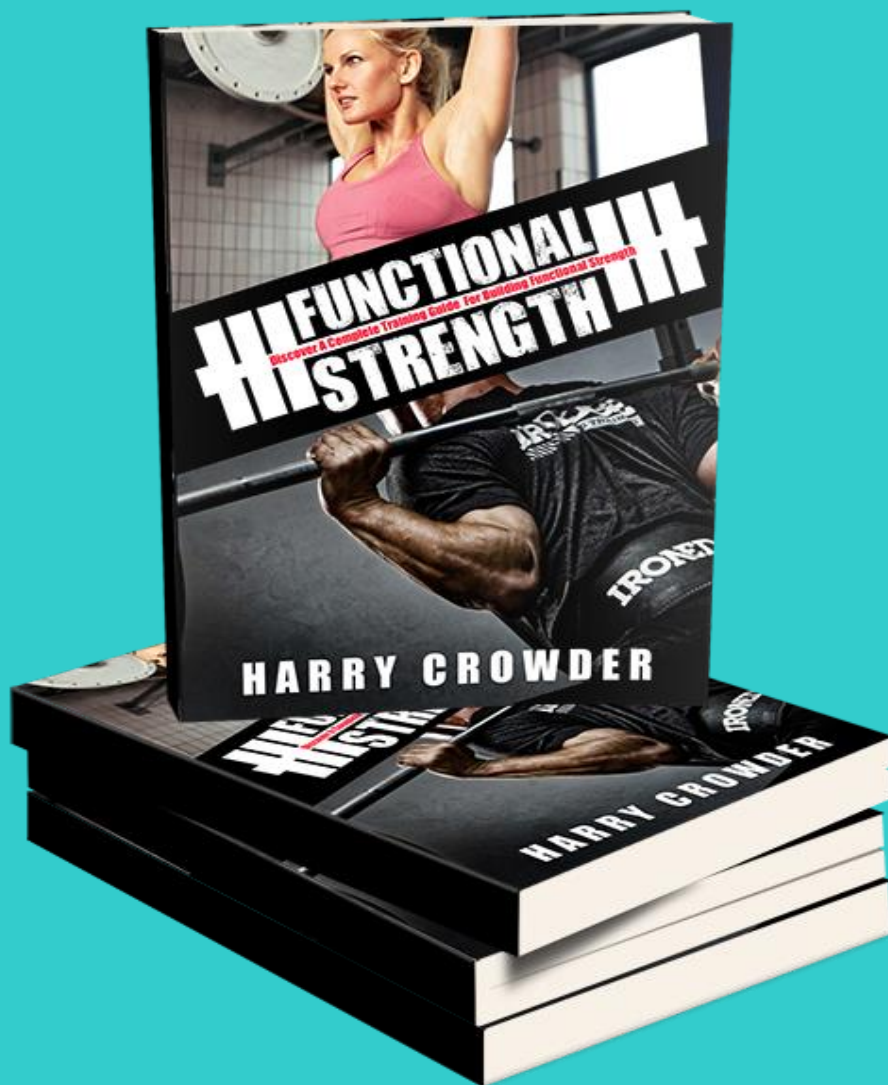


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Welcome to the **MAY 2016 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and personal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

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

**Don't forget we have Some Great Back Issues too!**

## Talk to me



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**Twitter.com/harrycrowder**

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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Marketing Magazine**

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Advertising See Above

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Various experts in their fields

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# MWM inbox



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

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

## Press Release Software



## ? Did you know:

Although we normally think of computers as the ones we use in our everyday lives to surf the web, write documents etc, small computers are also embedded into other things such as mobile phones, toys, microwaves and MP3 players. We use computers all the time, often without even knowing it!

### 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.*

# MWM what's on



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

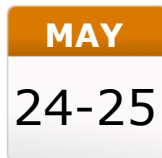


## JUSTIFY YOUR TRIP

"It's a really unique opportunity to talk to my peers and see what people are thinking about, what people are doing, how people are solving some of the same challenges that we have."

~Jordan Weiss, Senior Director of Global Integrated Marketing at CA

## what's on



Every company with a customer base faces the same challenge – how do we keep up with our competition amidst the myriad of digital channels and peer-to-peer communication available to consumers? How do we find new customers, take care of the ones we have, and create strategies for growth and engagement that keep up with the rapid pace of change in technology and consumer behaviors?

Digital Summit gives digital professionals like you an opportunity to learn directly from the world's digital industry experts, network with your peers, and teach you how to turn your ideas into transformational solutions.



## SMX LONDON

**When: 18-19 May 2016**

**Where: Liverpool St, London EC2M 3YD  
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SMX is returning to London – save the date!

Search marketing is by far the biggest area of digital marketing. You can't afford to waste time or money getting it wrong. Attend SMX, and you'll get it right!

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With sessions designed to serve a diverse search marketing audience, you'll discover topics tailored for your needs — whether you're into SEO or SEM, whether you're an advanced search marketing veteran or are a beginner just learning the ropes.

Plus — if you work at an agency or as part of an in-house team, SMX team rates let you divide and conquer to attend multiple tracks simultaneously.

“Quotable: **“It's not a faith in technology. It's faith in people.”**  
~Steve Jobs



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## SOCIAL MANAGEMENT SYSTEM HOOTSUITE ADDS NEW APIS TO OPEN UP ITS PLATFORM

*VP says this is a new phase for the Vancouver-based company, where users can perform Hootsuite functions inside external tools.*



Hootsuite is acting today to make its social media management platform a more complete citizen of the marketing ecosystem.

The Vancouver-based company is announcing three new open APIs that expand on previous integrations, for publishing, user management and URL management. This is “absolutely” a new phase for the company, vice president of platform Patience Yi told me, as it becomes “more of an open platform.”

Hootsuite has had an app directory that integrated with over 200 vendors, but, she noted, the integrations required the user to work inside Hootsuite.

For instance, the new publishing API, designed for content creation, content management and customer relationship management systems, allows customers to use their own CMS to create text or find images, and then to publish to Hootsuite inside the CMS.

Previously, you would need to save the text/images, exit the CMS, and find/open the text/images while you're in Hootsuite.

The user management API is also intended for CRMs, as well as for enterprise systems that assist with granting user access to Hootsuite for new employees.

An Ow.ly API supports the shortening of website URLs, along with synching the click reports on those web links with reporting systems.

Yi noted that Hootsuite's previous APIs had limited functionality, weren't made public and were available on an “as-needed” basis. The new APIs, she said, help Hootsuite keep pace with competitors that are also looking to support a more open environment.

## Google Voice Access beta enlarges role for voice, conversational device interaction

*Accessibility technology suggests  
the Star Trek future will be here  
soon.*

As part of its effort to make Android devices more accessible to people with disabilities, Google has launched Voice Access Beta. It offers a far wider range of voice-controlled functions on Android devices and includes more spoken recognition and feedback.

It takes getting used to and isn't entirely intuitive, especially if you've been using “OK Google” and related, ordinary Android voice commands. For me, it was pretty buggy and awkward at first.

Essentially, it allows users to do anything (almost) they could do with the touchscreen with voice commands and control. As indicated in the demo GIF above, numbers are associated with apps and functions and used to navigate. The touchscreen is disabled while Voice Access is operating, which can be frustrating, because Voice Access isn't always as efficient as touch.

As a tool for the disabled, it's terrific. Most regular Android users, however, aren't going to want to substitute it for their traditional touch experience — except for the novelty of trying it out.

What's intriguing to me is the way that it points toward more voice actions and “conversational” interaction with devices in the future — along the lines of the Star Trek computer that Google has wanted to build from the early days. Indeed, as AI and natural language understanding continue to improve, we will increasingly



Quotable:

**“Computers have lots of memory but no imagination.”**

**~Author Unknown**

# MWM TRAINING

## ATTENTION OFFLINE MARKETERS

**Gone are the days when YOUR business would grow by you JUST reading books!**

**In order to BEAT your competitors today, you need to be Online and use Internet Marketing effectively for success in all facets of your business.**

**Let me take you by the hand and prove to you that Internet Marketing can grow your business to new heights!**



**[Internet Marketing Made Easy Training Guide](#)**



# A QUICK CHEAT SHEET FOR CONTENT IN INTERNET MARKETING

By: Jody Ellis

Advertising and marketing hasn't changed much in the last five or six decades. Content is still the most important factor and it has to be good. There are basic pointers that make *content for internet marketing* useful and effective.

## ➤ E-mail Campaigns

The content for e-mails is the entire point of the campaign. Other than design, schedules and subscriber base, remember three more points!

1. It should not have a click-bait title or be misleading, as that leads to unsubscribing.
2. It should not bombard the audience with constant e-mails, as that can send them straight to spam.
3. It should include both text and visuals, as they work in tandem to attract the viewer. However, do keep the main point of the e-mail on text separate from the image. This is a backup in case the image doesn't load correctly.

## ➤ Social Media Posts

Social media creates a lot of *content for internet marketing*. It varies across platforms, yet the points to remember remain the same.

1. Posts should be well thought out and researched. If they lack information or are not relevant, then it makes them uninteresting to the audience.
2. Posts should be timed and updated as per the demographic of the account. If the audience is two hours ahead of your time zone, schedule posts accordingly.
3. Posts should not be offensive or go off topic to follow trends. The entire world can be posting New Year Selfies, but you should stick to a New Year themed post of your content.



## ➤ Video Marketing

Digital videos are the new form of marketing. Some of them are hyped about like music videos and movies these days. If you're getting into content for internet marketing, know the following by heart.

1. Quality matters in videos and you should invest in a good camera or phone to make it happen.
2. Keep them entertaining and keep them short. Videos that are long and winding are only going to bore the audience.
3. Always add links to all your social media and your website. It creates greater engagement in *content for internet marketing*.

***Posts should be well thought out and researched. If they lack information or are not relevant, then it makes them uninteresting to the audience.***

# MWM success story

## THE ENTREPRENEUR:

# ROSS MENDHAM, *BARE NAKED* FOODS



**Founder:** Ross Mendham

**Company:** Bare Naked Foods

**Website:**

[www.barenakedfoods.co.uk](http://www.barenakedfoods.co.uk)

**Description in one line:**

**Innovative manufacturer of healthy, gluten-free, pasta, rice and ready meals**

**Turnover:** £1m

**12-month target:** £2m

## Business growth

Describe your business model and what makes your business unique:

- Bare Naked Foods specialises in low-carbohydrate, gluten-free noodles, pastas, rice and ready meals.
- We're stocked in leading supermarkets and retailers including Tesco, Morrisons and Holland & Barrett.
- We've scaled rapidly since appearing on BBC show Dragons' Den back in 2011 when Peter Jones invested £60,000.

## Quotable:

“

**“It has become appallingly obvious that our technology has exceeded our humanity.”**

**~Albert Einstein**

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

Breaking into the multiple grocery market. Our first listing in the UK was in Morrisons.

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

Our cash flow, and most importantly, stock. We need to balance shelf life with projected sales to make sure we have enough stock at different periods of the year as our products take five weeks to arrive in the UK from manufacture.

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

We currently sell in Dubai. We are looking for distributors in the USA, Canada, and Europe. The world is our oyster. I always said after Dragons' Den that I wanted to take on the world!

### **Describe your growth funding path:**

I had the idea for a low-carbohydrate pasta and rice in 2010. I didn't have the guts to start the business because I was scared of failing.

It was my girlfriend (now wife) that gave me the confidence and courage to construct a business plan and seek investment to start Bare Naked Foods. I can remember the pep talk! She told me to stop moaning about my current job and either carry on doing it, or write a business plan and go and start-up the low-carb pasta business I kept talking about.

From my business plan, I received £4,500 funding from my future father-in-law.

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

£5m turnover with £1m net profit and to have become the UK's leading gluten-free, healthy food brand, with a range of ready meals and products.

### **Growth challenges**

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

Appearing on BBC2 Dragons' Den seeking investment after my wife's third miscarriage. It was terribly emotional but I needed to seek investment to help grow my business.

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

I don't have ANY regrets. Any decision I make I stand by. Even if I was wrong, I learn by it and it makes me a better businessman.

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

Entrepreneurs are so eager to succeed that they sometimes have unrealistic expectations. I ALWAYS see entrepreneurs overvalue their business. It happens in the Den all the time! You must also be willing to listen to advice.





## How will your market look in three years?

It's expanding year on year. Consumers are always looking at healthy alternatives. In the future, there will be a healthy gluten-free alternative for every product.

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

Set realistic goals and work hard to achieve each one. You are not a success because you have a great idea; even the best ideas fail because a founder has made a wrong decision. Be willing to learn, work hard and never give up.

It's one of the hardest roads you can ever go down but the rewards are amazing and I'm not talking just financially – one year after I appeared on Dragons' Den, my son Oliver-Jude was born.



***Be willing to learn, work hard and never give up.***



## Personal growth

### ***Biggest luxury:***

New house

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

I learnt everything as I went. I was willing to learn off veterans in the industry and of course, Peter Jones.

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

Having more confidence in my abilities. Sometimes even managing directors have bad days!

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

How hard and competitive the food industry is and how difficult it is to create a recognised food brand. I still would have done it though! The tougher something is, the more I want it!

### ***Business book:***

It's not a book but the TV series Dragons' Den: How to Win in the Den is useful for budding entrepreneurs.



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# MWM ask the expert

## INTERVIEW WITH ALLEN MACCANNELL: @CLOUDBASEDSEO VP SALES & PARTNERSHIPS WEB CEO LIMITED

By: Christy Kunjumon

Hello fellow marketers! Today we're talking to Allen MacCannell, VP Sales & Partnerships Web CEO Limited (SEO Software & White Label SEO Tools).

Web CEO Limited was founded in 1992 as Radiocom, and changed its name in 2000 before becoming an international leader in SEO software development. The company released Web CEO desktop SEO software in 2001 and has since amassed over 970,000 registered users.

Allen joined Web CEO in 2009, and he is one of the people behind the Web CEO cloud-based tool, which is now one of the leading tool in the industry.

In this interview Allen reveals how Moz rose its enviable status, and how after launching their cloud-based SEO tool, Web CEO regained its foothold in the SEO software space.



The logo for Web CEO, featuring the word "web" in a lowercase, sans-serif font with a blue dot above the 'i', followed by "ceo" in a larger, bold, lowercase, sans-serif font.

Did you know?  
■

40-55% of all Wikipedia vandalism is caught by a single computer program with 90% accuracy



# COVERT VIDEO PRESS

The Average Internet User  
Spends *15 Minutes On Youtube Every Single Day...*  
For A Total Of **OVER 2 BILLION DAILY VIEWS!**

And With This **Game Changing WordPress Theme**  
You Can Cash In On This Lucrative Video Trend,  
**Without Ever Having To Create** A Single Video



How **The Covert VideoPress Theme**  
*Siphons Hordes Of Traffic*

From **facebook** **twitter** **Google+**  
**To Your Blog!**



**Q. Tell us more about yourself and your experiences in Internet marketing. How did you see the need for a ranking report tool before WebCEO took on this business?**

A. After serving in the military and at the United Nations, I started in sales in the days when glossy brochures had to be mailed via the post office to qualified leads whose interest was also mostly sent by paper mail.

Websites existed before 2004, but they could not be counted on as something that a financial decision maker would look at before approving a purchase order. Even as recently as 2008, when I was the European sales manager for an American industrial parts company, most of my time was spent traveling around Europe to trade shows where I would hand out a lot of glossy product data sheets to factory owners and parts distributors. I would collect business cards so I could send yet another packet of brochures, CD-ROMs, samples and paper price lists.

It was important to have ads appear in paper magazines that I would collect at newsstands in Paris, London and Munich. As recently as 2008 you may have heard me give a woop in some European train station about a great local ad placement or review I had just verified at a newsstand.

I joined Web CEO in early 2009 because I saw that the web was finally going to be the primary place to do marketing and sales. Physically handing out brochures and glossy paper data sheets would become extraneous and it would be less and less important that anyone buy a magazine at a newsstand anywhere to see an ad.

**By trying to satisfy individual customers as if they were our only customers, we have always understood that the improvements that resulted would satisfy many other silent product users and we would constantly stay ahead of competitors this way.**

I saw SEO as more important than PPC because good rankings can be more or less permanent, if one pays attention and constantly moves forward. Web CEO had been the leader in the SEO software field since 2000.

When I arrived at Web CEO, a company called SEOMoz had leapfrogged downloadable software technology two years before and had gained leadership on the SEO tools industry with their cloud-based service. It took us yet another 2 years of hard work to come out with our own cloud-based service, Web CEO Online, and another few years for that to become at least the equal of Moz.

We knew there was heavy demand for SEO rank checking tools because we had, at the time, over 800,000 downloads of our SEO software and a good conversion rate from our famous free version, which was itself was all that some small businesses really needed.

We saw how our big digital agency customers demanded, more and more, a cloud based solution. Our programmers were able to convert the best downloadable SEO software into the best cloud-based tools.

**Q. Which specific marketing strategy created the turning point for Web CEO? How did you acquire a customer base of over 1 million businesses?**

A. We include all of the software downloads and cloud-registrations since 2000 in that number, which represents how we've been a constant part of the industry for a long time. The success of both the original downloadable software and the new cloud-based Web CEO Online had a lot to do with the way users could do a lot with the unlimited free versions. Registrants would learn how to use the Web CEO tools and then, when they had a budget to get serious and spend a little money, they would buy from us.

Besides the strategy of offering a lot in the free versions, Web CEO has always followed a strategy of intensive after-sales customer retention. Doing this requires a lot of hard work because it means always concentrating on one customer at a time, listening to them tell us the ways in which we should improve the product, etc.

By trying to satisfy individual customers as if they were our only customers, we have always understood that the improvements that resulted would satisfy many other silent product users and we would constantly stay ahead of competitors this way.

In August 2014, for instance, a key agency partner demanded that we include rank results that Google shows on smartphones that are now different from rank results shown on desktop computers. We scrambled to satisfy this one customer and became the first tool producer to show "Mobile Rankings" in October. Suddenly hundreds of current and potential customers burst out with praise about this development. We had correctly predicted that one customer's demand was probably the silent demand of many.

**Q. What were the biggest challenges you faced during the development and marketing of Web CEO?**

A. By far the biggest challenge was in catching up with the cloud-based service that Moz launched in 2007.

I arrived at Web CEO in 2009 when we were still two years out from even having a cloud-based service at all. We were tops in SEO software, but Moz was starting to eat our lunch. We saw software sales slipping and knew the cloud was where many potential new customers wanted to go. We had to work overtime for years in order to regain our preeminence as one of the top 5 most popular and well-reviewed SEO tool producers.

Effectively, we made a major come back – a turn-around – a pivot that other famous producers of downloadable software were not able to make on time. At least one other major SEO software maker was able to produce cloud-based tools, but they entered much later than we did and were not able to win back enough market share to stay alive. We had been able to deal with a major disruption in our industry and pivot on time.

**Q. What channels have worked best for you to attract new users?**

A. Reviews bring the kind of traffic that converts best. When someone writes a great review of Web CEO, the registrants that come from there are highly likely to convert.

One reason why we seem to own the Spanish speaking market is because we have a disproportionate number of great reviews written by Spanish speaking customers (of course the English speaking American market is our top market with 44% of our sales). We work hard to satisfy customers not only to retain them and get great ideas for product improvements, but because they could end up writing great reviews that bring new visitors who convert at a high rate.

On social media we've found that Quora discussions bring the most convertible traffic, although Facebook and LinkedIn bring excellent potential customers who convert well themselves. People go to Quora to seriously learn about business topics.



**Q. Explain how the Web CEO cloud platform is unique as compared to other similar software in the industry. How can a marketer/agency benefit from using the cloud platform?**

A. With Web CEO Online, we focused very early on white label features, where we mean the ability of our partners to let their customers logon to their own branded SEO tools from their own domains or sub-domains. We knew that Moz wasn't concentrating on this angle, so it was our best route for catching up with them in the enterprise SEO tools industry.

With other features such as our new Mobile Ranking results, competitors will probably catch up with us quickly so it's not worth mentioning them as being as unique as the white label architecture is overall.

Agencies particularly benefit from the white label features because their customers (and most of their employees) assume they built their own SEO tools. This helps check customer and employee turnover.

One of the biggest fears of any agency is seeing one of their customers just buy the same software and tools the agency uses, cutting them out as the middle man.

The main reason we built our white label program in the first place is because the owner of a massive agency told us that he didn't want any of his employees to learn how to use Web CEO Online and then start his own agency! Now his employees mostly don't know we're the engine of his SEO operations.

**Q. There is common understanding among the Internet marketing experts that the importance of keyword rank tracking is diminishing due to the fluctuation and other factors. What are your thoughts?**

A. The increasing localization of rank results has only INCREASED the demand for tools that can track this! Now we're getting a high demand for mobile results as opposed to desktop results.

The fluctuations have only made rank tracking tools more in demand...as long as those tools can handle the differences. SEO tool producers that can't differentiate the results are probably heading for bankruptcy, however.

**Q. My favorite thing about Web CEO is the speed in which the system tracks keywords (literally in minutes). The geolocation-based tracking and mobile tracking are incredible. Tell us more about those features.**

A. Google now lets anyone in the world see what results would be like if they were somewhere else in the world. This has saved us from having to buy proxy servers in different parts of the world like we had to in 2010. We're able to use most of Google's filters in our tools, including the one that delivers different results based on the language setting for a user's browser or whether or not the user has asked to see only results for websites hosted in their country.

Our new Mobile Ranking results arrived just in time because we're starting to see big differences in how websites appear in the Google SERPs for smartphones as opposed to desktops and laptops.

**Q. What do you think are the most common mistakes small business and enterprise businesses make? What's your advice for them?**

A. The most common mistake we see companies make with their websites is in the use of outmoded Content Management Systems (CMS's) with which they build their websites while showing no regard for SEO.

The worst damage from doing this is when the URLs for a website's pages are filled with silly numbers or useless terms such as About-Us.htm or Contact-Us.php. You can't easily go back and correct page URLs the way you can edit meta tags.

Regarding meta tags, almost every company on Earth forgets to describe their website images to help blind people know what the images are about. This leads savvy marketers with an easy way to get on the front page of Google for a lot of keywords. One might say "but the market of blind people isn't very large" but that would be forgetting that Google bots are blind. Companies should remember that Google is a blind user of their website and so it is critical that you build your website for those who have this handicap.

**Q. Tell us about some new and exciting features on the horizon for Web CEO.**

A. In the SEO tools industry, many incremental changes from month to month in navigation design and functionality are critical to "keep up with the Jones's" just as the automobile industry as slowly seen a change in design over the decades. A lot of programming time goes into critical improvements that wouldn't warrant a press release.

Some press release improvements will pop up regularly. This week we will offer the ability for an agency to get a new free SEO tools customer from their own website who will be able to do SEO themselves for a limited time like 30 days before needing to pay the agency for continued services. This will be a great lead generator and qualifier for agencies.

The most exciting new feature for agencies, that is coming soon, will be a widget for agency websites that will offer free SEO reports to their prospective customers without a human being getting involved.

**Q. How do you maintain a work and personal life balance?**

A. When one works from Europe, one finds the Asians and Australians may need to ask you things early in the morning or late at night while North and South Americans need your attention a lot in the evenings. To handle this, I rely a lot on having Skype on my smartphone with Wi-Fi available at home, at the gym, at the swimming pool, in the sauna and in most decent restaurants.

It is possible to have a great social life and get lots of exercise while being within earshot of a Skype call. Asians and Australians do understand that their best way to deal with European and American suppliers is to check in with them early in their morning or in their evening hours. Because we bend over backwards to be available to them, we have an outsized Asian and Australian customer base.

On weekends I'm largely available via Skype: WebCEO Online, but I have been known to be at the cinema or riding horses in the country on a Saturday or Sunday.

Well that wraps up this very interesting interview. Thanks for sharing all of your expertise and insight with us, Allen!





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## ANSWERING THE TOP FIVE FAQs ABOUT INTERNET MARKETING

We are a generation that is hyper connected. There is hardly a waking moment when we're not on our phones or working online. And so, understanding various **FAQs about internet marketing** are necessary to move ahead in the digital age.

### 1. How Do We Define Internet Marketing?

Any form of marketing that is carried out through the internet and digital mediums is called internet marketing. It can be used to promote various kind of products, services and businesses like real world marketing.

### 2. Is It Different From Social Media Marketing?

There are *different types of marketing* that come under the bracket of internet marketing. *Social media marketing* is one of these types. It is used to promote something via the top ranking social media websites, such as Facebook, Twitter etc. Internet marketing covers various other mediums as well, such as utilizing *Search Engine Optimization*, email campaigns and content creation.

### 3. What Are The *Benefits Of Internet Marketing*?

There are varied benefits that one can expect, some of them traditional and the others are digital. These are:

- Reaching out to a larger audience in a shorter period of time.
- Reaching out to specific a demographic with ease.
- Creating brand recognition through campaigns spread over varied media.
- Creating a cost-effective method to transmit marketing messages.
- Reducing competition from other marketing formats used in traditional media.

### 4. What Are The Costs Related To Internet Marketing?

All in all, the *cost of internet marketing* is far lesser than what would be spent in traditional media spends.

### 5. Is Internet Marketing Effective?

This is one of the important *FAQs about internet marketing*. It is an effective mode of communication that can be relied upon. The key to making it work is utilizing a mix of various types of marketing and strategies. If they are organized correctly, they are able to deliver a message both in short and long term. It also creates new channels of communication, creating effective relay for the marketing messages to come afterwards.

In a nutshell, internet marketing is a developing mode of communication that can be utilized with ease. These five points should definitely answer your main *FAQs about internet marketing*.

**It is an effective mode of communication that can be relied upon. The key to making it work is utilizing a mix of various types of marketing and strategies.**



# FINDING SUCCESS THROUGH DIGITAL MARKETING FOR SMALL BUSINESSES

By: Sophie Perry

Being a small business starting out amidst the bigger corporations can seem daunting. The only way to break through the clutter is use **digital marketing for small businesses**. Developing your plan keeping these four tips in mind!

## Utilise All Your Platforms

There are dozens of *social media platforms* currently available to consumers. From Facebook to Instagram to Pinterest to Etsy - there exists something for everybody. As a small business, you shouldn't limit yourself to one or two *social media accounts*. Spread out on the main ones and try to make your presence felt on the smaller ones as well. The audience for each platform varies a great deal and it will allow you to reach out to many more people.

## Circulate Content Constantly

Since your consumer base will come from various regions, you'll have to stay updated. This means having posts and content circulating throughout the day, week or month. You have one advantage in this *digital marketing for small businesses* plan. There is no worry about *creating new content* for each post. Re-use old images and photographs and need be, along with the basic content. As long as it stays updated, everything will be great!

## Don't Change Your Focus

It's tempting to post something about the latest news or gossip, of course. It's best to refrain from it, though. Your audience visits these social media accounts for a particular reason, and you shouldn't get distracted from it.

## Always Provide Links with Posts

Never let a post go out with a link to your website or services! That is an essential part of *digital marketing for small businesses*. Your audience will be far more likely to click on it than look for your website and then find the service in question. Even on platforms such as Twitter – it's better to sacrifice large descriptions for a link. If you run an *Etsy or Pinterest* shop, then it is something you simply cannot forego.

When you're starting out, you'll have your work cut out for you. Your strength lies in using *digital marketing for small businesses* to your advantage and doing it well!

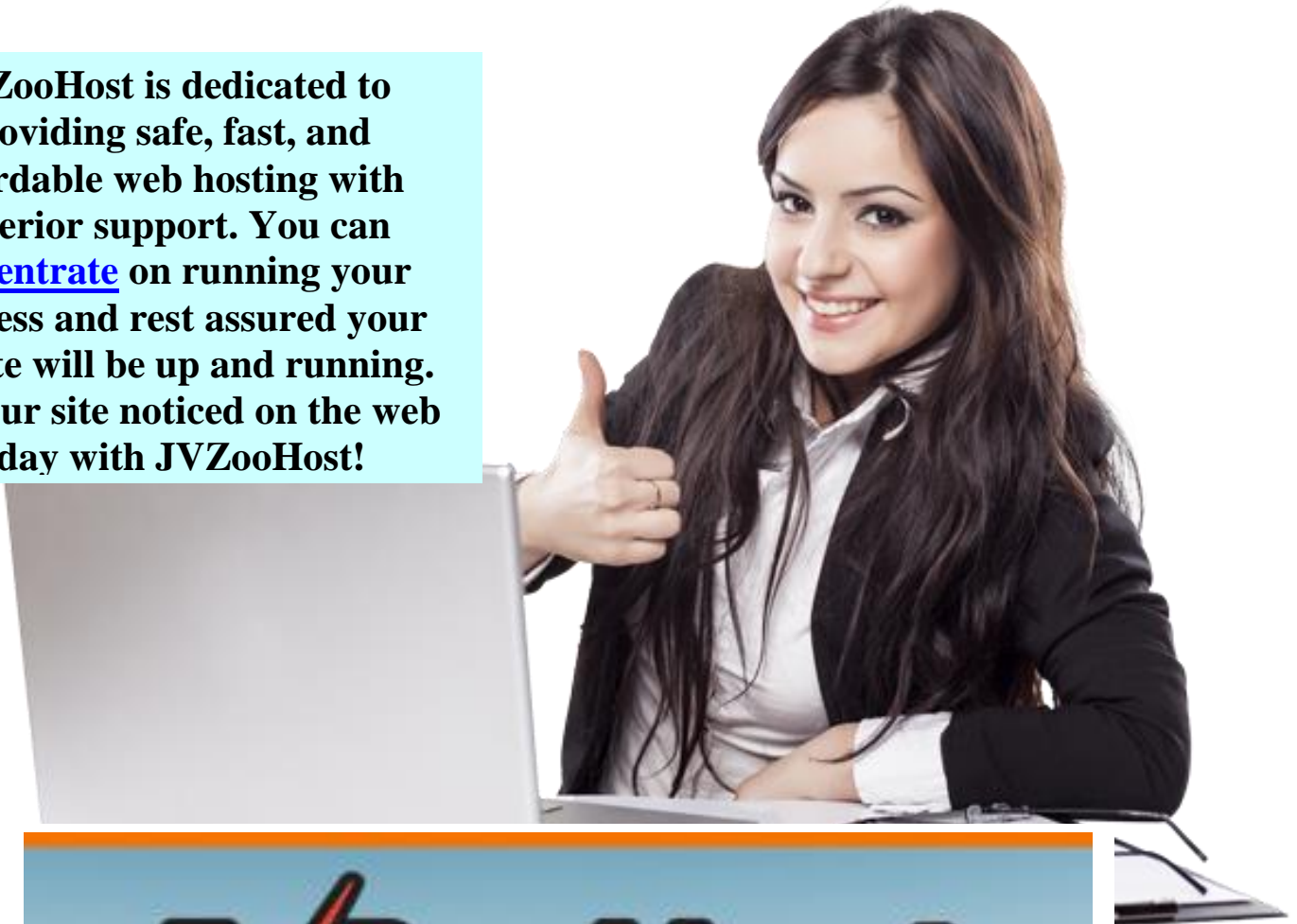




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# MWM gadgets & toys

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## BTCLIP MICRO BLUETOOTH WIRELESS DATA



Anyone on the search for a small wireless data collector that offers a barcode reader capable of reading both 2D and 1D barcodes, May be interested in the BtClip Micro which has been designed by Marco Aureggi based in Italy.

The BtClip Micro is a small hand held wireless data collector and barcode reader, that offers batch memory downloads or real time bluetooth communication depending on your requirements.

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

# You want it

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

## The Samsung Digital Door Lock - only you have the key

If you have the cash to get this sort of setup, the Samsung Digital Door Lock might be able to aid you in your quest for home safety. This can use either an access code or a fingerprint to make sure that you can get in, and the only other people who can pass the threshold are those you have approved. There's also a key in case the pin or fingerprint are on the fritz, or you don't want to add a nosy neighbor for longer than a weekend to feed the cats.



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

## RAZER MANO'WAR GAMING HEADSET UPS THE ANTE FURTHER



Razer has certainly done its fair bit to deliver a number of high end gaming peripherals over the years without any exception, and this time around, they also happen to be able to cater to those who are on the lookout of a gaming headset par excellence. Just in case you are in the market for a new gaming headset that will be able to deliver all of the different nuances regardless of the game genre, Razer steps right up to the plate to get the job done, in the form of the ManO'War headset.

Of course, this will not be a tethered headset, but rather, it will be a wireless one that provides freedom and uninterrupted play for long hours on end, now how about that? Boasting of an all new design that promises to also extend battery life, while you enjoy 7.1 surround sound in a zero lag environment, you can be sure that you will be the envy of the rest of your mates whenever you don the Razer ManO'War headset.

The Razer ManO'War is deemed to be an ultra-compact wireless USB adapter which delivers plug-and-play connectivity from up to 12 meters, but of course, if you think that this is not enough simply because you live in a really, really large mansion, there is the optional extension dock that will be able to offer an even greater 14 meter range. The aforementioned immersive 7.1 channel virtual surround sound in the Razer ManO'War happens to be supported by the Razer Surround software engine, where it is paired with the Razer ManO'War's custom tuned 50mm Neodymium magnet drivers, allowing your ears to enjoy virtual soundscapes that come alive thanks to 360-degree fidelity.

Hidden in the left ear cup would be a unidirectional digital microphone boom which can be easily pulled out when required, and it can also be adjusted to whatever position that is desired. All in all the Razer ManO'War will arrive worldwide this May for \$169.99.

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

Did you know



A computer as powerful as the human brain would be able to perform about 38 thousand trillion operations per second and hold about 3,584 terabytes of memory.

## Feature Article

# GET SET AND GO WITH THE NEW TRENDS IN INTERNET MARKETING

By: Clint Harrington

The growth of internet marketing has fast and pervasive. It has become common place to have a website and social media presence in the past two years. However, the days of depending solely on e-mail campaigns and search engine optimization are over. Today, let's talk about the **new trends in internet marketing**.

## Digital Videos

To see is to believe, even more so when you're looking at a moving picture. Videos have come a long way ever since smart phones have gotten better cameras. Marketing on YouTube and Vimeo has been adopted by many well-known brands.

At the same time, the launch of video advertising on Facebook and Instagram have allowed people to unleash their creativity. If your marketing message depends heavily on visual inputs, you need digital videos. Even though it is one of the new trends in internet marketing, it's going to stick around for a while.

## Mobile Phone Marketing

The smart phone boom has been a blessing for *new trends in internet marketing*. High speed internet combined with a generation that is hyper connected means that mobile phone marketing is essential these days. There are apps built specifically for campaigns.

Products and services are marketed exclusively through smart phones. Advertising is done via social media platforms. Apps such as Snapchat and Instagram have become marketing avenues thanks to their popularity with the smart phone generation.



## Social Media Advertising

There is precious little that cannot be seen on social media. People flaunt their lives and livelihoods on almost all their accounts. Advertisers have followed the audience interest in social media and have targeted it thoroughly.

Part of the *new trends in internet marketing* is to create and use "social media influencers". These can reach to a wide yet specific kind of audience for advertising purposes. Not to mention, a celebrity endorsement on Instagram or Twitter can really drive up the attention - whether it's paid or not!

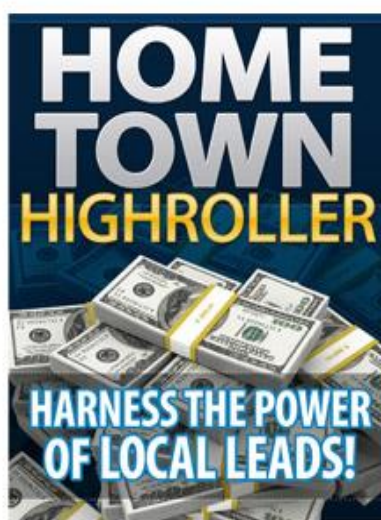
If you still haven't adopted digital media and internet marketing, the time has come. With the shift towards handheld devices and constant connectivity, marketing executives need to be on the move. Start using the *new trends in internet marketing* right away!

*Advertising is done via social media platforms. Apps such as Snapchat and Instagram have become marketing avenues thanks to their popularity with the smart phone generation.*



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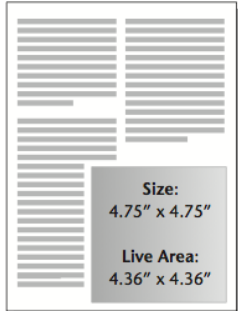


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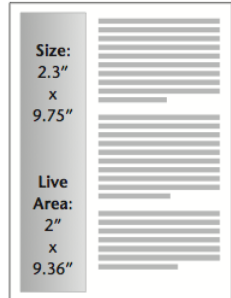
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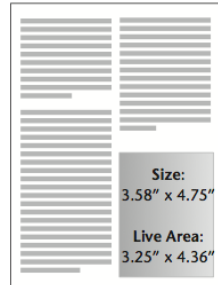
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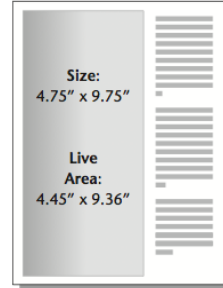
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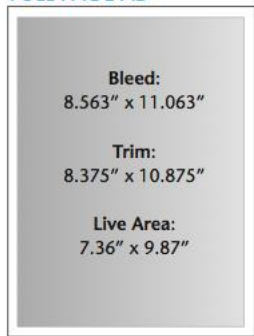
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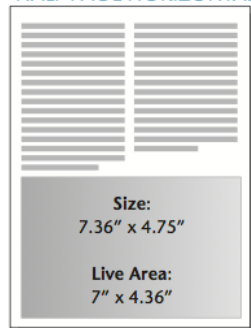
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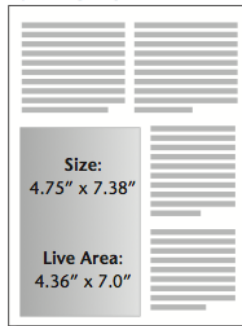
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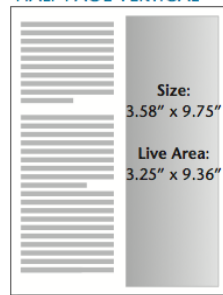
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## Feedback & Push

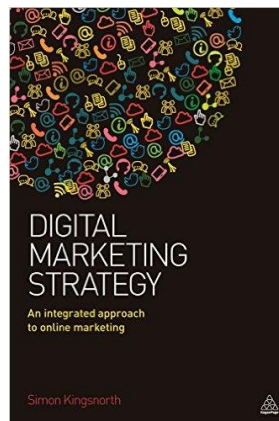
### Notifications - VisitorEngage

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- ✓ Run personalized push notifications (offers, announcements, coupon codes etc.) based on visitor's behavior on the site & Upsell
- ✓ Multiple themes, advanced targeting rules, exit intent popups, full customization, Google analytics integration

## Digital Marketing Strategy: An Integrated Approach to Online Marketing 1st Edition

By: Simon Kingsnorth

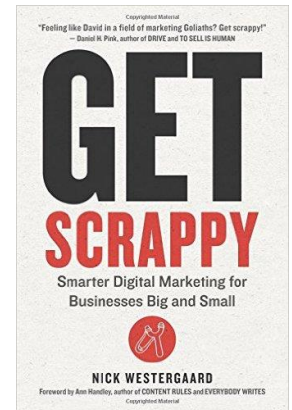


Digital and social media are essential aspects of a marketing department's function; therefore, it is important that they are integrated into the organization's wider goals. Uniting digital marketing techniques with business strategy and established marketing models such as the 7 P's, Porter's Five Forces, and Customer Lifetime Value, author Simon Kingsnorth demonstrates how to formulate the best strategy for a company.

Rather than presenting a "one size fits all" model, Kingsnorth brings various strategies to life through case studies, charts, illustrations, and checklists. Digital Marketing Strategy covers what digital marketing is, how to budget and forecast, acquisition, personalization, customer service, user experience, content strategy, how to analyze and perform social measurements, and how to structure and present a digital marketing plan in order to win support and funding.

## Get Scrappy: Smarter Digital Marketing for Businesses Big and Small

By: Nick Westergaard



It's an exciting time to be in marketing: The Internet, social media, and content marketing are powerful equalizers, resetting the playing field for businesses large and small. Yet, it's also a challenging time, with much work to do and an ever-changing array of platforms, features, and networks to master--all on a tighter budget than before. Don't get discouraged, get scrappy! Shattering the myth that only big brands can do big things, "Get Scrappy" will help you: Demystify digital marketing in a way that makes sense for your business - Do more with less - Build a strong brand with something to say - Find inspiration in unexpected places - Create relevant and engaging content and promote it via Twitter, Facebook, and other channels - Integrate strategy and message across touchpoints for a unified brand experience--both online and off - Spark dialogue with your community of customers - Measure what matters The result is a reliable, repeatable system for reinventing your marketing as marketing reinvents itself. Featuring frameworks, hacks, tips, idea starters, and more, "Get Scrappy" is the map you need to take your marketing from good to great.

## Did you know:

**? CAPTCHA is an acronym for "Completely Automated Public Turing test to tell Computers and Humans Apart"**



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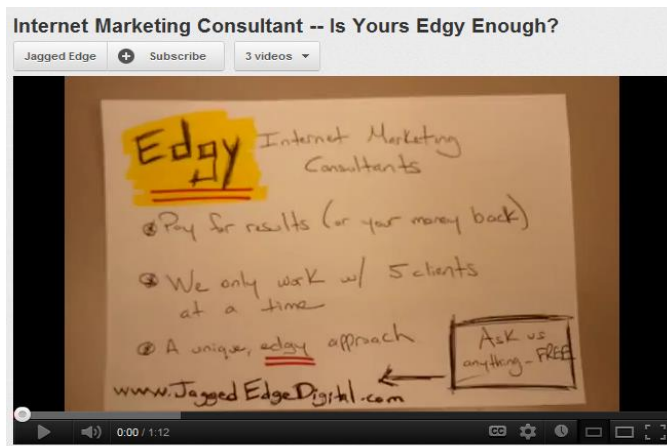


# MWM videos

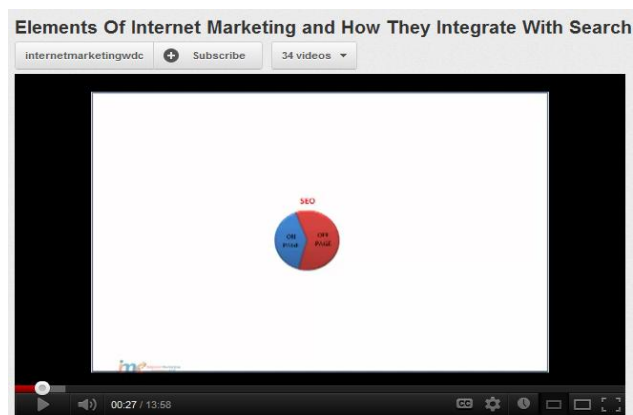
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# A BEGINNER'S GUIDE TO MAKING A SOCIAL MEDIA MARKETING PLAN

By: Jody Ellis

Once you've created a sizeable audience on your *social media*, having a **social media marketing plan** is essential. It helps create more value for your current audience, and brings in a whole new bunch of followers as well. For the first timers, here are four basic things to remember:

## 1) Create a Detailed List of Goals

There is little to be done by way of strategy till the goals have been put into place. For a clear *social media marketing plan*, note down all the objectives you have in mind. Create an overall goal for the year and start breaking it down.

You should have targets for the week, the month, the quarter and the year. This will help you catch up if you're lagging behind. Your goals need to be specific, such as a 15% increase in Likes, Follows and Shares each month.

## 2) Make a Social Media Calendar

The idea behind this calendar is simple. There are plenty of interesting festivals, occasions and celebrations that take place each month. Staying relevant is necessary and you don't want to be thinking of posts twenty minutes before they need to be posted.

Create a calendar that lists important dates and your frequency of posting per day, week and month. Note down the best times to make these posts and if need be, schedule them at least two to three days in advance. This will give you ample time to change the post to something relevant if required.

## 3) Research Your Posts

Generic posts rarely work well on *social media accounts*. The better way to go about it is to create templates for your posts that can be customized as per content, occasion or audience. Make sure your facts and spellings are both correct!

## 4) Know Your Audience

Once you know the kind of content needed for the posts, it's time to customize that as per the audience. You will have to know the following before you can start:

- Demographics: What is the age group of the audience and what region are they from?
- Specific Interest: What is it about your social media presence that they like the most?

This is the last step and the final of the *social media marketing plan*.

*Create a calendar that lists important dates and your frequency of posting per day, week and month. Note down the best times to make these posts and if need be, schedule them at least two to three days in advance.*





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- Know how to alter things like price, cover image and more in order to **optimize your sales**
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This is the ultimate guide to **How To Launch a Digital Product Business!** You'll discover all the steps, tools and resources to help you become a successful digital marketer!

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A portrait of Rebecca Lieb, a woman with short reddish-brown hair and blue eyes, wearing a grey sleeveless top and a red beaded necklace. She is standing outdoors in front of green foliage.

## INTERVIEW WITH REBECCA LIEB OF THE ALTIMETER GROUP

Recently I had the chance to interview digital advertising and media analyst Rebecca Lieb. Rebecca currently works as an analyst for The Altimeter Group, but she is also the former head of Econsultancy's US operations and was VP and editor-in-chief of The ClickZ Network for over seven years. For a portion of that time, she also ran Search Engine Watch. Rebecca has also written two books: *The Truth About Search Engine Optimization* and *Content Marketing* (2011) October, 2011.

Thanks to Rebecca for taking the time to answer my questions!

**By: Nick Stamoulis**

**YOU'VE BEEN PRODUCING CONTENT FOR A LOT OF TOP INDUSTRY SITES INCLUDING SEARCHENGINEWATCH.COM, CLICKZ, IMEDIACONNECTION, AND MARKETINGLAND. SO MANY OTHERS STRUGGLE WITH CONTENT CREATION; HOW DO YOU KEEP COMING UP WITH NEW IDEAS FOR**

A whole lot of time goes into producing all that content, but way, way more is invested in consuming content. It's impossible to generate ideas without inspiration and stimulation. My role as an editor, author and analyst puts me in a lucky position. I get to meet many of the top minds in the industry and pick their brains. I get to attend the major industry events. But there's something else that's been an invaluable aid in content creation – a lesson I learned from a professor in college. I was having trouble coming up with a topic for a term paper. I ran a slew of ideas by her – all questions I was grappling with, but was afraid to tackle because I wasn't convinced I could actually answer them. That professor taught me what was perhaps one of the most valuable lessons I've ever learned; sometimes, the smartest thing you can do is to ask the right question.

*More than a few brands are creating more content every week now than Time Magazine was 25 years ago. In order to do that, **you need structure and organization!***

## **WHERE DO YOU GO (ONLINE AND OFF) TO LEARN MORE AND HONE YOUR OWN SKILLS AS A DIGITAL MARKETER?**

I subscribe to over 200 feeds, which I obsessively check multiple times per day (the demise of Google Reader really did kind of break the Internet for me). I follow lots of smart people on social media, and attend lots of industry events. As an analyst, I conduct tons of interviews with industry leaders, and do briefings with maybe five companies per week. My finger is almost never off the pulse of the industry – but still, I always feels as if I'm running just to stay in place!

## **ONE PIECE OF CONTENT COULD PASS THROUGH A LOT OF HANDS BEFORE IT GOES LIVE (WRITER, EDITOR, GRAPHIC DESIGNER, CMO, SOCIAL MEDIA MANAGER, AND MORE); WHO IS ULTIMATELY THE “OWNER” OF THAT CONTENT AND RESPONSIBLE FOR MAKING SURE IT GETS PUT TO GOOD USE?**

Right now, there's no good answer to that question outside of a formal media company environment. My most recent research report, *Organizing for Content* identifies six current models enterprises are adapting to deal with the demand for content creation and production. In reality, only the most forward thinking companies have begun to address who actually owns content, or is responsible and accountable for it: how it's created, used, if it'd addressing goals – heck, what those goals even are. As content marketing grows in importance and acceptance (it unquestionably is), organizations are increasingly challenged to address internally the fact that strategic and structural foundations must be established to make all this stuff actually work.

## **DO YOU HAVE ANY ADVICE FOR SITES THAT ARE STRUGGLING WITH THE EDITORIAL PROCESS? HOW CAN THEY KEEP THE CONTENT CREATION PROCESS MOVING?**

Again, content marketing begins with content strategy. It's not just about the fun creative, but the What are we trying to do? Why are we trying to do it? How will we measure it? Who's the audience? How will we achieve it, and integrate it into existing initiatives? Repeatable governance processes must be established to keep trains running on time. More than a few brands are creating more content every week now than Time Magazine was 25 years ago. In order to do that, you need structure and organization!



## HOW MUCH CONTENT IS “ENOUGH” FOR A SMB? FOR AN ENTERPRISE?

Sorry, but the answer to that one is “it depends.” Without the aforementioned content strategy, beginning with an audit of existing content assets and how they performing, where the gaps are, etc., you’ll never begin to address that question.



## OWNED, EARNED, OR PAID CONTENT—WHICH ONE HAS THE BIGGEST IMPACT ON A SITE’S ONLINE BRAND?

The answer will vary with goals, with audience and with campaign. Based on the research we did on the topic of converged media, we found that overwhelmingly, regardless of impact, marketers are beginning with owned media – with content. By monitoring how content performs in earned and paid channels intelligent decisions can then be made regarding optimization through listening and measurement.

## WHAT DO YOU THINK ARE SOME OF THE BIGGEST MISSTEPS SITES MAKE WHEN IT COMES TO CONTENT MARKETING?

Tactics before strategy – the “let’s launch a Facebook page” approach, with no view toward what that’s meant to achieve, who’s meant to make it happen or drive it forward. That’s failure in the making. There are lots of misapprehensions around content. It isn’t “free,” it can be measured, and it’s not all about blogging or social media. Content is getting much more complicated as trends move toward mobile, visual and multimedia. New skill sets are required to pull it off.

## IS THERE ANY REAL VALUE TO BE HAD IN CONTENT AGGREGATION?

***Sure there is. It depends on the brand and the whys, of course. Aggregation can be a useful resource in and of itself. It can also be made stronger if the aggregator injects value, such as a strong POV or curatorial bent, into the content.***

# MWM useful links

## Make a point of checking them ALL out!

- Brand Name Tennis Equipment
- The Latest Golf Equipment
- [Lawn Mowers In ALL SIZes](#)
- Caring for Your Yard and Garden
- Special Lawn Care Products
- Spring Cleaning Supplies and Tips
- Get Fit and Keep Yourself in Shape
- Ways You Can Really Loose Weight
- [Ways to Help You Stop Smoking](#)
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- [Best Computer Hardware Store](#)
- [Ipod Music Sources](#)
- [Jewelry Deal Store](#)
- [Toy Reviews Today](#)
- [The Twitter Effect 2.0](#)



# THE MUST FOLLOW STRATEGIES FOR INTERNET MARKETING BASED CAMPAIGNS



By: Sophie Perry

The advance in *digital campaign* and marketing is easy to see these days. A number of brands are stepping into this territory. This is not a fluke, but the result of great **strategies for internet marketing**. There are four main strategies that are frequently used.

## E-mail Marketing Campaigns

As far as *digital marketing strategies* go, e-mail marketing has to be the oldest. Before the popularity of search engines and social media, we used e-mails. It still works quite as well, often bringing in new consumers and creating habits for the repeat ones.

## Search Engine Optimization and Marketing

A large portion of the consumer population uses search engines to find services and products. For them, a high ranking on the first page of their searches is what counts. Keeping this in mind, one of the *strategies for internet marketing* is to make sure that you are visible as high up as possible.

This is done through optimizing your product so that is picked up by search engines the fastest. For this, the content has to accurately reflect what the consumer is looking for and all possible iterations of the same. It sounds tedious, but it is a strategy that has been proven time and time again.

## Social Media Marketing Tools

The induction of smart phones and wireless internet in our life means most people are glued on to them. Social media websites take up a huge chunk of our time. It only makes sense to advertise and market products on them as much as possible. As of now, the four biggies (Facebook, Instagram, Twitter, YouTube) offer plenty of support for the same.

## Content Marketing

The popularity of a product depends on how many people talk about it. A good *strategy for marketing* is to create content related to it and circulate it. Great content marketing is informative and keeps the interest - and a hit with all demographics possible. As far as *strategies for internet marketing* go, it should never be ignored.



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>Contact us to list your  
Domain name or website  
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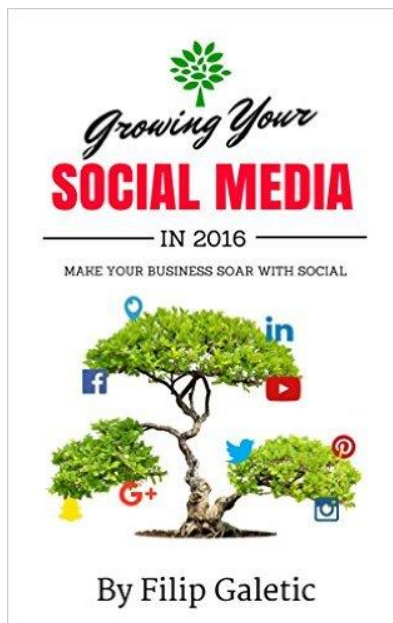
**Contact:**

ads@makingwebmoney.com

**Make an offer**

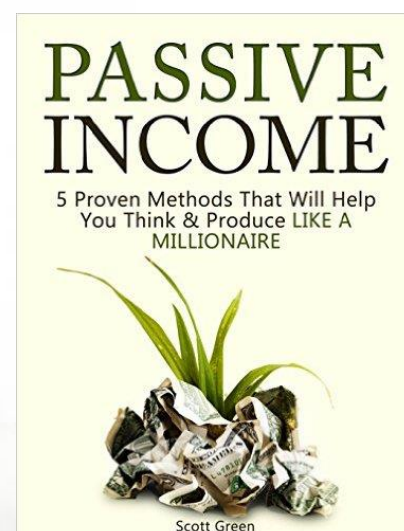
<A great brand name for an  
internet marketing  
Product or service

**VirallInternetMarketing.com.**



[Growing Your Social Media in 2016: Make Your  
Business Soar with Social](#)

By: Filip Galetic



[Passive Income: 5 Proven  
Methods That Will Help You  
Think & Produce Like A  
Millionaire \(make money online,  
online business, how to make  
money online\)](#)

By: Scott Green

“Quotable:  
“Technology is just a tool. In terms of getting the kids working together and  
motivating them, the teacher is the most important.”  
~Bill Gates

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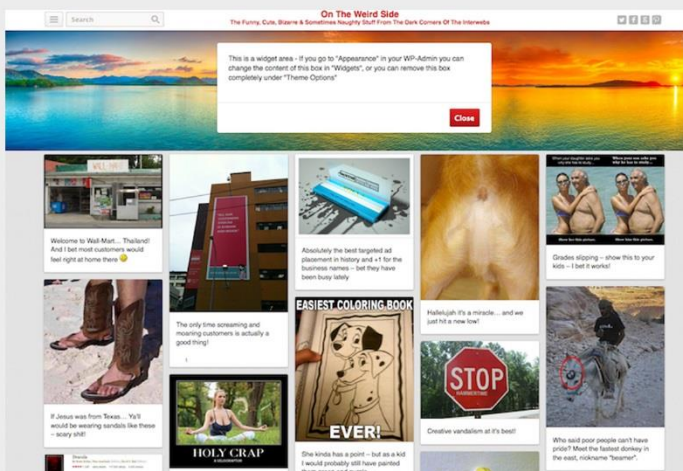
Tapping Into The **Most Buzzing Trend**  
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**Covert PinPress 2.0 Is...**



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Making It  
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For you To Profit From  
Your Free Traffic!



Use the Covert  
PinPress 2.0 to  
build pin sites  
in ANY niche  
you want!





# MWM featured products

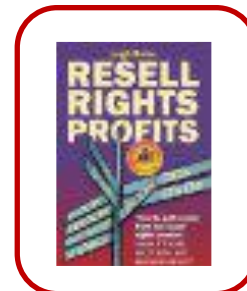
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MWM 41

## [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.



## **WPMemberSite.com**

Creating a Wordpress Membership Site just got a whole lot easier with this Wordpress Membership Site plugin!

Introducing WP member Site. The Wordpress Membership Site plugin that allows you to quickly and easily turn your Wordpress Blog into a recurring income machine. Charge your members a monthly fee and watch your Paypal account expand with cash on a monthly basis.



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## **ResellDeals.com**

We have the cheapest and best PLR content available a-lacarte on the internet. Our experienced english speaking writers & graphic designers expertly craft quality articles, ebooks, sales letters, graphics packs, templates and software on a weekly basis. You can purchase any PLR content and use it to help promote your business online and increase the ranking of your web pages. One of our more popular packs is our 319 Premium Wordpress Themes. Click 'Themes' on the left menu. It's currently FREE!



## [Apple 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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## Colin Day

Colin Day is an Internet marketer based in New York. He enjoys writing, as well as analyzing Google algorithms and other data. During his free time, he plays music with his bandmates.



## Jody Ellis

Jody Ellis proves that age is not directly proportional to skills. She is still in her early 20's but she has incredible knowledge and skills when it comes to Internet marketing.



## Clint Harrington

Clint Harrington has been an Internet marketer for 9 years. He has traveled many parts of the world to share some tips and techniques.



## Cassandra Kennedy

Cassandra Kennedy is a freelance writer. She writes anything under the sun, but her favorite topics are Internet marketing and health.



# MWM contributors

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## **Christy Kunjumon**

Christy Kunjumon has over 4 years of Internet Marketing experience. He prefers to focus on Analytics, CRO, SMM, Local SEO and Link Earning. Search has become more localized and personalized over time and this is exciting to him.



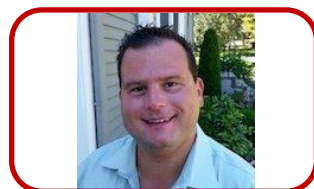
## **Sophie Perry**

Sophie Perry is a teacher by profession, but when she had her third child, she decided to become a work-from-home mom. She is now a freelance writer/Internet marketer.



## **Nick Stamoulis**

Nick Stamoulis has worked with hundreds of companies small, large and every size in between since 1998. Through his vast SEO and internet marketing 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.





## TOP SIX SOCIAL MEDIA MARKETING MISTAKES TO AVOID

**By: Cassandra Kennedy**

Creating a *social media marketing strategy* is not the easiest thing to do. The platforms have grown exponentially over the past two years and options are endless. Yet, there are certain **social media marketing mistakes** that you should never make – come what may!

1. Don't Forget The Post – It may not seem like a big deal to forget the occasional post, but it matters. Being visible on *social media* is the only way to gain popularity and grow your business. That means having to post as per your schedule and never missing a beat.
2. Being Irregular – The most popular social media accounts have one thing in common. They are regular in their content. They do not jump from product to selfies to quotes to random photographs. It is a great *social media marketing mistake* to not follow a timeline, since that develops a fan base attuned to your moves.
3. Getting Boring – Social media is a creative medium, and only the best get eyeballs. A post format may have worked great for a certain campaign. That does not mean you will keep repeating it each time. Try out new things, since followers can get bored rather easily!
4. Publishing Too Often - Bombarding the timelines of your consumers and fans is not a good *social media strategy*. While people do like seeing updates, piling them on tends to annoy people. The best case scenario here is that they ignore your posts, the worst is that they unfollow you.

5. One Solution Doesn't Fit All - Not all *social media sites* are created equal. The skill set needed for Facebook needs to be tweaked for Instagram, Twitter or YouTube. Walk away from this *social media marketing mistake*, create posts as per the platforms for the best results.

6. Paid Likes, Comments and Shares – It's rather easy to pay for fake followers on most social media platforms. But, the interaction will not reflect these numbers, and that is something fans can easily identify. Instead of looking like a fool, refrain from paying your way through.

It's a minefield out there, where one wrong post can make everything go haywire! Play it smart and avoid six major *social media marketing mistakes* for a good life ahead.

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***Being visible on social media is the only way to gain popularity and grow your business. That means having to post as per your schedule and never missing a beat.***





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# UNDERSTAND INTERNET MARKETING AND ELEVATE YOUR DIGITAL PRESENCE

By: Cassandra Kennedy

The digital revolution changed the world in many different ways. For agencies worldwide, it introduced the world to internet marketing; ever since, there has been a shift in how advertising, PR and marketing happens. However, if you're new to the game, you'll need to **understand internet marketing** before dabbling in it. Let's take a quick look at what we're talking about.

## 1. What Is Internet Marketing?

Much like real world marketing, internet marketing is using various digital mediums to spread a message and acquire new consumers. It varies from traditional marketing by way of the mediums used in it. The main tools here are e-mail campaigns, search engine optimization and social media content. The advantage here is in being able to focus efforts towards a specific target audience through real time data and analytics.

*All the content that is created is optimized for search engines. This means that when potential users search for a certain kind of content, they will stumble upon your marketing message before others.*

## 2. What Are The Types of Internet Marketing?

There are four main types of internet marketing. Each of them has their own strength.

- **E-mail Marketing:** This form involves sending out e-mails that include a marketing message regarding new deals and discounts. This campaign is created for both current users and for acquisition of new users.
- **Content Marketing:** Creating content for websites, video channels and e-commerce sites comes under this. When you *understand internet marketing*, you'll realize that this content is necessary for bringing in new customers organically.
- **Social Media Marketing:** This involves using social media platforms such as Facebook, Twitter, Instagram etc. Advertising and marketing is done via posts that attract new audiences, and with the possibility of viral marketing.
- **Search Engine Marketing:** All the content that is created is optimized for search engines. This means that when potential users search for a certain kind of content, they will stumble upon your marketing message before others. Great search engine marketing is entirely organic, but paid results can bring in a fair share of users too.

## 3. How Can I Use Internet Marketing?

Once you *understand internet marketing*, then utilize it any way you wish. There is no set method here, and experimentation is easy to do.

Digital mediums are fluid and easy to use. They are quite interesting and can be a great asset. The key is to *understand internet marketing* and get cracking!



# UTILIZING THE BENEFITS OF DIGITAL MARKETING

By: Clint Harrington

Ever since the world has become internet savvy, *digital marketing* is seen as a blessing. As the format develops, the **benefits of internet marketing** are becoming clearer. The top five benefits to look out for are:

1. Reach New Markets - Traditional advertising and marketing suffers because of geographical location. It becomes restricted to a certain area and services people in that region. The *benefits of internet marketing* include an openness to touch markets all over the state, country, continent and even the world. Well-designed *digital campaigns* take advantage of this and are able to diversify into new markets with ease.

2. New Customers, New Experiences – A great *use of internet marketing* is to personalize the campaign seen by the potential customer. Two of the major strategies used are email and social media campaigns. A marketer can easily send out different versions of the same email and social media elements to the potential customers. They will see it as a new experience altogether, created as per their changing interests.

3. Improved Interaction – Being able to interact freely with people is one *best benefits of internet marketing*. Feedback is usually in real time and comes in from varied sources. Questions and dilemmas can be sorted out within minutes, as compared to days and weeks.

*Being able to interact freely with people is one best benefits of internet marketing.*

*Feedback is usually in real time and comes in from varied sources.*



4. Bringing Down the Costs - As with most things digital, the cost that goes behind creating a campaign is significantly lower. For one, the media spends are lowered as money is not put into purchasing spots on television, radio and billboards.

There are fewer real world resources utilized, allowing *cost effective marketing*. In the case of sales and services, internet marketing creates a system where consumers and producers come in direct contact, reducing the cost of a middleman to store and display.

5. Laying the Road towards the Future - The *process of internet marketing* has a huge potential to mine data from customers. It is able to glean the ages, location and basic interests of people that have seen the marketing message. This allows digital marketing to craft better and focused campaigns with each new ideation cycle. Such are the *benefits of internet marketing*.



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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.

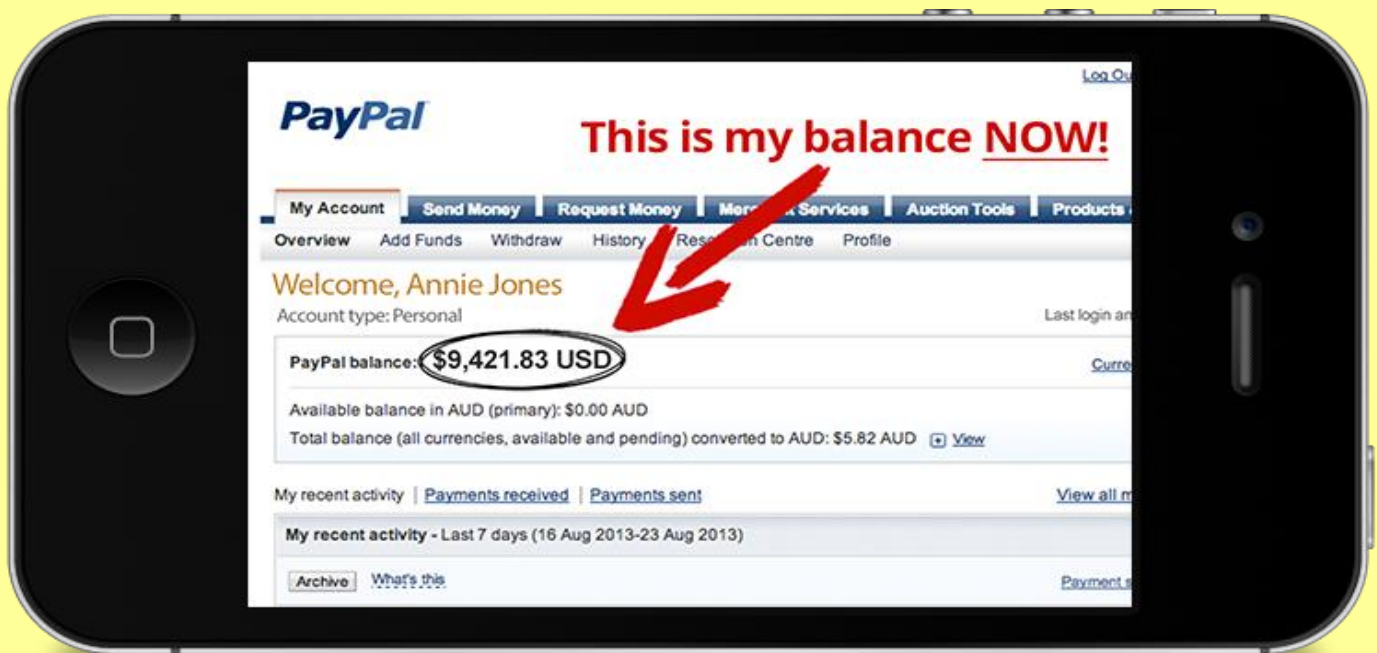
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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



## This Man Just Raised \$120 Million for a Fancy Home Juicer

At first glance, the Juicero might seem like yet another frivolous Silicon Valley undertaking.

With the admittedly eye-popping amount of capital he has raised (somewhere around \$120 million, he says), though, founder Doug Evans says he has solved all of the major problems with home juicing. The Juicero is a new machine that connects to the Internet and takes nearly all of the work (and it can be a lot of work) out of making juice at home. It enables users to have a freshly made glass of juice essentially with the push of a button. The contraption costs an eye-popping \$699 and users will shell out between \$4 and \$10 for each 8-oz. glass of juice they make.

That's beyond pricey, especially at the high end, but the Juicero, with its novel system for ordering ingredients and turning them into juice, is "orders of magnitude" better than anything currently on the market, Evans says.

The company's investors include a slew of big Silicon Valley names including Google Ventures and Kleiner Perkins Caufield & Byers, and food companies like Campbell Soup. One restaurant chain, Le Pain Quotidien, has already signed on to use the machines in its approximately 220 stores. "We showed it to them, and it blew their minds," Evans says.

*"I wanted to scale the unscalable."*

Commercial sales might be what the company needs to achieve the kind of scale that will be required to bring prices down for home users. Juicero went to market the moment it was ready (the machines are available only in California at the moment, but the company is taking orders from all over). He's already got several dozen engineers on staff, and he's still hiring.

When Evans unveiled the product Thursday, the reaction in some quarters was a bit snarky. CNET called it a product "built to squeeze your wallet dry." It's certainly a luxury item, as were the washing machine and the automobile, both of which were dismissed by some when they were introduced. The Juicero won't change the world like those products did, but it could conceivably go a long way toward changing the kitchen.

A cold-press machine, it looks less like a kitchen appliance than like a Macintosh computer. It's what the machine actually does that matters most to Evans. "I wanted to scale the unscalable," he says. Home juicing is such an arduous chore that the market has always been naturally limited to people who really love their juice (and, perhaps, to people who buy juicers that end up in their attics after a few weeks of disuse).

The Juicero is being called a "Keurig for juice," and it really does seem to be as simple as that revolutionary single-serve coffee system.

After setting up a weekly ingredients subscription through the Juicero app, users wait for their first "packs" of chopped up mixtures of organic produce to arrive.

Users place a pack in the wi-fi-connected machine, press a button, and an 8-oz. glass of juice pours out. The packs -- which look sort of like IV bags -- bear QR codes, which are read by the machine to ensure the contents are fresh and to place an order for a replacement. So far, Juicero offers five varieties, like Spicy Greens, Sweet Roots and Carrot Beet, all containing different mixes of fruits and veggies.

The home-juicing experience itself is friction-free, but the system providing it is far from it -- hence the expense. The organic produce, shipped from one of a dozen or so participating farms mostly in California, is specially chopped by a crew in a Los Angeles warehouse and then sorted into the packs by machine. The packs are then shipped via FedEx.

Regular juicers come in several different types, the names of which promise a grisly end for bananas and celery stalks: there are, among others, masticating juicers, which chew up fruits and veggies into slush; centrifugal juicers (the most common), which slice up produce and then slam the remaining pieces against the walls of rapidly spinning drums; and cold-press juicers, which turn apples into beverages through sheer force.

The latter type offers not only a relatively merciful, quick end for your kumquats, but it also yields tastier, more nutritious juice. But like all the others, it also means a lot of work for home juices, especially at clean-up time.

*The Juicero is being called a "Keurig for juice," and it really does seem to be as simple as that revolutionary single-serve coffee system.*







Most of these juicers tend to diminish both flavor and nutrients, thanks mainly to the heat that's generated. The biggest challenge for Evans was to devise a cold-press system that worked well in a small kitchen unit (the Juicero takes up just 9 inches of counter space). To create "8,000 lbs of force in a countertop unit," he says, "means that you need special metals and gears that can withstand incredible forces. And we had to design custom tests and test equipment for every part."

Evans says the machine's "juice yield" (the amount of liquid juice that is extracted from each vegetable or piece of fruit) is between 65 percent and 70 percent at Organic Avenue, the chain he founded and sold off in 2012 (and which later went bankrupt), he says he "got about 70 percent yield from a press that cost thousands of dollars." With Juicero, he says he's "getting to industrial levels of efficiency ... while making it available to consumers at home. Less produce for more juice is the goal."

The Keurig coffee machine has been criticized for the environmental impact of its throwaway K-Cups. That's an issue for the Juicero, too, but Evans says that the packs are currently recyclable, and soon will be compostable.

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***With Juicero, he says he's "getting to industrial levels of efficiency ... while making it available to consumers at home. Less produce for more juice is the goal."***

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Although the Juicero is marketed as a home juicer, Evans says he's also targeting the food service and office markets. He expects that this year, about 75 percent of sales will be to home users, with the rest split between restaurants and offices. When he got to Silicon Valley a few years ago, he says, he noticed "an abundance of little kitchenettes. [The companies] thought they were healthy, but they weren't healthy."

It was no small feat to create a home appliance that not only requires cleanup but also instantly yields what Evans says is the best-tasting, most nutritious product possible.

For the company to succeed, however, Evans will have to squeeze costs out of the system like its signature machine squeezes juice out of a lemon.



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