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# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

March 2018

**Toms Founder  
Blake Mycoskie**



**'FOCUS ON YOUR  
PASSION.  
NOTHING ELSE  
MATTERS.'**



**MICHELLE STINSON  
ROSS OF DIGITAL  
ALWAYS MEDIA**



**INTERVIEW WITH  
MARIOS ALEXANDROU  
OF STEAK'S SEARCH  
MARKETING**

**RANDI ZUCKERBERG'S SIMPLE SECRET FOR  
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# MWM editors letter



Welcome to the **MARCH 2018 Issue** of **MWM** 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.*

- **Internet Marketing: An Introduction** – By Ivan Sparks - **Blogging As A Marketing Tool** – By Anna Wright - **The Do's of Internet Marketing** - By Brandi Bell - **SOCIAL MEDIA LISTENING** - By Jeffery Garrett - **Secrets of INTERNET MARKETING** - By Myron Lewis - **Advantages and Disadvantages of Internet Marketing for Competitive Business Owners** - By: Kristi Hodges - **6 Reasons for Choosing Internet Marketing** - By: Dewey Douglas - **EFFECTIVELY EMPLOYING TOP SOCIAL PLATFORMS TO LEVERAGE INTERNET MARKETING** - By Jonathon Jacobs - **Online Sales - Advantages of Internet Marketing** - By: Leo Lamb - **Introduction to Video Marketing - Aggressive Internet Marketing Campaigns That Work** - By Douglas Howard

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- **MWM Back Story** - Randi Zuckerberg's Simple Secret for Juggling Career and Kids

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



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## Making Web Money Online Marketing Magazine

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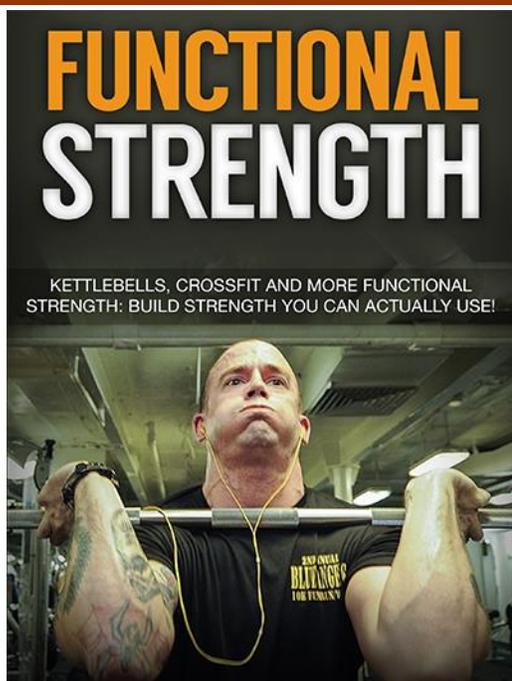
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[harry@harrycrowder.com](mailto:harry@harrycrowder.com)



# INTERNET MARKETING: AN INTRODUCTION

By: Ivan Sparks

Advertising is a very traditional concept; internet marketing, however, is as recent as the mid twentieth century. The traditional way of starting an enterprise has long been taken over by the internet platform. It's efficient and better in so many ways. The internet platform provides a wider market with the added benefit of no cumbersome, back-breaking labor of a physical store. It is also cost effective as well as user friendly.

Internet marketing is basically the process of selling products and services through the web. There are a major chunk of enterprises these days that operate solely through the internet. However, internet marketing is not only limited to those. It has already become the centre around which most companies weave their marketing strategy. Promoting goods through websites, blogs, email and social media are very common now. Internet marketing has two major functions- selling through the web, or advertising through it. These functions are by no means exclusive; in fact they hugely overlap each other. Selling through the web would entail selling products and services from the platform of internet itself. The buyer goes through the catalogue provided by the company on the website and places the order. There may be companies who don't provide this option, but just use the web to increase brand awareness, and for advertisement.



Internet marketing is not rocket science, but it does require an in-depth understanding and a lot of creative juices to yield successful results.

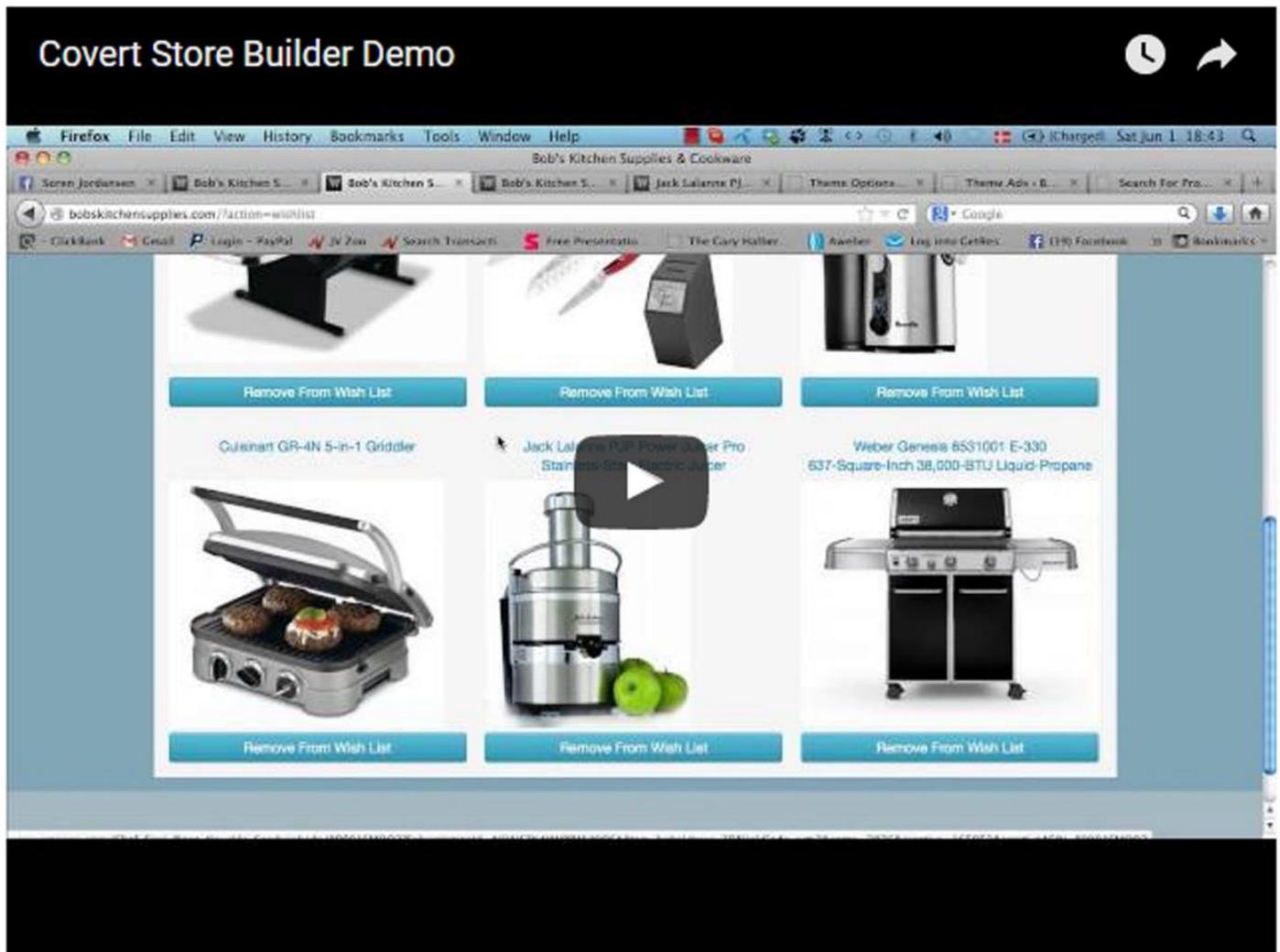
### How does internet marketing work?

- To start a business, one would need a user friendly, well designed website which is simple and easy to navigate. The website should have features that can maximize search engine optimization, as the first ten links on Google gets the maximum user traffic. Consulting a website designer is probably the best idea.
- The site is up and ready for business. However, the business would not take off until you get as much viewer traffic as is possible.
- There are a number of ways available to launch a startup successfully through the web-
  1. Social media marketing
  2. Affiliate marketing
  3. Going viral

**Internet marketing** is not rocket science, but it does require an in-depth understanding and a lot of creative juices to yield successful results. For those of us who usually consider advertisements on the web pages we visit as merely irritating stuff, it is humbling to consider that this industry is expected to be worth about \$ 220 billion by 2019.

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### WILL MARKETING ADDRESSABILITY LEAVE SEO IN THE DUST?

*In a world where digital marketers have greater control over shaping the customer experience, Adam Audette argues that SEO may soon feel obsolete.*



For marketers, the promise of the web is data, and whoever owns the most (and best) data wins.

Facebook and Twitter have been moving quickly to offer advertisers tools and targeting options that leverage first-party data, and Google is now aggressively following suit with its Customer Match abilities. The purpose of this piece is to explore what it means for SEO.

For consumers, the promise of organic search, with Google as the preeminent example, is to offer quality, unbiased, highly relevant search results for a given query. Pretty basic on the face of it, right? But behind the scenes are myriad algorithms and even manual editorial choices that curate, organize and assemble the organic results we enjoy every second of the day.

This leads to an essential quandary for SEO (and for search engines like Google). Data-driven marketers are driving incessantly towards personalized digital experiences, achieved by truly understanding what an audience wants. Data and technology enable ever more targeting options and reporting capabilities, which result in improved return on investment.

In this ecosystem, organic search is beginning to look a bit limited, even dated. Will marketing addressability leave SEO behind?

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

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

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

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

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

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

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

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

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

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

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

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

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

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# BLOGGING AS MARKETING TOOL

By: Anna Wright



A blog makes the customers feel like there is a real person who cares and not just some company selling their product.

A blog is just like a website with a few differences, one being it is easier than a website to update information on a blog. A person's blog is like his journal where he can add and edit information from whenever he wishes to. Also, one can put links in to their blog so that the readers can access extra information the writer wants them to read about.

Blog is relatively informal as compared to a website and one can write posts and information in their own voice. A blog makes the customers feel like there is a real person who cares and not just some company selling their product.

People who already have a website can use the blog to draw attention to the website. People reading the blog can be redirected to the website selling the products.

Getting the readers engaged in the blog is very important. Interest can be built by welcoming comments of the readers at the blog at the end of it. Each commenter should be thanked personally and a further comment must be made on what the reader said if necessary.

A blog will be considered good when it is well planned and researched. The blog must be written by someone who has a good command on the language and has complete knowledge of whatever he or she is writing about.

A blog can be an efficient technique to create an association between the product and the customer through amusing and scholastic content.

A blog can be famous by means of a word-of-mouth where the readers can be responsible for its fame. It is a way for the writer to mention their work and tell the story following it. One can teach their customers about their products and not being very preachy about it. A blog functions perfectly for people in creative professions as it makes putting content to an prevailing Web site speedy and simple.

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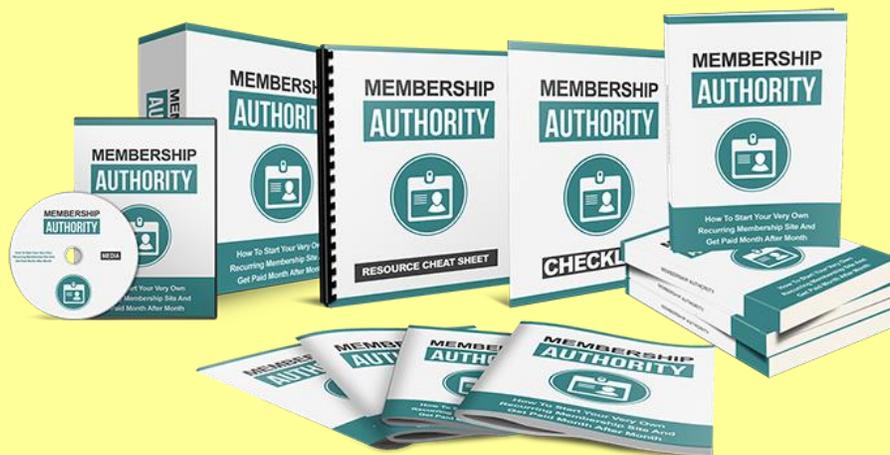
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## TOMS FOUNDER: 'FOCUS ON YOUR PASSION. NOTHING ELSE MATTERS.'

By: Nina Zipkin



As founder and chief shoe giver at TOMS, a retail company with a mission of social entrepreneurship -- Blake Mycoskie launched his company eleven years ago intent on giving back.

The premise of TOMS was simple: For every purchased pair of shoes another pair would be donated to children in need in 60 countries all over the world.

The spirit of this trademarked "One for One" philosophy has informed how TOMS has grown, as the company added eyewear to their repertoire and moved into other ventures.

### Quotable:

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

In 2014, TOMS Marketplace was launched -- a digital hub that calls attention to similarly socially-minded companies and gives customers an opportunity to shop with a cause in mind.

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

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

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

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

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

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

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

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

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



**"Focus on your passion. Nothing else matters."**



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

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

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

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

**Q: What is your best advice for aspiring entrepreneurs?**

*A: Focus on your passion. Nothing else matters.*





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## INTERVIEW WITH MICHELLE STINSON ROSS OF DIGITAL ALWAYS MEDIA, INC.

Recently I had the chance to interview Michelle Stinson Ross, the Director of Social Media Marketing at Digital Always Media, Inc.

Michelle is the co-host of the popular Social Media discussion group #SocialChat, a popular and respected industry blogger for writer for Search News Central and Search Engine Journal, and is the founder of Firestarter Social Media.

By: Nick Stamoulis



**“THE BIGGEST MISTAKES ARE MADE WHEN SITE OWNERS JUMP INTO SOCIAL WITHOUT GOALS OR STRATEGY. THERE IS A DIFFERENCE BETWEEN EXPLORING THE POSSIBILITIES OF A PLATFORM AND BLINDLY WANDERING THE SOCIAL SPACE WITHOUT A PLAN.”**

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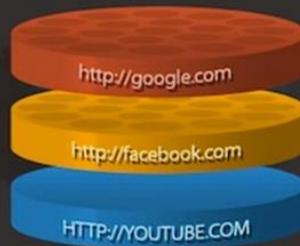
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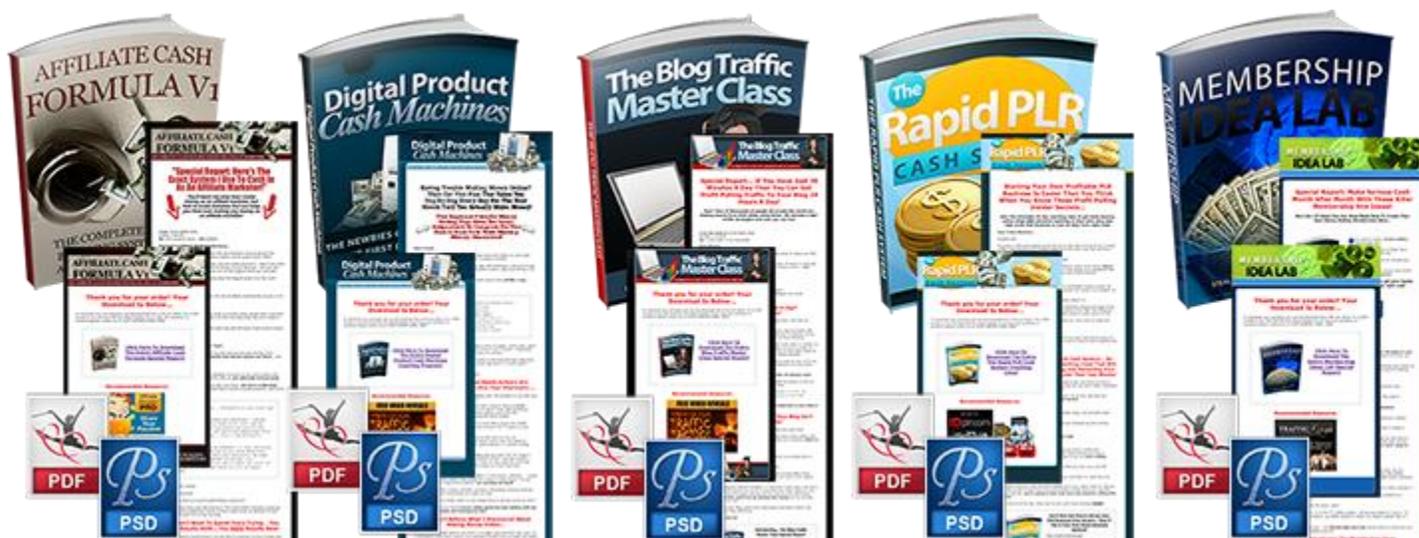
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## QUESTION: COULD SOCIAL SIGNALS EVER REPLACE TRADITIONAL LINK BUILDING WHEN IT COMES TO THE SEARCH ALGORITHM?

Answer from Michelle Stinson Ross: As an indicator of short term hot topic influence, yes. Take breaking news, for example. If lots of people are tweeting out a link to the same article, adding links on G+, Facebook, StumbleUpn etc, the search engines know something is up and will index that page and rank it high extremely quickly. However, it is unlikely these social indicators will replace high quality long lasting links. Consider your link strategy carefully, are you looking to build short term buzz or rank for evergreen terms.

## QUESTION: IN YOUR EXPERIENCE, WHO CONVERTS BETTER FOR MOST SITES—SEARCH TRAFFIC OR SOCIAL TRAFFIC?

Answer from Michelle Stinson Ross: Organic search traffic generally converts better as it catches people at the end or near to the end of their purchase cycle (investigation and make a purchase). Social, on the other hand, allows brands to connect with people even before they know they need or want the brands product. A response to a social question (i.e. Do you know of a high quality reasonably price home painter?) with a link generally garners a similar if not higher conversion rate than organic search. It's wise to maximize both search and social traffic with realistic expectations of the traffic.

## QUESTION: HOW CAN A BUSINESS OWNER TIE SOCIAL MEDIA MARKETING AND ENGAGEMENT TO ROI?

Answer from Michelle Stinson Ross: Tying social media marketing to ROI is all about defining the goals of social marketing. Does the business need to reach a specific local or otherwise targeted audience? Is social media being used for customer service? What about real time market research? Each of these options has a different sets of goals, and defining them leads to what metrics will be the most meaningful to the business owner. For instance, if the goal of social marketing is to develop a highly focused target audience, then business owners need to break down their overall number of fans/followers by location or topic affinity, and track what kinds of social media posts drive that audience to specific landing pages on their website. Metrics to pay attention to if the goal is customer service, are response time, amount of customer questions addressed via social over time, customer sentiment regarding service via social, and reduction in customer service call volume over time. Social media is such a flexible communication tool, that its use must be well defined in order to determine real ROI.

*"Organic search traffic generally converts better as it catches people at the end or near to the end of their purchase cycle (investigation and make a purchase). Social, on the other hand, allows brands to connect with people even before they know they need or want the brands product."*

## QUESTION: THE FACEBOOK NEWS FEED ALGORITHM CHANGED DRAMATICALLY RECENTLY. HOW CAN COMPANIES ENSURE THEIR UPDATES ARE SHOWING UP IN THEIR FANS' FEEDS?

Answer from Michelle Stinson Ross: To ensure that branded updates continue to show up in fan feeds, it is necessary to spend money on promotion in Facebook. By using the advertising and targeting tools offered to business pages, the promotional spend can be far more affective than most business owners realize. Start by building a highly focused fan base with psychographically targeted ads, this way every fan fits the profile of a qualified customer. Then pay to promote the posts that have proven to perform well with those fans for maximum amplification. There is an option to encourage fans to take an extra step and request a subscription, but brands can gain more certainty of the reach of their messaging with paid promotion.

## QUESTION: HOW CAN A BUSINESS KEEP THEIR EMPLOYEES FROM GOING ROUGE WITH THE CORPORATE SOCIAL ACCOUNTS?

Answer from Michelle Stinson Ross: c By defining what online behavior is encouraged and what behavior will not be acceptable, a company has the means to take the necessary action when a disgruntled employee is tempted to tarnish the corporate reputation.

## QUESTION: SHOULD PROFESSIONAL AND PERSONAL SOCIAL ACCOUNTS BE KEPT TOTALLY SEPARATE OR CAN THERE BE SPILLOVER?

Answer from Michelle Stinson Ross: There can be valuable spillover for social employees that are very savvy about personal branding. That bit of a personal touch goes a long way to making professional accounts far more approachable. The key is to strike the proper balance between the genuine personal voice and too much personal information.





**QUESTION: WHAT ARE SOME OF THE BIGGEST MISTAKES SITE OWNERS MAKE WHEN IT COMES TO SOCIAL MEDIA MARKETING?**

Answer from Michelle Stinson Ross: The biggest mistakes are made when site owners jump into social without goals or strategy. There is a difference between exploring the possibilities of a platform and blindly wandering the social space without a plan. Even with a plan, site owners need to take the time and test their social communication habits, what they think might work may be 180 degrees out of phase with their customer base online.

The other mistake business owners tend to make is not keeping the customer experience consistent online and offline. There is nothing more frustrating to a social customer than to walk into a store or restaurant and find that the employees have no idea how to handle the redemption of an online offer. Customer service disconnect can also happen when internal training and communication are lacking. Make sure that onsite employees and online brand representative maintain a consistent level of service excellence.

**QUESTION: ARE THERE ANY HARD AND FAST "RULES" FOR SOCIAL MEDIA MARKETING YOU THINK BRANDS NEED TO FOLLOW?**

Answer: The only hard and fast rule is participation. As internet marketing continues to evolve, the companies that continue to avoid social media will find it more and more difficult to do business. The other rules to follow are the ones your mother taught you as a child, you must be a friend in order to make a friend and treat others as you wish to be treated. In a way social media has taken how we do business back in time. Rather than mass messaging, it's the relationships that really matter to the customers. Their individual opinions are valuable and they want to do business with the brands that can communicate directly with them.

**QUESTION: IF A SMALL BUSINESS CANNOT AFFORD TO HIRE A FULL-TIME SOCIAL MEDIA OR COMMUNITY MANAGER, WHO REALLY "OWNS" THE COMPANY'S SOCIAL PRESENCE?**

Answer: Ownership of a company's presence is the responsibility of the business owner. Even when they outsource the day to day social media management, it is up to the company leadership to guide the brand standards and voice of the public facing side of the business. Seek out the guidance of experts to optimize the social presence, and combine it with your expertise about your business.

**QUESTION: IT'S NOT HARD TO LOSE HOURS EVERY DAY TO SOCIAL MEDIA MANAGEMENT, SOMETHING MANY SMALLER COMPANIES CAN'T AFFORD TO DO. DO YOU HAVE ANY TIME MANAGEMENT TIPS?**

Answer: Well-defined goals help to keep social media managers from wandering off track. Plan and schedule important posts to your social media accounts, and set aside regular intervals to quickly check for audience engagement throughout the day. Respond quickly to customer questions and engagement, and then get back to your other duties. For smaller companies, the investment of time could realistically be just a few hours per week when there is a well developed strategy in place.

**QUESTION: WHAT ARE SOME OF YOUR FAVORITE SOCIAL MEDIA MANAGEMENT TOOLS?**

Answer: Personally, I like TweetDeck, Hootsuite, Sprout Social, and Hashtracking. Those are the tools I use on a regular basis. I also spend a lot of time in the on platform analytics for Facebook, Pinterest, and LinkedIn. The tools that will prove to be most effective also depend on the goals you've set for your business. You use a chainsaw for taking down trees not making precision cuts for fine cabinetry. The right tool depends on what you're trying to accomplish.

**QUESTION: IN YOUR EXPERIENCE, DO CERTAIN INDUSTRIES GET BETTER RESULTS THAN OTHERS WHEN IT COMES TO SOCIAL ADVERTISING?**

Answer: Social advertising success depends more on the sophistication of the targeting than what industry you represent. B2B companies can create great success on Facebook with dead-eye targeting, just as high end consumer goods can find a qualified audience on LinkedIn. The more you can focus your ad creative and landing pages on a well defined audience segment, the better your results are going to be.



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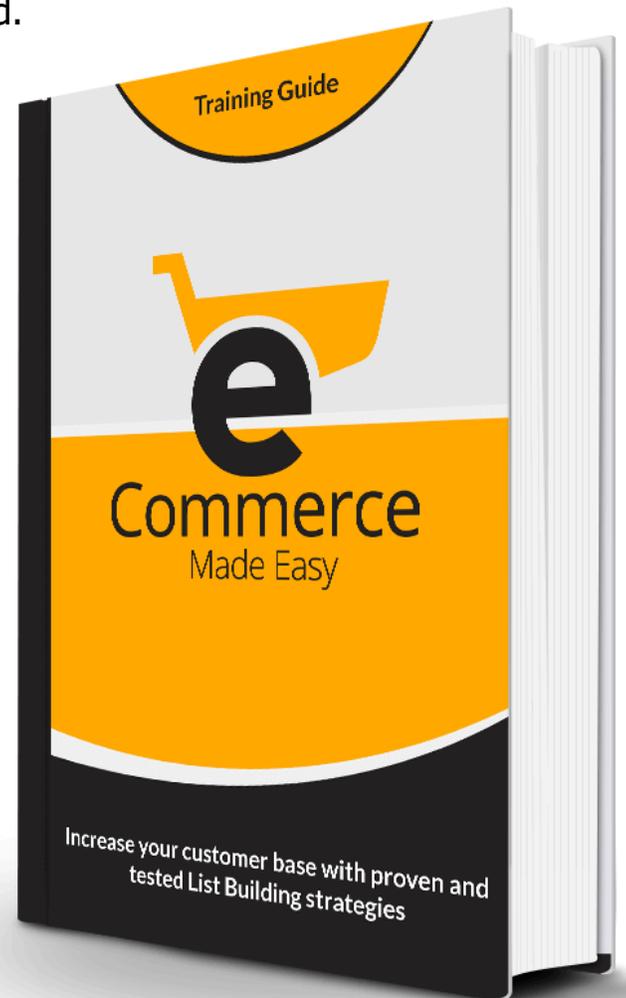
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# THE **DO'S** OF INTERNET MARKETING



**By: Brandi Bell**



You are probably reading this on the internet. This is just a small reference to show how powerful the medium of the World Wide Net is! A person sitting in Australia can easily contact a person sitting in India just by the use of the internet! If this medium is so useful, why not use it to fulfill the purpose of advertising!

Internet Marketing essentially means using the concept of the internet to publish promotional material. The major advantages of reach and cost effectiveness is the drive for someone to advertise online. Accordingly, let us see the Dos of internet marketing.

## 1. The USP

Yes, you may be using the internet marketing platform, to advertise about yourself or your product. Yet, there are thousand other companies who will be doing just the same. In such a situation, how can one stand out? Well, the answer is quite apparent. You need to show case the USP of yourself, your company or your product whenever you are using the concept of online advertising. Only this will pull the internet audiences towards your brand!

## 2. Creativity

The importance of creativity cannot be denied. Now, if you're simply going to be boring and showcase your ads online, there are chances that there will be no followers at all! Be original; and creative. Try to create interesting slogans, backgrounds. Have a fun social networking page, these all attract a prospective lead to check out your brand.

## 3. The budget

The third important Do of internet marketing is to have a control on the cost. Often times when a PPC campaign or any internet marketing campaign goes successful, people forget to check on the budget. Remember, the reason you chose internet marketing is to have an advertising network at a low budget. Therefore, you want to ensure that the budget has not been crossed!

# SOCIAL MEDIA LISTENING

By: Jeffery Garrett



*Remember, it is very likely that somewhere, someone is discussing you. Therefore, the first step should be to monitor this and have an idea of the general feeling people have towards you.*

## The social media is an all important part of the internet marketing.

Yet, for optimizing your presence on the social media, what needs to be first done is – Social media listening. This does not have to be an activity which has to be carried out most of the day but definitely has to be done before chalking out your social media strategy.

### 1. Find out where you are needed

The procedure begins with knowing where the online audiences are talking about you. It basically comes down to finding the channels where you or your music is being talked about. For instance, people may be discussing your business on Face book or Twitter or any other social networking site. Remember, it is very likely that somewhere, someone is discussing you. Therefore, the first step should be to monitor this and have an idea of the general feeling people have towards you.

### 2. Explore your horizons

Although this may not apply to all, remember that only the very popular social networks like Face book and Twitter do not make up the entire social network framework. Many times people tend to just check on these networks to monitor the opinion of people about them. It is recommended to also carry out your social listening on other smaller social properties on the internet.

### 3. Make people feel your presence

Now, if you have a team or a couple of people who take care of your social presence, make sure that everyone is continuously looking for what is being written about you. It does not matter whether the information is negative or positive, the effort should be to keep you updated with every new post that is written about you.

**Make sure you are not wasting your time waiting too much for the start of your campaign!**

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## URPOWER IS A MINI LED SPEEDLITE FOR SPECTACULAR SELFIES



If you often find yourself at friendly gatherings in the evening and want to take pictures, you have one of two options before you. There's the option to leave the flash off and deal with grainy, awful photos, or you can turn on the flash and usually be stuck with another version of a terrible photo. Smartphones are not known for having a great flash, though they are pretty decent at picking up a good shot if there's enough light.

While the built-in flash in your phone isn't going to cut it, you can always get an accessory to take up the task. The URPOWER Mini LED Speedlite is a pocket-sized flash that you can plug into the audio jack of your phone to get well-lit photos. It is said that this will provide natural-looking skin tones, correct depth, and soft shadows.

This uses a built-in lithium-ion battery to function, and can give you 45 minutes of continuous LED light. There is, of course, a free app you can download, though it's not necessary. While it is very compact, the nub does not fold into the body, so do be careful with how rough you are with it. This is only going to cost you \$10.99, which certainly won't break the bank if you're looking to up your selfie game. I know we said it was for your friends, but let's be real about what it will be used for.

# The Secrets of Internet Marketing

By: Myron Lewis



Internet Marketing is no more a term that is foreign! Almost every company wants to have a shot at advertising online. After all, which brand would not like a cheaper source of advertising which reaches billions of people!

Having said this, it is obvious that there are hundred other competitors who are also fighting for the same customer online. So, are their any secrets to make your ad a stand out? Well, some of them are:

## **Be original**

One thing that always attracts about advertisements is the originality. Any original ad which is accompanied with being creative is definitely bound to catch the eye. Likewise, when going the internet marketing way, ensure that you try and be as original and creative as possible. Try and make original display banners for display advertising. Try and come up with original tag lines content, just about any source of being original. Try this and you will see the positive results with your internet marketing efforts!

## **Correspondence is the key**

One amazing thing about internet marketing is that it allows the advertiser to interact with the prospective audiences. Although the importance and usefulness of this not be felt unless a person actually tries it! The feature of one to one correspondence can really build a brand in the eyes of the audience. Accordingly, ensure that you are present on Twitter, Facebook, and such online media where you can advertise as well as correspond with the online audience!

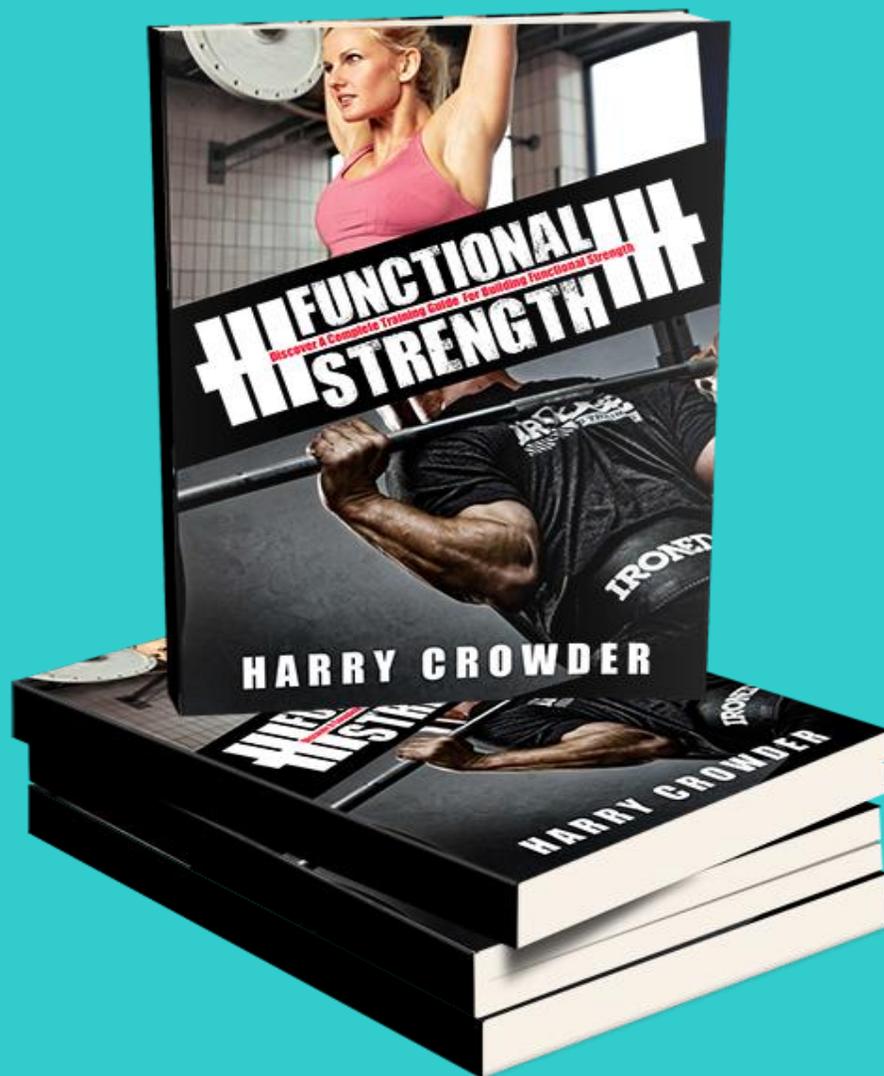
It is important to be present in all relevant social networking pages, yet do not forget to have a presence on the globally famous ones!

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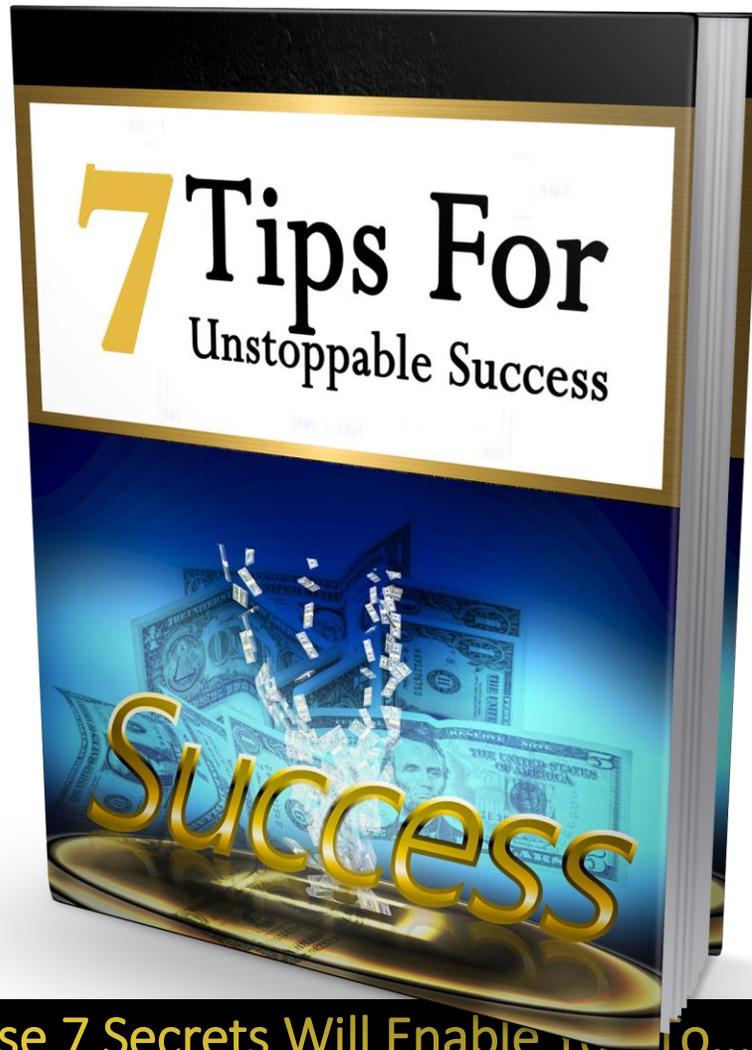
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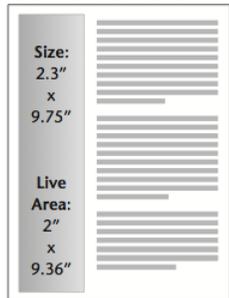
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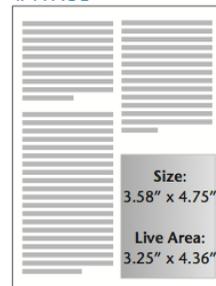
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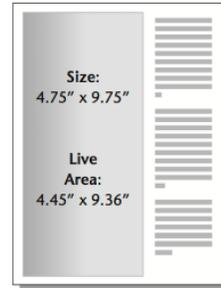
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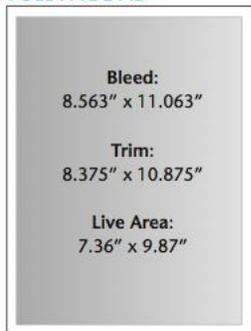
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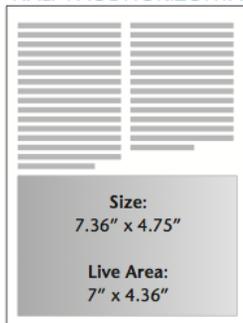
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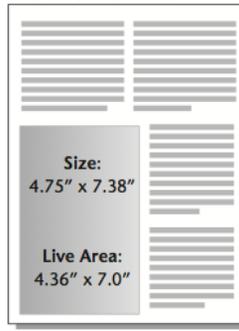
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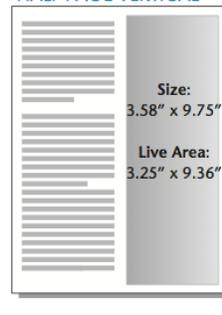
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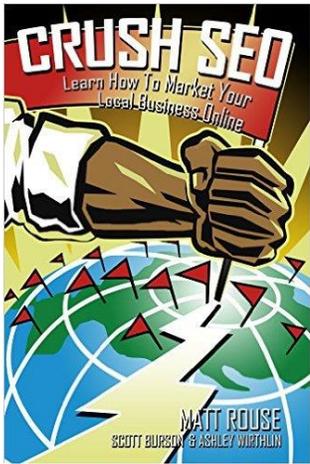


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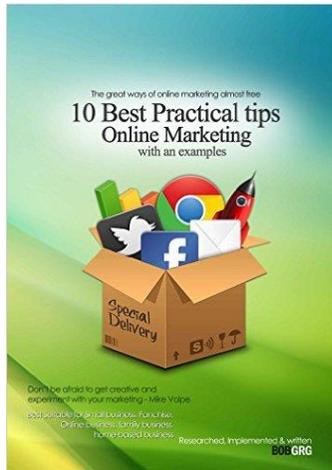


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### [10 Best Practical Tips for Online Marketing: The Great Ways of Online Marketing is Almost Free](#) by BOB Grg



Hi, myself Bob, as you know to grow one's business, online marketing plays a vital role. Online marketing allows online marketers & business owner the freedom to advertise and promote their business and receive immediate responses. All you need to do is choose an advertising medium that works for you and your businesses objectives. But the thing is, it's so vast within it that many people find it difficult choose ways to do it. In search of good ideas and strategy people waste lots of money and time. So to overcome that problem, I bring you a special edition of how to do online marketing. Now you can reap the benefits of this method of marketing as it is inexpensive and easy to start.



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The first hard drive was created in 1979 and could hold 5MB of data.

# ADVANTAGES AND DISADVANTAGES OF INTERNET MARKETING FOR COMPETITIVE BUSINESS OWNERS



By: Kristi Hodges

Internet Marketing of a product or service for a small, medium sized or large business enterprise is equally challenging and competitive. It requires constant monitoring of metrics and their use and application in the company's overall marketing strategy. However, business owners have no choice but to leverage the power of the internet and social media if they are to gain a competitive edge across marketing channels.

Internet Marketing offers several advantages:

- Many more business days and many more opportunities for transactions, since a website is available 24 hours a day, for the whole year.
- Product costs can be slashed to a large extent, and this allows business owners to capture a large base of potential customers, who would otherwise be lost due to high production and marketing costs to the business.
- Internet Marketing requires effort, however costs are considerably less when compared to traditional marketing channels, since business is marketed worldwide in a convenient way

However, Internet Marketing suffers from some disadvantages as well:

- Since Internet Marketing requires lot of effort, manpower is a key requirement and that could add up to company costs. Social media surveillance in itself is a daunting task and might require even technical staff with analytical strengths and qualifications to monitor trends and customer engagement
- Security and vulnerability of business systems might be compromised in certain cases, and additional costs might be incurred to put suitable privacy and network security frameworks in place

**SINCE INTERNET MARKETING REQUIRES LOT OF EFFORT, MANPOWER IS A KEY REQUIREMENT AND THAT COULD ADD UP TO COMPANY COSTS.**

- While Internet Marketing opens up a whole new platform for creating and retaining customers that are available globally, barriers related to language, culture and currency still exist, unless business owners scrutinize and enable their product delivery in different languages and currencies. Sometimes, political barriers might also need to be resolved in order to carry out business in certain countries

In conclusion, judicious use of Internet Marketing, with thorough goals and judicious use of resources could create success for business to a large extent.





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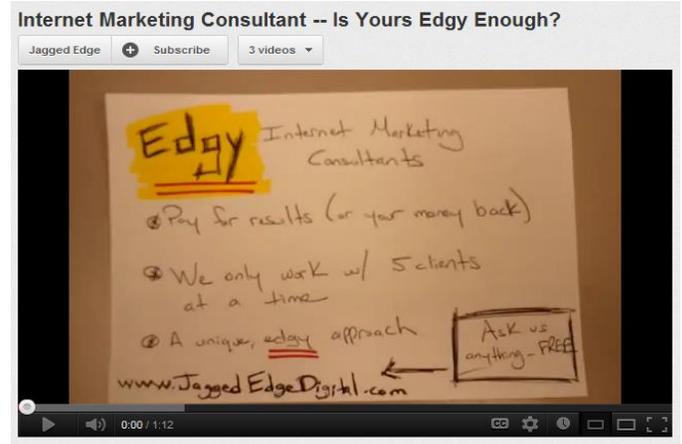
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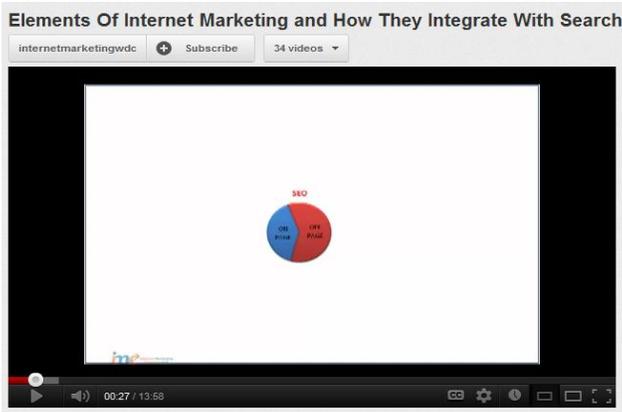
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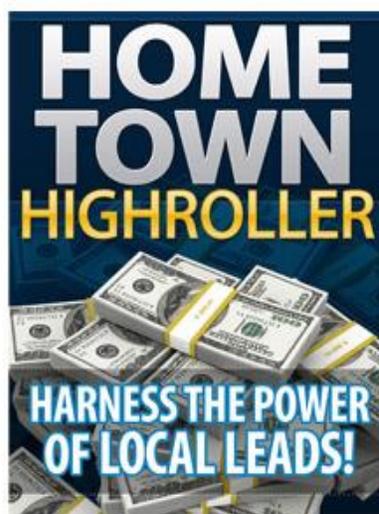
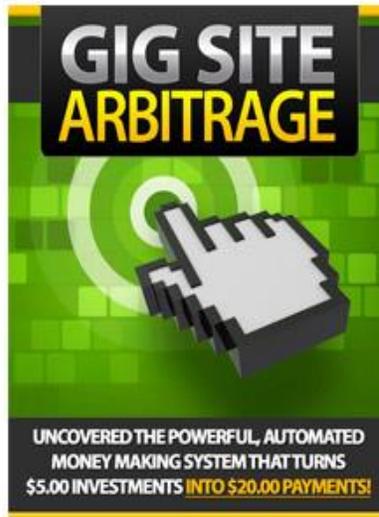
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## INTERVIEW WITH MARIOS ALEXANDROU OF STEAK'S SEARCH MARKETING



***“We all have to recognize the reality that if you’re an agency providing services you can’t really ensure anything. We’re like doctors telling patients they need to exercise more and reduce their fat intake. The final decision is the patient’s to make.”***

*Recently I had the chance to interview Marios Alexandrou, the East Coast Director of SEO for Steak’s team. Marios has spent 23 years in technology in numerous roles including network administration, web development, and project management and got into SEO 13 years ago when he built his first business-related website. Marios writes about SEO for ClickZ, as well as focusing on the broader area of Internet marketing for [Infolific](#).*

### **QUESTION: CAN A LINK SPIKE, EVEN IF IT'S COMPLETELY NATURAL, SOMEHOW TRIGGER A SEARCH PENALTY?**

Answer from Marios Alexandrou: I have to admit that I'm at a disadvantage here compared to many others. None of my clients or my team's clients have been hit with a penalty so any commentary on what can cause a penalty would be based purely on secondhand knowledge.

### **QUESTION: DO YOU THINK SOCIAL SIGNALS WILL EVER REPLACE TRADITIONAL LINKS IN THE SEARCH ALGORITHM?**

I'm not sure if social signals will replace links entirely, but I can see how social signals could become a major factor that outweigh links. Google's attempts to identify people via Google+ is a significant step to establishing trust with an action. In addition, all of the +1 buttons out there are capable of feeding Google information about what a person is looking at and whether they are engaging with what they see. And Google could conceivably look at another layer of information that informs them about a user i.e. a "fake" Google+ user may be used to promote content, but if no one engages with that fake account that might make it easy for Google to discount the impact of that fake account. All of this is more information than Google can obtain about a link.

Another consideration is that social signals, voting in particular, allow a broader set of people to weigh in on what is good content. This isn't a new concept and was actually described back in 2009 by Mike Grehan in *New Signals To Search Engines*, "Signals from end users who previously couldn't vote for content via links from web pages are now able to vote for content with their clicks, bookmarks, tags and ratings. These are very strong signals to search engines, and best of all, they don't rely on the elitism of one website owner linking to another or the often mediocre crawl of a dumb bot."

### **QUESTION: HOW CAN A SITE OWNER PROTECT THEMSELVES FROM NEGATIVE SEO?**

Answer from Marios Alexandrou: Monitoring is key here. Keeping tabs on mentions of your brand and links to your site should reveal if something is going on that you aren't initiating. What'll help is if you know what links are natural and that can be accomplished if you have a snapshot before the negative SEO efforts kicks in. Being able to filter out good links from your profile will allow you to more quickly disavow the bad ones. There's a recent negative SEO case study on Search Engine Watch that's worth reading.

Sites with established brands are in a class of their own. A little publicity calling out the mistake will likely get the attention of Google. And if all else fails, they can leverage their large AdWords budgets to expedite action. Note I'm not saying that Google biases in favor of those that spend a lot, but a large AdWords budget probably means there's a relationship that can be leveraged e.g. a name you can contact vs. an anonymous form submission.

Lesser known sites are really likely the only ones that have to worry about negative SEO. If you're monitoring regularly there's a chance you'll see unexpected activity that you can act on before a penalty is applied. For low-cost (free if you register) monitoring of your own site, you could use a tool like MajesticSEO which provides graphs making trend changes easier to spot as well as a filter to show newly discovered links.

### **QUESTION: WHAT DO YOU SAY TO SITE OWNERS THAT ONLY MEASURE THEIR SUCCESS BY A SHORT LIST OF PRIORITY KEYWORDS?**

Answer from Marios Alexandrou: I don't promise keyword rankings and certainly not when the list is short. I'd much rather look at traffic to the site and conversions from that traffic. I've seen plenty of situations where traffic has increased and rankings haven't changed. I've also seen traffic go down with no change in rankings. If all I looked at were rankings, I'd be ignoring reality.

So if a site owner is focused purely on a few keyword rankings, I'll make the case for looking at traffic and conversions instead. If I'm not convincing enough then it's not a good fit. Sometimes you just need to walk away.

### **QUESTION: HOW CAN A SITE DRIVE MORE (YET STILL TARGETED) TRAFFIC TO THEIR SITE IF THEIR KEYWORDS HAVE LIMITED SEARCH VOLUME?**

Answer from Marios Alexandrou: I don't think I've worked on a site where traffic was completely exhausted due to keyword search volume. There's always some area you can expand to. The challenge is finding keyword targets that represent opportunities to get in front of people earlier in the sales cycle ideally before they're exposed to competing brands. For example, people that are looking for a new home may end up needing storage, but they don't know it yet so your site could be the one that helps with tips on staging their current home. Another example would be expectant mothers that don't need diapers just yet, but will soon enough so why not be the diaper-selling brand that gets in front of them during their pregnancy?

**QUESTION: WHAT DO YOU THINK OF GOOGLE'S RECENT ANNOUNCEMENT THAT ONLINE PRESS RELEASES AND GUEST BLOG POSTS CAN'T USE KEYWORD-RICH ANCHOR TEXT?**

Answer from Marios Alexandrou: I think these sorts of announcements fall under the same broader guidance from Google to not seek out links that are acquired specifically to improve performance in organic search results. If you've got something interesting to say or announce, guest posts and press releases remain valid activities with which to gain awareness.

I discounted press releases (for link building) a while back. After all they often have the characteristics of low quality content –too short and duplicated all over the place. Luckily, with many of the press release distributions sites putting nofollow on links, there's less to worry about.

Guest posts still seem like a good idea, in theory. The problem is that most are poorly written and add nothing new to the conversation. Even if you write a stellar piece, you have no control over what a site accepts from other authors. I think if you find a site with high editorial standards then the implication is that they'll review content before posting it and also evaluate links before allowing them to be published. This sort of editorial scrutiny is what Google wants and therefore shouldn't result in a penalty regardless of the anchor text used.

**QUESTION: WHILE NOT IN THE GUIDELINES, JOHN MUELLER OF GOOGLE SUGGESTED GUEST BLOG POSTS SHOULD ONLY HAVE NOFOLLOW LINKS. WHAT CAN A BLOGGER DO IF THEY CAN'T GET A SITE TO ADD NOFOLLOW TAGS TO THEIR GUEST POSTS?**

Answer from Marios Alexandrou: In the case where you're worried about old guest posts that you'd now like to have a nofollow added, I'd only worry about them if you've actually experienced a penalty. If not, move on. Getting links adjusted on guest posts isn't going to be much different than getting links adjusted in any other context – ask nicely and hope for the best. You can always include a quote from John Mueller in your e-mail implying that nofollows would help the publishing site avoid a penalty.

As for future posts, you probably need to flip what you were doing in the research phase i.e. rather than look for sites that don't nofollow links you'll be looking for sites that do nofollow links.

**QUESTION: CONTENT MARKETING AS A WAY TO EARN LINKS IS ONLY BECOMING MORE IMPORTANT, BUT HOW CAN A NEWER WEBSITE BUILD UP THEIR ONLINE AUTHORITY TO THE POINT WHERE PEOPLE TRUST THEM ENOUGH TO LINK?**

Answer from Marios Alexandrou: The rules for marketing haven't really changed despite Google. A site or site owner earns trust by providing a good product or service. Increasing awareness of that product or service is done by interacting with potential customers and those that influence potential customers. The interaction can take place online in the obvious places like Twitter or Google+, but the opportunities to engage with people in-person at industry conferences, meet-ups, or other gatherings shouldn't be ignored. Consistency also plays a role here. A new affiliate marketer pushing a product with a one-page site is going to have a hard time, but that same affiliate who has established trust with the people on his mailing list will be able to launch a new site with less effort.

The days of "if you build it they will come" are long gone so even great content needs a bit of boost. If you've got a big budget, there are plenty of ways to pay for such a boost assuming you're willing to take the risk. You just need to balance paid efforts with organic ones e.g. some big brands failed to find the right balance, but I have no doubt that this sort of thing continues. For those without deep pockets, you can still get good content noticed using services like StumbleUpon (used to be much more popular) or Zemanta (links are reviewed by site owners before they appear on posts).



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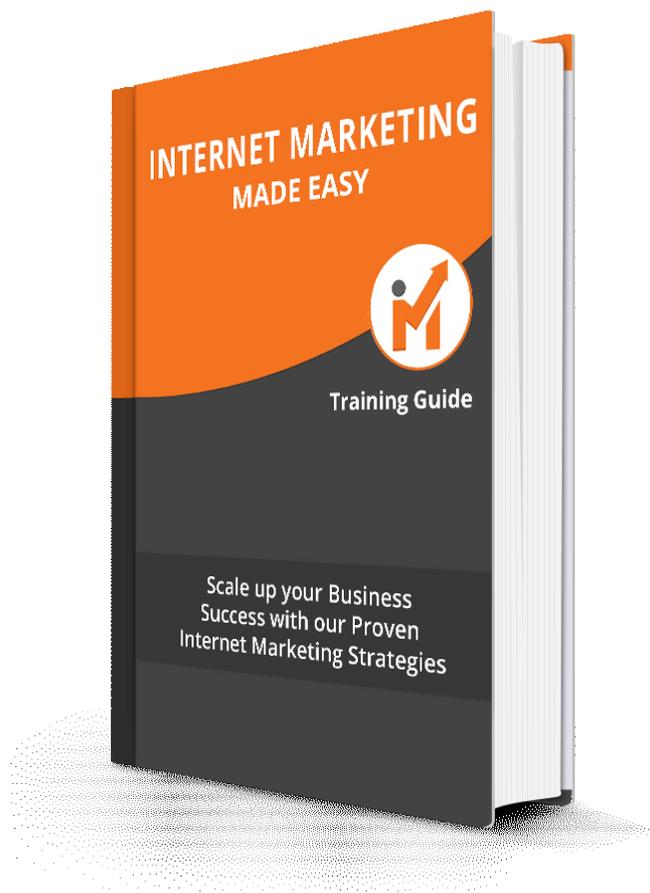
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# MWM useful links

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# 6 REASONS FOR CHOOSING INTERNET MARKETING



By: Dewey Douglas

In a world where it is almost impossible to live without internet, along with traditional ways of marketing, more technological ways are put to use as well. One of these ways is Internet Marketing or Online Advertising. Read on to find why this has become the need of the hour for the contemporary marketing world.

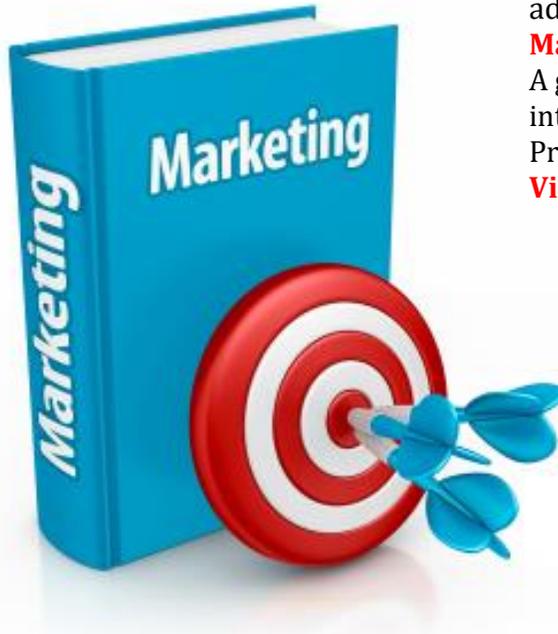


1. **Cost Effective:** The first and foremost reason why one prefers internet marketing is that it does not burn a hole in your pocket. Advertisers are able to connect with a wide range of communities and people through the low-cost means of online marketing, especially through social media. It further provides better returns as compared to the offline ways of marketing.
2. **Speed:** Once the advertisement has been designed, it is very easy and quick to deploy it online on the publisher's website. One does not need to wait for the publishers to link the delivery of the online ads according to their schedule. Further, in case any editing, modification or replacement is needed, one can do the same quicker than one would have been able to do through other modes of marketing.

*Internet Marketing can span the widespread global market and cover a wider community, affecting the offline sales by a large margin.*

3. **Creative Presentation:** There is not just one way of advertising through internet marketing. A wide range of possibilities are open for use such as videos, text, audios, images, banners and links. The advertisements can also be interactive and engaging with the incorporation of chats or games. They further can provide an option of contacting the advertiser for any query by the customer.
4. **Reach:** Internet Marketing can span the widespread global market and cover a wider community, affecting the offline sales by a large margin.
5. **Customer-based:** Internet marketing enables one to track user's preferences through purchase history as well as geographical location using geo-targeting. This helps the advertisers to customize their ads according to the needs of the users. They then provide ads relevant to the user, with enough time gaps between presentations of a particular ad to avoid repetition.
6. **Feedback:** Internet Marketing also makes it possible to get immediate feedback on the effectiveness of an ad. It can track actual audience size, actual sales and then help to improve future ad campaigns.

# MWM marketplace



## Domain for sale

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A great brand name for an internet marketing Product or service

**ViralInternetMarketing.com.**



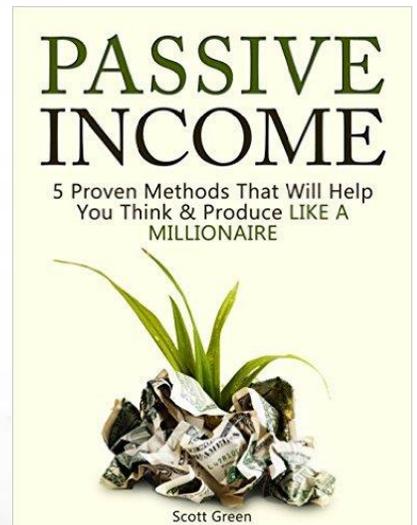
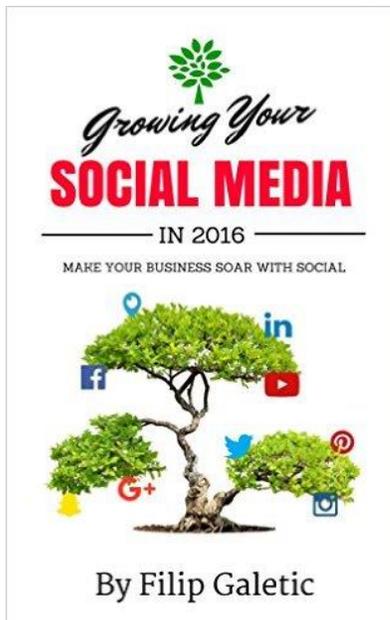
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**ContactUs**

>Contact us to list your Domain name or website For sale in this section



Quotable:



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

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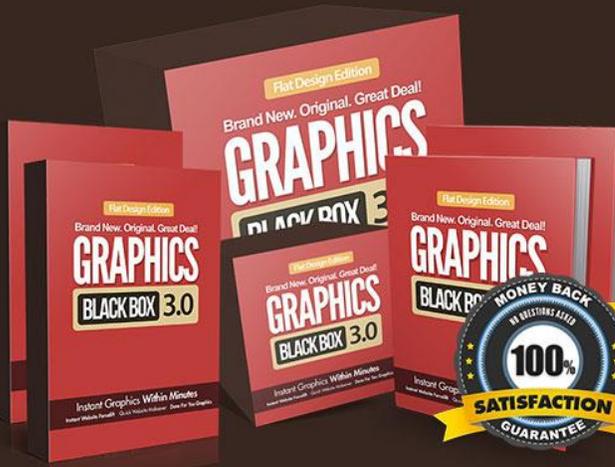
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## Ivan Sparks

Ivan Sparks manages his own Internet marketing company which he founded in 2008. He has helped many companies improve online presence, as well as aspiring Internet marketers through trainings and workshops.



## Anna Wright

Anna Wright is one of the top bloggers in Australia. She writes about different things and she has no plans of limiting herself. While writing is her first love, she is also exploring the field of advertising.



## Dewey Douglas

Dewey Douglas is a graphic artist by heart, but he also enjoys analyzing keywords and other online data. His hobbies include playing the guitar and watching sci-fi films.



## Leo Lamb

Leo Lamb is an Internet marketer based in Melbourne. He started his web marketing company in 2011 and he has then grown his league of satisfied clients.



## Douglas Howard

Douglas Howard has been providing digital marketing services since 2009. With his expertise, he can help you boost your business.



# EFFECTIVELY EMPLOYING TOP SOCIAL PLATFORMS TO LEVERAGE INTERNET MARKETING



By: Johnathan Jacobs

Whether your marketing intent is to gain new customers or retain existing ones, to create brand identity or direct business growth, using social media platforms can serve as powerful tools to leverage your Internet Marketing efforts.

## Using Facebook as an Internet Marketing Vehicle

Facebook is one of the most popular social media platforms in the Internet Marketing industry today. This is simply because of the large number of users engaged in the Facebook community. Owing to this fact, business owners stand a good chance of creating successful customer relationships through interaction from fan pages.

Facebook advertising is another aspect of paid advertising, with targeted visibility, even on mobile devices and in reference to customer archetype. This creates greater visibility for niche customers of the business product or service.

## Using Pinterest as an Internet Marketing Vehicle

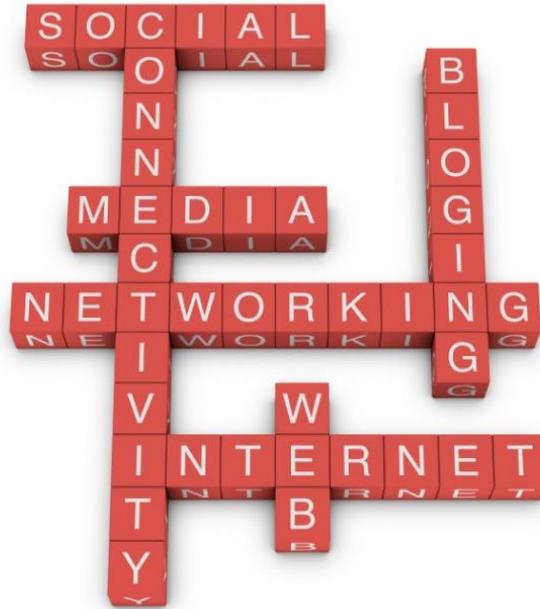
Pinterest is another social media platform that has gained a lot of popularity among women and promoting your product or service on Pinterest can drive a huge amount of traffic to your website. Generally, women between the ages 20 and 70 utilize Pinterest for collecting information related to their areas of interest and as an Internet Marketing strategy, companies can research about their target market quite easily and promote products accordingly.

When it comes to using Facebook and Pinterest for promoting businesses, and their products or services, more and more business marketers are realizing how seamlessly integrated social media platforms can behave at times. Even though these platforms have gained higher popularity than their social media counterparts, a thorough understanding of the consumer interests and where they frequent is important to create promotions that reap results. In addition to Facebook and Pinterest, Google Plus, Twitter or Linked In could also be your optimal choice of platform for successful Internet Marketing.

# ONLINE SALES- ADVANTAGES OF INTERNET MARKETING



By: Leo Lamb



If you think that only the tech savvy can achieve success in Internet Marketing then you need to think really hard. Today, a lot of technical work can be done with a click on the mouse, thus making it easy for a newbie. As people are connected all over the world, it becomes imperative for a business owner to attract customers on the web and build a relationship that's long lasting. The **advantages of Internet marketing** are plenty if you want to increase your *sales* through these customers.

## It is Cost Effective

Internet Marketing requires *less investment* or none at all. Creating a website, a blog or a page on social media sites is *less expensive* as compared to traditional methods. Newspaper, radio and television marketing require huge sums of money as compared to Facebook and Google advertising.

## Power of Automation

A click on the mouse will help your business get the desired attention. Traditional marketing methods rely on people and costs whereas internet marketing is cost effective and *saves time*. It gets your business completely *automated*.

## Global reach

With businesses online, the customer base widens and marketers are able to reach a larger audience. Your product can impact *global audience* through your website, blog or content.

## The Continuity Effect

If you own a blog or a website, the content that you create remains functional long after the marketing campaign is over . For e.g. If you have done a marketing event to promote your website page and get traffic, it may remain steady for years although your event might be over.

## Easy and Convenient

Internet marketing is relatively easy. Your consumers throughout the world can reach you with no costs of transportation involved. The consumer can track his entire journey online.

## Online transactions

Consumers need not carry cash to pay the marketers. Neither do they have to rely on cheque. All payments can be carried out online through a third party company such as PayPal. Any business owner can take his brand to the next level through through the many **advantages that internet marketing** provides.

**WITH BUSINESSES ONLINE, THE CUSTOMER BASE WIDENS AND MARKETERS ARE ABLE TO REACH A LARGER AUDIENCE. YOUR PRODUCT CAN IMPACT GLOBAL AUDIENCE THROUGH YOUR WEBSITE, BLOG OR CONTENT.**

## 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.

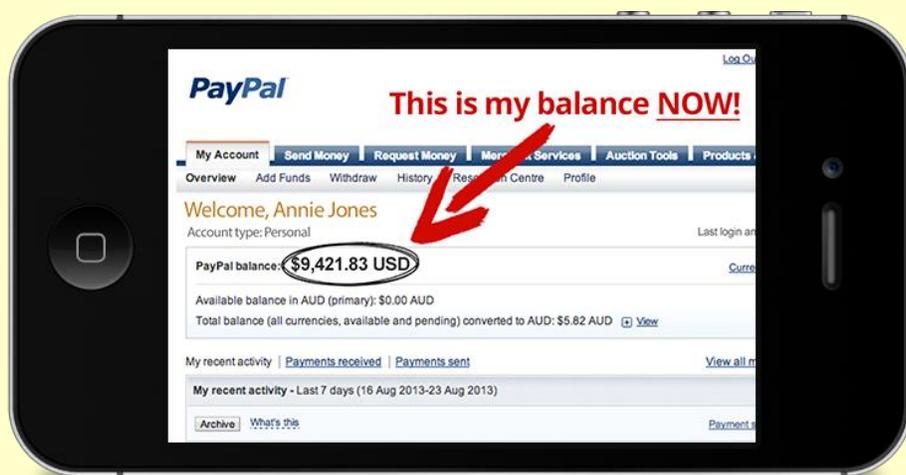
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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

The trends of internet marketing have always been evolving. Back then, it was article marketing. Then came the paid advertising era of PPC and PPV. Today, we have **Video Marketing**.

What is video marketing? Video marketing is the art of using videos to Video marketing is great because it has the ability to grow virally. Viral marketing as in it spreads as fast and as widely as a biological virus, but in the marketing sense. This can help you reach a wide audience in a short amount of time and at a low cost.

People love watching videos, so much more because you can incorporate visual and audio. Video marketing is great because it has the ability to grow virally. Viral marketing as in it spreads as fast and as widely as a biological virus, but in the marketing sense. This can help you reach a wide audience in a short amount of time and at a low cost.

You can incorporate visual and audio elements which can excite emotions and make content interesting.

E-books are so yesterday and have a hard time keeping up with videos which have been getting better and better.

One of the most useful sites out there is YouTube – The world's largest video sharing site. We shall look into the power of YouTube in the next section. As mentioned earlier, YouTube is the world's largest video sharing website. Why are they called video sharing sites? Its because everyone who uploads videos are like a TV channel of their own – You can get subscribers and people who watch your videos can freely share it with others through a wide variety of social media sharing tools available.

The popularity of YouTube has exploded, and businesses, big or small stand a lot to gain by tapping into this phenomenon.



**Videos with higher ranking will usually be featured in Youtube's Channel listings and this will further garner you more views.**

Because of that, YouTube's videos rank highly on Google, and you can draw tons of traffic by targeting keywords with high search volume and are related to your niche.

This chapter is about the basics of video marketing. For the purposes of this chapter, we will be focusing on using YouTube as the mainstay for marketing your business using videos.

## Simple Tools For Creating Videos

- 1) Create a video worth of valuable content related to your niche
- 2) Make sure there's a call to action at the end of the video
- 3) Upload your video to YouTube
- 4) Add a description below each video
- 5) Be sure to include a link to your website (traffic drawing purposes)
- 6) Share your videos with your target audience

Remember, a very important part of video marketing is the sharing component. Get your subscribers or followers to share your videos with others to get more views. The more views you get, the higher your video will be ranked. Let's look into some simple tools for creating videos for marketing purposes.

One of my favorite combinations is Microsoft Powerpoint + Camstasia.

## 4 Ways To Use Videos In Your Online Marketing

- 1) Share video content on your blog  
-You can share video content of interest (doesn't have to be done by you) on your blog which probably already has an existing fan base. Get your readers to comment on the video down at the blogs comment section or share it with others for some SEO magic.
- 2) Sell them as a product  
Video products usually convert better than e-books and can be sold at a higher price as a "premium" product because it costs more to create them.
- 3) Share them on Facebook  
If you have a Facebook fan page, you can share good video content and get people to interact with your shared content whether in the form of comments, sharing or "liking" to create buzz in your Fan Page
- 4) Use them as a video course  
You can bundle together videos and sell them as a video tutorial course to either get new leads or make big profits.

Microsoft Powerpoint allows you to create video content through slides, animations and sound effects. Camstasia allows you to record a screen capture, so when you play your slides in real time, you can record every single thing that is happening.

Combo-ed with some cool music, you can make powerful informative videos which your customer base will like.

Camstasia also allows you to edit your videos with basic features such as audio editing, slide transitions etc. Post video production is followed by uploading to YouTube, all can be done instantly via Camstasia. Last but not least, you will need to sign up for a YouTube account before you can start uploading videos.

In short, these tools will help you create simple yet powerful videos for getting traffic and customers, as long as you have good content that your target market would enjoy.

## How To Boost Profits Using Videos

Here's a cool ninja-trick to get your video SEO-ed and more easily found on the search engines.

It's got to do with keyword research. First go to the Google Keyword Tool to research highly searched keywords or key phrases with little to no competition.

Once you've identified a few keywords, using these keywords as the title of your videos (one keyword/phrase will do).

Next, in your video description, the first line should be the direct link to your website. This is so people are more likely to see your link when watching the video and this boosts clickthrough rates.



After a link, add a brief description in a paragraph form, with the first line of the paragraph containing your target keywords and perhaps sprinkle a few more throughout the body description.

End the description with a call to action and your link to your website once again.

This tested and proven technique has helped many marketers get their videos to the top searches and the first page of Google so don't hesitate in using it now!

# AGGRESSIVE INTERNET MARKETING CAMPAIGNS

# THAT PAY

By: Douglas Howard

*PPC is the most effective tool of online advertising more used by the vast majority of advertisers, given its high effectiveness. The advantage that comes with it is that it allows any modest investment volume but offers measurable results.*

## 1. Pay Per Click Campaigns

In order to appear prominently in search engines, you need several weeks and months of SEO effort. A handful of keywords or hundreds of combinations of keywords can put your business many miles ahead. You ought to realize that netizens are very creative when searching. That is why, together with enormous synergies, pay per click advertising campaign positions you highly in the search engines; especially if your key words are properly crafted.

### How pay per click works

When your ads appear by any combination of keywords on a website, an interested person will click on it. The moment this link is clicked on, it directs the user to your website. In this way, you will know how many people visit your site for certain keyword in a time interval, and even what the cost of acquiring a customer through every keyword at all times is. The charges you incur on such campaigns are termed “per click” charges.

Currently, this is the most effective tool of online advertising more used by the vast majority of advertisers, given its high effectiveness. The advantage that comes with it is that it allows any modest investment volume but offers measurable results.

## 2. Affiliate Programs

Affiliate programs allow us to bring our advertising messages through dozens or hundreds of sites and only pay for targets fixed for each visit. It can also be modeled on each valid information request or even per sale.

It is a high capillary advertising campaign that can reach everywhere. It is wrapped within the context of media to which your potential customer, on one who is associated with your sales message. It is associated with a number of very desirable values. Affiliate programs are usually conducted when the marketing objectives are more ambitious. Its actions have a broad depth and require a certain budget level.

## RANDI ZUCKERBERG'S SIMPLE SECRET FOR JUGGLING CAREER AND KIDS

By: Kim Lachance Shandrow

RANDI ZUCKERBERG DOESN'T LIKE BEING PAINTED AS  
"THE OTHER ZUCKERBERG" OR MARK  
ZUCKERBERG'S "SILLY SISTER WHO SINGS."

*"Work. Sleep.  
Family. Friends.  
Fitness. Pick three.  
And remember, you  
can choose a  
different three  
every day. As long  
as it balances out  
in the long run,  
you're ok."*



True, her childhood dream was to sing on Broadway and, true, she recently did in 30 Rock of Ages shows. And, yes, the Harvard psychology grad also fronts a cover band called Feedbomb, made up of current and former Facebook employees (she left a sweet gig at the elite global advertising firm Ogilvy & Mather to create and run Facebook's marketing arm from 2005 to 2011). But belting it out on stage is only one of the plates the busy mom of two spins these days.

On top of being an accomplished actor and musician, Zuckerberg, 35, is also an Emmy-nominated TV producer and contributor. The Zuckerberg Media founder and CEO regularly appears on CNBC and on the Today Show to discuss the demands of life in the digital age, the focus of her New York Times best-seller *Dot Complicated* (HarperOne, 2013). She also wrote a children's book around the same theme called *Dot*. (HarperCollins, 2013), which The Jim Henson Company recently optioned the TV rights to.

Heap on to an already hectic schedule caring for her newborn son Simcha, keynoting one women's leadership conference after another and hosting a weekly SiriusXM Business Radio show, and it's a wonder Zuckerberg has time to catch her breath. We caught up with the media maven to find out how she successfully juggles raising two young kids and an exceptional career.

**You recently welcomed a second child to your family. Congratulations! What apps and tech do you lean on to make your life a little easier?**

Zuckerberg: We're new to this whole "having two kids" thing, so I'd say we're definitely still figuring it out. The baby is so much easier this time around, but the combination of the two? Chaos!

Luckily, behind every great parent are a whole bunch of great apps and gadgets. A few of our favorites include: Nest thermostat (so we can keep our room perfectly chilled, while also keeping the nursery toasty warm and manage it all from our phones), DropCam (to check in on the little guy during nap time), Dropbox and Evernote to store important documents and to-do lists (baby brain is a real thing!), my Swash laundry device (so I can "refresh" that blazer that just got baby spit up on it, before rushing out the door to host my SiriusXM radio show), the Rock-a-bye Baby channel on Pandora (you haven't lived until you've heard a lullaby rendition of Metallica), PayPal to manage all the expenses going in and out (babies are expensive!), and the Timehop app so we can compare Simi to what Asher looked like at his age -- an instant smile every day!

Shopping wise, I'm a bit obsessed with Zulily (flash sales site for kiddie gear) and of course, Amazon Prime. It's scary how many Amazon boxes arrive at our house every day. And finally, I have a small Facebook group of fellow new moms who I get advice from and share photos with every day, so we don't have to bombard everyone else with a million baby photos.



**What's a typical day in life of Randi Zuckerberg like?**

Zuckerberg: I have a mantra that I started following a few years ago: Work. Sleep. Family. Fitness. Friends. Pick three.

If you had asked me this a few weeks ago, I would have told you that I've chosen: family, family, family. Definitely no sleep. Now that I'm beginning to emerge from the tunnel of newborn-land, I wake up around 7 every morning (well, I never really go to bed, so interpret "wake up" as you'd like) and I try to go a full hour without checking my email. It's difficult, but I find that if I check email first thing, I get thrust into the weeds, whereas not checking it allows me to get centered and figure out my goals for the day.

After seeing my toddler son off to school, I then dive straight into work. I'm either off to the studio to record my radio show, or working out of my home office on the phone with the director of the show I'm producing (*Application Pending*, a comedy about kindergarten admissions), one of the clients or companies I'm advising, or one of the writers for my website, *Dot Complicated*. When my husband gets home from work, it's dinner and family time until about 8 p.m. Then, as soon as we get both the boys to bed, we're both back on our laptops. Sigh...the modern marriage.

So I guess right now, I'm picking work, family, sleep (in small spurts, at least). Hopefully I'll be able to rotate fitness and friends back in there soon...

**How do you get it all done? Do you enlist help?**

Zuckerberg: I'm so lucky that my parents live close to us. My mom is over almost every afternoon to help with the baby so I can have some "me" time. And I'm even luckier to have an incredible husband who enthusiastically does his lion's share of the work around the house...and then some.

If you swung by our house on a Saturday morning, you'd likely find my husband wearing the baby in the Ergo carrier, baking cookies with our older son, while letting me sleep in. We also have an au pair who lives with us. I love the idea of exposing children to people from other countries, hearing other languages, etc. We had several au pairs when I was growing up, and I'm still in touch with a bunch of them on Facebook. With two full-time-plus working parents, who both travel for business a great deal, it's nice to have another adult living in the house with us. Plus, thanks to her, our older son now speaks a good deal of Japanese.

**Do you think work-life balance is a myth?**

Zuckerberg: I actually don't like chasing the ideal of finding balance. It's like the mythical unicorn of getting to inbox zero. It's completely unattainable. I think it's okay to be "well lopsided," just as long as it balances out over the long term.

It's okay to be super focused on your career at certain points, and super focused on your family at others. Before I had our second son, I told my husband that I really wanted to double down on my career for a few months. I upped the amount of business travel I did. I even spent six weeks living in New York by myself to star in a Broadway musical, knowing that I was also going to take a few months completely off on maternity leave to focus on family.



**How squeeze in downtime for yourself? What do you do to relax?**

Zuckerberg: Downtime? What's that? Seriously. I remember before I had children, thinking I was so busy. But now, I think: WHAT ON EARTH WAS I DOING WITH ALL THAT FREE TIME?! Before kids, my ideal evening involved a spontaneous trip to Vegas. Today? My ideal evening involves a glass of wine, at least 10 minutes of uninterrupted conversation with my husband, and an episode of "Orphan Black" on Amazon. (If you haven't heard of that show before, go watch it. You're welcome.)

**If you could give busy mompreneurs just one piece of advice, what would it be?**

Zuckerberg: Work. Sleep. Family. Friends. Fitness. Pick three. And remember, you can choose a different three every day. As long as it balances out in the long run, you're ok. So, don't put pressure on yourself to do all five of those things well every single day.

**What are some of the biggest challenges you see women in tech facing right now and how can they overcome them?**

Zuckerberg: Tech moves at light speed. There might be one app everyone is talking about and throwing money at today, and then two weeks from now, it's completely out of business.

**Entire businesses get launched, sold, and shuttered in a matter of months. Which means that in other industries where having a baby sets you back a little bit, in tech -- taking a few months off for pregnancy/maternity leave -- sets you back five-fold.**

After both of my sons, I had clients and businesses putting pressure on me to get on conference calls and travel to meetings just a few weeks after giving birth. Three weeks is a long time in the tech world, so surely you must be able to move on with your life by then, right? At some point, we need to be able to manage the frenetically paced world of tech innovation against the ACTUAL realities of biology and childbirth. Otherwise, women will never stand a chance in keeping up in a traditionally men's world.

*“Tech moves at light speed. There might be one app everyone is talking about and throwing money at today, and then two weeks from now, it's completely out of business.”*

**You're keynoting virtual-reality company Next Galaxy's Business Innovation and Growth summit on Jan. 20 in Miami Beach, Fla. How did you first get interested in virtual reality (VR)? Also, which business sectors do you think are best poised to benefit from VR and why?**

Zuckerberg: Virtual reality is one of the trends I'm most excited about. Of course, I'm excited about the opportunities it provides for media and entertainment, with the creative genius of folks like Christopher Nolan and Pixar.

But even more than that, I'm excited about the innovations it will bring about in industries like healthcare and recovery. Recently, a team of doctors was able to conduct an incredibly complicated heart surgery on a fetus, thanks to advance practice through VR.

I've heard of instances where VR has helped people suffering from PTSD or extreme phobias, by allowing you to face your fears, a little more each session, through VR immersion. I've even heard about VR being able to cure lazy eye! I'm looking forward to keynoting Next Galaxy's VR Summit, but I'm even more excited to learn about all the exciting innovations going on in the space that I'm not even



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