

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

NOVEMBER 2018

Can You Create A List Of People Who Love You ?

*It's Not Just About Ads Anymore,
now*



People's *Experience*
Is What Matters



5 Questions on
Content Marketing

How Startups Shook Up the Sleepy
Razor Market. What's Next?



with Tom Gerace

**This Month's
Marketing
CLINIC**
Six Fundamental
Questions Your Sales
Letter **MUST** Answer

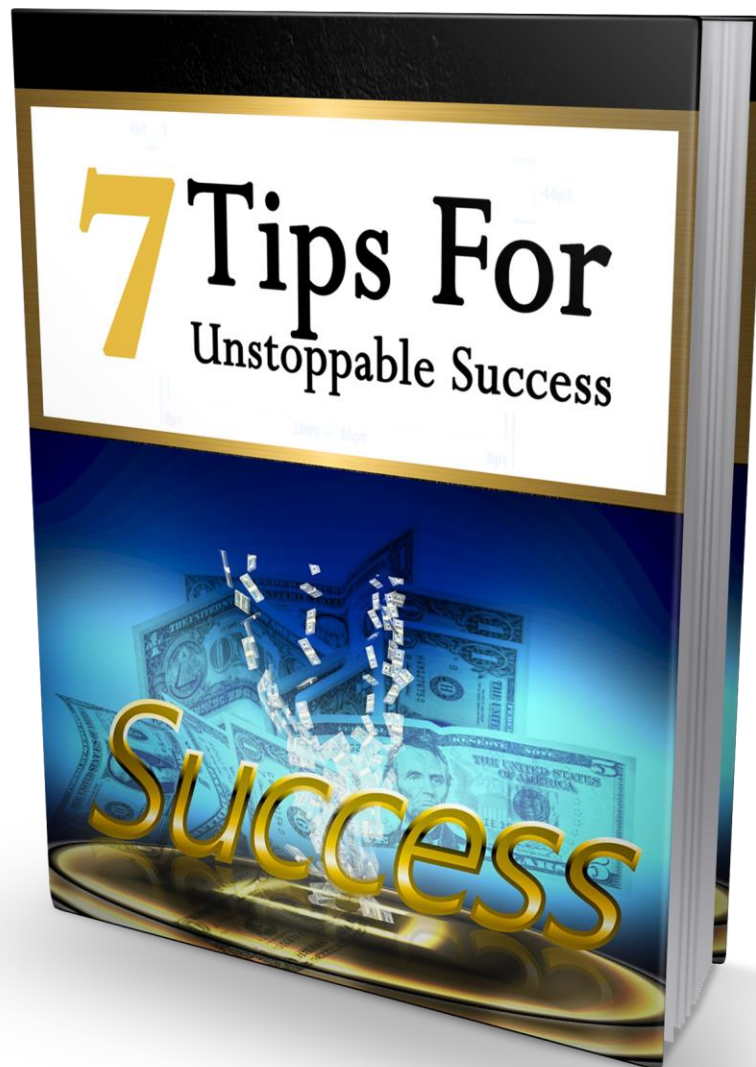


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Welcome to the **NOVEMBER 2018 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online.

*This month we have **MORE** great articles and personal success insights, interviews, plus some **ONLINE** opportunities for you.*

Search Engines: An Important Tool of Online Marketing By: Karl Martin - **New To Internet Marketing!!! Some "Smart" Tips to Get You Started** By: Vincent Chiong - **Marketing on Zero Budget** By: Kurt Shaun Traversi - **Blogs and their Tactful Usage** By: Ferdinand Tamboia - **What Every Business Owner Needs To Know About Email Marketing... (aka 3 quick tips to boost your email response rates)** By Simon Hodgkinson - **Article Marketing - How It Can Help You** By Nóra Lavena Spellmeyer
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- **MWM Q&A : With Fatima Spencer: Etsy Seller Making Her Mark** By Isabel Isidro

- **MWM Back Story –Can You Create A List Of People Who Love You ?**

I hope you enjoy this month's issue of the magazine.- OVER 80 Great Back Issues of Making Web Money!



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Keep your valuable feedback coming. I try to reply to every email, I appreciate your input as it helps to make **MWM** the Best magazine possible.

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Making Web Money Online Marketing Magazine

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Various experts in their fields

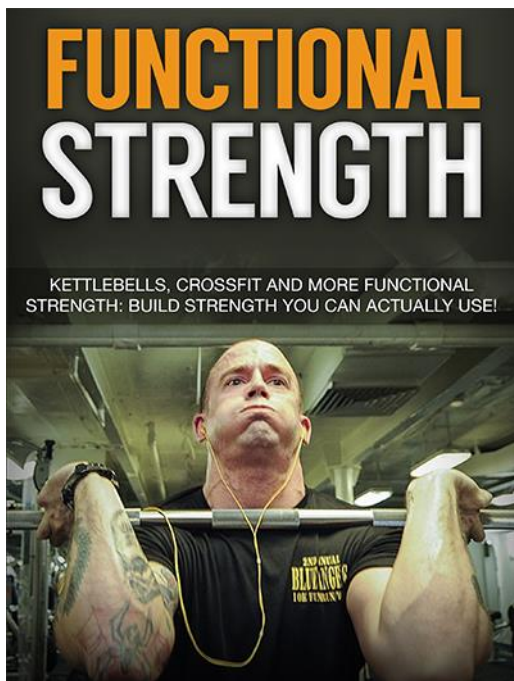
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Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

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?

Did you
know:

Facebook is blue because Mark
Zuckerberg is color-blind and best
sees the shade of blue.

SEARCH ENGINES:

AN IMPORTANT TOOL OF ONLINE MARKETING

By: Karl Martin

If you use Internet, you definitely know Google and Yahoo. Yes, it is these websites that you depend on to find information about anything that you need. These are what are called search engines. Every search that you carry out on these engines has countless results. But what determines the first few results that you see. It is strategic Search Engine Marketing (SEM) that allows any organization to occupy a place in the first few searches.

Search engines offer both paid and unpaid results, which are often distinguished by different ways. It is essential to market one's site on search engines in a good way because these are the first places where a user looking for information lands. SEM also includes placing banners and other contextual ads, which guarantees good visibility.

However, for SEM to be effective, it is also important to the advertiser to focus on Search Engine Optimization (SEO). This helps in directing increased traffic to your website from search engines using unpaid search results. SEO makes your site search-friendly only when the content of your site has the necessary and targeted keywords that would reflect what you want to be found for. If you do not have enough keywords, it may not lead to the desired user reaching your site.

Using a search engine for marketing seems easy. Right? It may be if you get your basics right. One of the most important requirements for optimum use of search engines is great quality of relevant content on your site peppered with abundant keywords and phrases. Also, this content should be regularly updated to make your website search-friendly.

So focus on the basics, get your thoughts clear and get the best content you can for your website, and Voila! You are in the right place on search engine result rankings.



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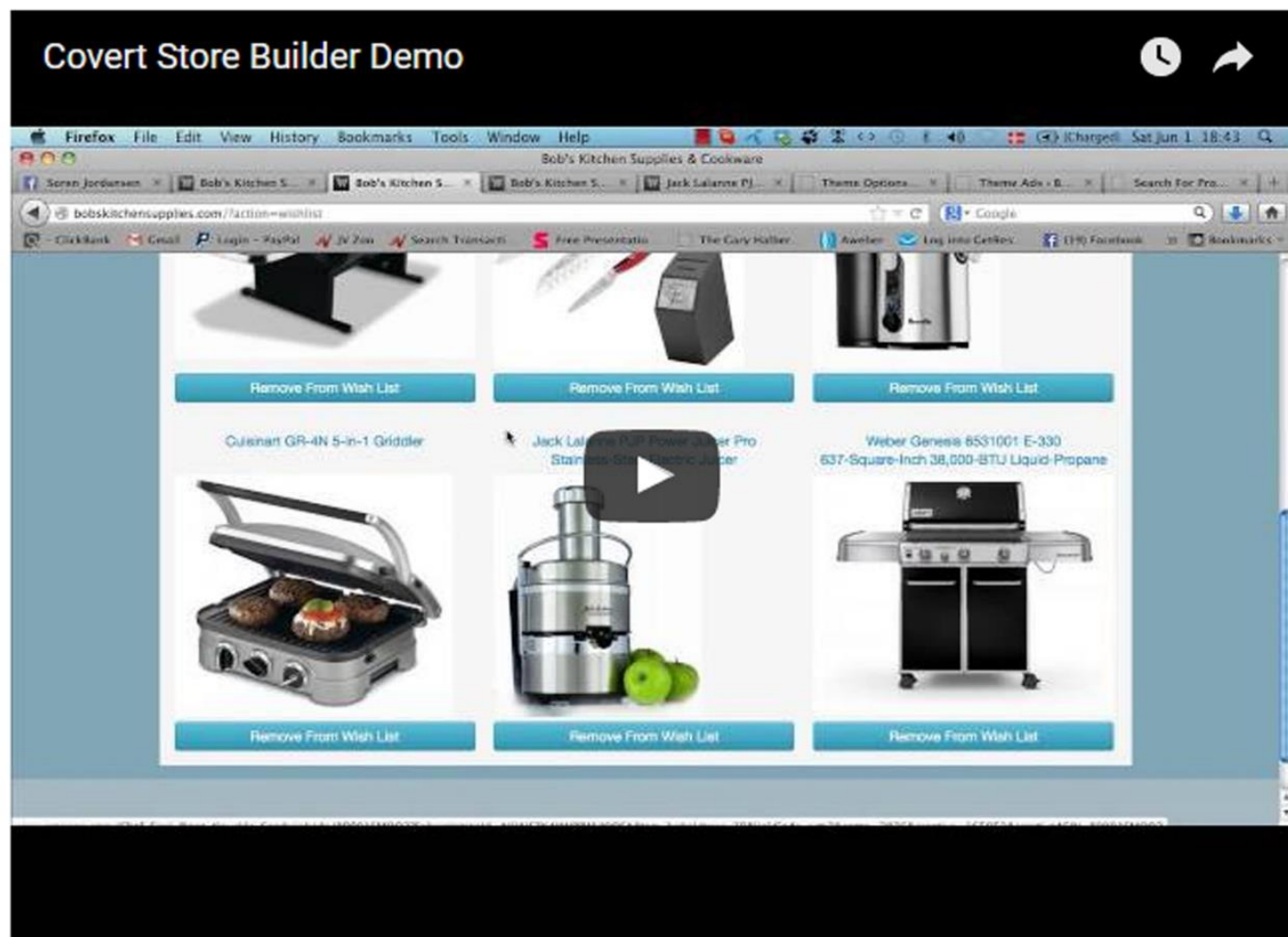


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NEW TO INTERNET MARKETING!!!

SOME “SMART” TIPS TO GET YOU STARTED

By: Vincent Chiong



*Jack-of-all-trades,
good at none is
definitely not what
you want to shine out
as. If you are already
running a business,
make sure you gain
maximum expertise in
the field through
which others could
benefit.*

It's never too late to start learning anything new. With the advent of new ways and techniques there is always a scope to get more knowledge. Internet marketing is not rocket science but everything needs a strong base to get started. The “smart” tips will help you get started in developing your skills in the vast field of Internet marketing.

1. Know your target audience and choose the correct technique: It is very important for you to identify your target audience, as that will help you focus on them directly. Whether they are the young minds or the corporate clients, know where would it be the best to place your marketing strategies. This plays a vital role in determining whether your marketing plan will work or not.
2. Be clear in your thoughts. Have a central idea to promote your product/service: It's always better to have a clear idea of what you exactly want from your promotional strategy. Have a central idea while planning. You can use various mediums to promote that one idea like developing a mobile app, posting a YouTube viral video, contests through social media, or direct interaction on your websites. But all your interaction should be concentrated around that central idea. All the banners that are made will talk about that one idea and lead to it.
3. Know your strengths and utilize them: Jack-of-all-trades, good at none is definitely not what you want to shine out as. If you are already running a business, make sure you gain maximum expertise in the field through which others could benefit. Once you are sure of what you do, use the digital medium to share your knowledge.

It's always a smart choice to make decisions keeping the current trends in mind, in this case choosing to market online. However, it's advisable that you don't consider online marketing are a magic wand but as something that may effectively and, if you are lucky, quickly boost your business. Be sincere in investing both your time and energy and, not to forget, money as well to receive maximum benefits.



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**THIS IS YOUR OPPORTUNITY TO MAKE EVERY
PLR PURCHASE YOU'VE EVER MADE WORTH
SOMETHING TO YOU!**

Startups *shook up* the sleepy razor market. What's next?

NEW YORK - What do you hate shopping for? Toothpaste? Diaper rash cream? Sunscreen? The guys who founded **Harry's shaving club** spend a lot of time thinking about this question.

The startup, which took on razor giants Gillette and Schick with its direct-to-consumer subscription model, has since expanded into traditional retail and launched a line of body care products. Armed with \$112 million in new financing to develop new brands, the company now is investigating what other sleepy products might be ripe for disruption.

"Our vision is to build a next-generation consumer brand company," said Jeff Raider, who recently took on the role of CEO of Harry's Labs, overseeing the development of new brands. "It might be better products, a better experience getting the products or a brand that appeals to who they want to be as people."

There's a reason why Harry's investors are betting that reinventing the razor was no flash-in-the-pan idea. Insurgent brands are shaking up the way people buy everything from mattresses to prescription acne remedies, eating into the market share of big consumer product companies and leaving them scrambling to respond.

'NO CATEGORY IS IMMUNE'

Eager venture capitalists, digital technology and social media make it easier for anyone with a good idea to enter the consumer goods market, according to a report on insurgent brands by Bain & Company, a management consulting firm. Contract manufacturing, which allows companies to outsource production and sometimes defray costs, also has made it simpler.

"The reality is that no category is immune to disruption," the Bain & Company report said.

Digital newcomers still represent only a fraction of the overall market share, according to the report, which analyzed sales data from IRI market research firm for 90 goods categories.

Startup brands accounted for only 2 per cent of market share across 45 product types they disrupted from 2012 to 2016, the report said. But such companies captured a quarter of the growth in that time.

Being small is often a tactical advantage, allowing fledgling companies the freedom to focus on a core product, shoring up visibility among a targeted group of consumers, while bigger brands are forced to defend their market share across a wider base.

Harry's has captured about 2 per cent of the \$2.8 billion men's shaving industry since its launch in 2013, according to Euromonitor market research firm. Its main shaving club rival, Dollar Shave Club, has about 8 per cent.

It's been a gut punch to the industry leaders.

Gillette controlled about 70 per cent of the U.S. market a decade ago. Last year, its market share dropped to below 50 per cent, according to Euromonitor. The company, owned by P&G, was forced to slash its razor prices!

No. 2 razor maker Schick has also been squeezed. Parent company Edgewell Personal Care reported a 3.6 per cent drop in net sales from its North America shave business in its most recent earnings report.

Both major brands now offer subscription services on their own direct-to-consumer sites, which they are leveraging to promote their lower-end razors while also showcasing their edge in technological innovation.

"Our blades are known for their long-lasting quality, which means you need less cartridges per year as compared to the other shave clubs in the market," said Stephanie Lynn, vice-president of Global eCommerce for Edgewell.

Pankaj Bhalla, brand director of Gillette North America, said increasing its online sales is a "key part of our strategy." He offers a reality check for the shave clubs: While Gillette might be new to the direct-to-consumer game, the brand says it has 70 per cent of the market share on online retailers like Amazon and Jet.com.

But critics say both incumbents were slow to respond to the new competition. "Initially, the biggest players underestimated the potential of these brands, and when they reacted either by dropping prices or by launching their own subscription models, the damage was done," said Fatima Linares, beauty and fashion research manager at Euromonitor International. "It's still unknown what these companies will do to revert the situation, or if that is possible at all."

THE SHAVING WARS

It was a different era when salesman King C. Gillette invented the disposable safety razor at the turn of the last century.

Clean-shaven faces were synonymous with virtue and manliness, a Western preoccupation that dates back to when Alexander the Great ordered his men to scrape off their beards before battling the Persian armies in 331 B.C., according to Christopher Oldstone-Moore, historian and author of the book, "Beards and Men."

Disposable razors "provided the tools for middle-class mobility, enabling the common man to meet the exacting grooming standards approved by corporate bosses," Oldstone-Moore writes.

Gillette has since become one of the world's most ubiquitous brands, with its razors sold in virtually every country. It has rolled out fancier and more expensive razors every few years.

Gillette has since become one of the world's most ubiquitous brands, with its razors sold in virtually every country. It has rolled out fancier and more expensive razors every few years.

But in a more relaxed era where stubbles and beards are making a comeback, premium razors started to lose their lustre.

Dollar Shave Club beat Harry's to the punch, bursting onto the scene with its 2012 viral YouTube video that ridiculed the technological innovations that have been a source of pride for Gillette.

The online startup's sales soared from \$4 million in its first year to more than \$150 million by the time it was sold for \$1 billion to Unilever in 2016, P&G's main competitor.

While Dollar Shave Club started a price war, Harry's founders set out to offer premium design at an affordable price.

CEO Andy Katz-Mayfield said the idea came him during a 2011 visit to a drug store, where he had to ask an employee to unlock a case to spend \$25 for blades and shaving cream.

He soon called Raider, a friend who had already co-founded Warby Parker, the eyeglasses company that upended an industry virtually monopolized by Italian firm Luxottica. Katz-Mayfield persuaded Raider to do the same for razors.

They were soon scouring the world for quality blades, finally tracking down a German factory that produces the Croma. Raider and Katz-Mayfield secured a deal for custom-made blades and eventually bought the plant in a \$100 million gamble.

They teased their 2013 launch with an innovative social media campaign that offered free products to anyone who signed up for company updates, sweetening the deal for those who referred the most friends. By launch day, they had the emails of 100,000 people for marketing purposes.

Harry's says it now has 6 million customers in the U.S. and Canada. It says business has grown 70 per cent year-over-year in North America, though it does not release sales figures.

For Harry's and Dollar Shave Club, simplicity is the point. Harry's sells just one five-blade razor with a choice of two different types of handles, priced at about \$2 per cartridge under their subscription plan. Dollar Shave Club offers a 4-blade and a 6-blade razor, with the cheaper one priced at \$1.50 per cartridge.

It is a deliberate contrast to the dizzying array of razors offered by Gillette and Schick, the legacy of their century-old tradition of trying to outdo each other.

Their lower-end products are priced comparatively with the shaving clubs, while their premium razors are much pricier.

"The average guy does not like shopping and comparing 27 different things," said Katz-Mayfield, the Harry's CEO.

But Schick and Gillette are not about to abandon their tradition of rolling out flashy new inventions, still critical to defending their positions as the premier brands in shaving.

Gillette is testing a razor designed for caregivers who shave elderly men and has launched an Indiegogo campaign to gauge interest in a new \$150 heated razor.

"There is no one type of shave for every man in America. Whatever every person needs, we have a solution for you, and that is what Gillette is," Bhalla said.

How the newcomers compare in quality is a matter of furious social media debate. Harry's gets its share of negative reviews from customers who say its razors feel cheap, but others are fiercely loyal.

Greg Lesko, a 56-year-old from the Pittsburgh area, said he became "fed up" with Gillette's high prices.

"I figured there was nothing to lose so I gave Harry's a try," said Lesko, a client support specialist at a prescription benefits management company. "I wouldn't go back if you paid me."

IF YOU CAN'T BEAT THEM, EAT THEM

One way for big consumer goods companies to disarm the competition is to swallow them whole.

Unilever's purchase of Dollar Shave Club points to that trend and bodes well for the future of upstart digital brands, said Brian McRoskey, co-author of the Bain & Company report.

Edgewell has acquired two trendy men's skincare brands, Texas-based Jack Black and the U.K. company Bulldog. The company plans a direct-to-consumer site in the U.S. for Bulldog, which unveiled its first razor in June, marketed as eco-friendly with a bamboo handle.

Insurgent brands have turned out to be an opportunity for major retailers trying to compete in the Amazon age, said Tim Barrett, a senior analyst at Euromonitor International.

Walmart bought fashion brands Bonobos and ModCloth to drive online sales, "a key component of its e-commerce strategy," Barrett said.

Meanwhile, online brands are finding that shoppers are not done buying razors or mattresses in stores.

Casper, an online mattress retailer, started opening stores because so many customers were showing up at its New York offices asking to try out mattresses.

Raider said Warby Parker had a similar experience and he wasn't surprised to discover that many men still like buying razors in stores. The company started selling its razors at Target in 2016 and struck a partnership with Walmart this year.

As they go mainstream, the challenge for new brands to keep from becoming one more razor on the shelf or mattress at the mall. Retailers, eager for foot traffic in the digital era, are happy to help hipster brands stand out.

Nordstrom's has made room for Casper and other online brands through a pop-up series. Harry's got coveted end-of-aisle space at Target, featuring a giant orange razor.

'WHAT UPSETS YOU?'

Like other insurgent companies, Harry's and Dollar Shave Club took off because they tapped into shoppers' grievances.

Casper's, which lets customers try mattresses at home for 100 nights, grew out of the premise that it's no fun shopping for a big, bulky item that's hard to test out.

The start-up Hims, which counts Harry's as a minority stakeholder, launched last year to give men a more comfortable way to shop for hair growth and erectile dysfunction drugs.

"What sets them apart is a compelling offer that addresses a real unmet consumer need," said Bain & Company in its report.

Raider said he hopes to mine the 2 million interactions Harry's has had with customers to find more gripes.

On Facebook, Harry's told one curious customer that shampoo and conditioner are in the works.

Another possibility? Sunscreen. Raider says it's expensive and should be marketed for everyday use, not beach trips.

"A lot of just comes from talking to people, like, 'hey, what do you want to be better in your life?'" Raider said. "What upsets you?"

They're also not ruling out products to help men take care of beards.

"It will take time for us to understand those guys," the clean-shaven Raider said. "Maybe Andy and I will have to grow big beards."

By: Alexandra Olson, The Associated Press (Oct.2018)



IT'S NOT JUST ABOUT ADS ANYMORE, PEOPLE'S EXPERIENCE IS WHAT MATTERS!

By: Giselle Anderson



Marketing refers to the process of promoting and advertising a product, service or an idea through varied means like print, broadcast, radio or through the digital medium often referred to as online marketing. Traditionally, marketing was all about creating a brand image using advertisements. A user would relate to a brand depending on what its ads looked like. However, with the emergence of the web and increased use of the digital medium for marketing, the trends have completely changed.

With the ease of getting customer feedbacks and referrals, focusing on developing everlasting relationships with a user has emerged as an important aspect ruling online marketing. Instead of targeting on increasing your user database, it is important to provide the existing users a valued experience getting them back to you.

Now, a user completely depends on the web for information regarding every product that he/she uses. This has made it necessary for every organization to have a presence over the net. Also, as a business entity, it has almost become mandatory that you are tuned to the latest trends of social media marketing trends. This enables you to present yourself as a brand that is young, fresh and updated. The larger the visibility over the digital medium, higher the chances of your commodity being recognized as an established brand.

With traditional methods of marketing, the business owners were less concerned with building relationships with their consumer. However, with the ease of getting customer feedbacks and referrals, focusing on developing everlasting relationships with a user has emerged as an important aspect ruling online marketing. Instead of targeting on increasing your user database, it is important to provide the existing users a valued experience getting them back to you.

Marketing has moved away from just being a means of creating banners, adverts or jingles. It is now more focused on creating an experience for people through the web that they are bound to remember and in turn do the needed marketing for you by spreading the word. Today, a brand's image doesn't depend solely on the ads they create but largely on the customer experience that it generates. It depends on the quality of consistent experience that you give them through online marketing.



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5 Questions on Content Marketing

With Tom Gerace



We are pleased to welcome Tom Gerace to today's installment of the Business 2 Community Expert Interview Series. Tom is founder and CEO of Skyword, Inc, a platform that manages every aspect of an organization's content production process. Skyword's clients include IBM, United Way Worldwide, Wall Street Journal and Autotrader.com. Prior to Skyword, Tom's career is rooted in disruptive innovations in digital marketing and publishing. In 2002, he founded Be Free, the first affiliate-marketing company, where he served as the Chief Marketing Officer through the company's IPO. In that role, he was awarded two U.S. Patents, for profiling computer users and targeting advertising based on that profiling. He raised more than \$200 million and launched both U.S. and European operations. Under Tom's direction and leadership, ValueClick acquired Be Free in 2002 where it continues to be ValueClick's most profitable division. In 2005, Tom launched Gather.com, the leading participatory, performance-based media platform with 4.5 million monthly unique visitors in the U.S.

Tom is a founding member of Social Media Advertising Consortium (SMAC), an organization committed to driving social innovation by drawing industry leaders together to share best practices and new ideas. SMAC also focuses on creating a common vocabulary, standard buying units and uniform measurement methods for social media. Since 2008, SMAC has focused on setting standards and unveiling best practices within an ever-shifting industry. As a member of the board, Tom works alongside executives from Kraft, IBM, GE, PepsiCo and Weber Shandwick. Tom graduated magna cum laude with a degree in Social Studies from Harvard College in 1993.

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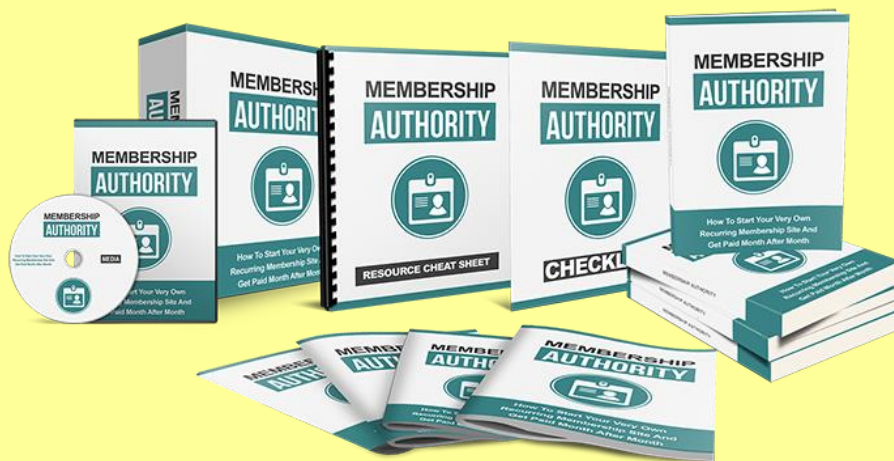
"Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

In This Course, You'll Find Out How To Get Started With Your Own Membership Site, How To Structure it, What Type of Content To Provide, Pricing And Much more

Why Should You Create a Membership Site?

Essentially, a membership site is a site that users pay to subscribe to. This normally works by first **enticing the reader with some free content and showing them the kind of entertainment/information/value that you're capable of providing.**

Once they're hooked, you then make sure they know that they need to subscribe in order to gain access to your very best content and to get frequently updated. So what's so different about this? Well for starters, it means that you can much more easily convert visitors to paying customers seeing as **they're not having to put down a large amount of money and seeing as they know what they're getting right away.** This means **the money is recurring and much more predictable.**



Membership Authority includes the following:

- The main eBook
- **FAST-ACTION BONUS #1:** Checklist
- **FAST-ACTION BONUS #2:** Resource Cheat Sheet
- **FAST-ACTION BONUS #3:** Mindmap

I'm delighted to have the chance to share this powerful guide with you, and I know you'll be very happy with the results. The **comprehensive and valuable insights** you need to finally achieve online success!

[Click Here Today](#)

5 Questions on Content Marketing With Tom Gerace

1. How did start in content marketing?

Marketing has always been a passion of mine, starting with my first company, Be Free, the first affiliate-marketing company which we sold to ValueClick in 2002. However, it was while I was running a contributory social platform, where users generated their own news stories and discussion topics, that I became more keenly focused on content marketing. As the platform grew and users increased, leading brands started to approach us asking for content ownership. Business owners and marketers started to catch on to the impact of quality, compelling content on customer loyalty and sales.

A decade ago, people relied on a handful of editorially driven organizations for all of their information and entertainment — a newspaper, drive time radio, and evening TV. It was a push-driven information system where media companies enjoyed local monopolies and brands could ensure brand awareness by inserting their messages into those managed media streams. Today, when we need an answer, we google it. When we need a recommendation, we ask our friends socially on Facebook and Twitter. We have shifted to a pull-driven system, where consumers are in the driver's seat. We no longer rely on a couple of media sources for all of our information. Today's consumer selects and returns to the source that they find most helpful. Anyone and everyone provide that content — as long as they produce valuable, relevant and well-written content—and anyone can use that content to reach consumers, provide them with the information they need, and build relationships with them throughout the process.

Our goal at Skyword is to help brands and media companies capitalize on this search and socially driven world and to take full advantage of the many bottom line benefits to building and managing a well-executed content program at the core of their digital strategy.

2. What is the biggest content marketing challenges facing brands, agencies and media companies?

Producing high quality content on an ongoing basis is a huge challenge for marketers. To be successful, they need to think like publishers, delivering helpful and entertaining content on an ongoing basis.

There are four pillars that are critical for a successful the content program:

1. **Content Strategy:** Content strategy serves as the foundation of all digital marketing; brands use it to connect with customers through natural search, social, email marketing, and paid channels like sponsored stories and SEM. However, according to eConsultancy, only 38% of companies take the time to build one. Organizations that begin the content quest without a roadmap waste resources and contribute little to the bottom line. By developing a plan that covers topic ownership and channel distribution according to consumer needs and the organization's business goals, marketers will deliver relevant, time-sensitive content that motivates return.
2. **Expert Creative:** Behind every successful content marketing program is a team of expert content creators. This group of people must have a solid understanding of the industry trends and consumer pain points along with strong writing and production skills. By recruiting creative support outside of the organization, marketers can add depth and offer audiences a fresh perspective. They also bring critical connection to the social circles of the creatives they engage.
3. **Editors and Quality Assurance:** Quality matters. With content at the core of all digital marketing, marketers need to ensure that every article published on the organization's behalf is relevant and thoroughly reviewed for quality and brand alignment standards. Assessing writing quality, SEO optimization and brand voice is essential for producing professional, top-notch content.
4. **Technology Framework:** Content production includes many moving parts, and technology is the glue that holds the entire process together. Organizations cannot produce content at scale through email, excel spreadsheets and word documents. Many organizations spend more on the process of compensating writers through traditional AP channels than they pay to the creatives themselves. By employing technology that supports the entire content process and adapts to the organization's needs, marketers can create content consistently, reduce overhead, measure performance, and focus on the tasks that matter.

Producing high quality content on an ongoing basis is a huge challenge for marketers. To be successful, they need to think like publishers, delivering helpful and entertaining content on an ongoing basis.

MWM 23

3. You've written a few blog posts about content marketing. What is the method to your own blogging success?

If you blog, and no one reads your post, did you really blog? A lot of writers focus incredible effort on creating content, and very little thinking about how they maximize the value of what they create. To do that, they need to consider:

- Topic selection: Don't write about what you want to share. Instead, find out what your readers are searching for most often and address those topics that best match your expertise. Search has become the primary method of information discovery, with people searching 100 billion times every month around the world. Understand what they want, before you decide what to write.
- Search optimization: Use platforms that enable you to search optimize your content when you write (and be sure your editor doesn't mess that up when he/she edits). Sixty-three percent of the times that people click away from a search page, they click on one of the first search results. If you aren't optimizing your content, you aren't being found.
- Social promotion: It's uncomfortable at first, but share your content early and often on LinkedIn, Google+ and Twitter. And yes, share your professional content on Facebook. Some of your friends will want to read it and that high school pal that you lost track of might be the CEO at your next customer company. Search engines also take cues from what is shared socially, so the more you share, the better your success at search as well.

4. What do you think is the future of social media?

Soon, we will stop thinking about "social" media. Social infrastructure will be built into everything and we won't differentiate between what is and isn't social.

5. What advice would you give to someone who is just starting out in marketing and social media?

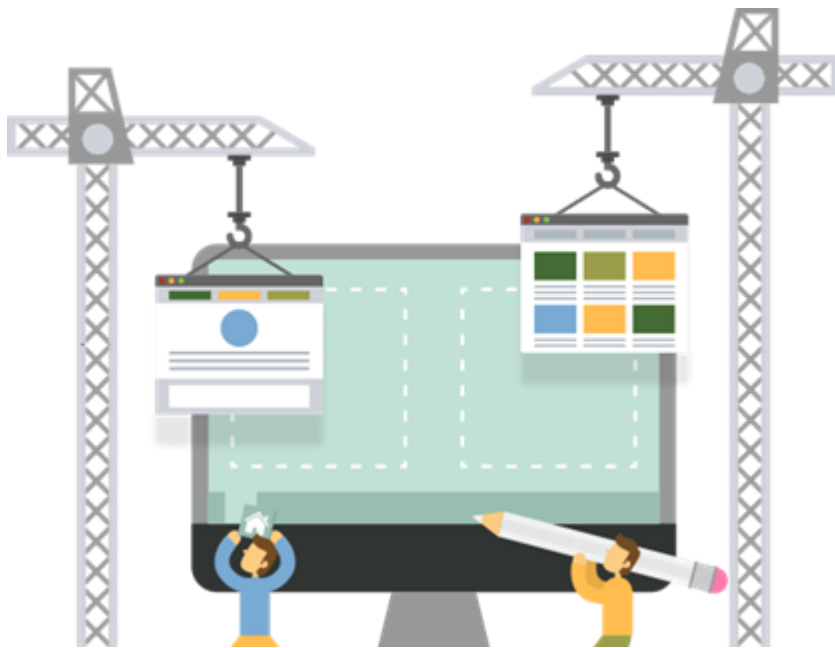
Start with strategy. Understand who you are trying to reach, what they care about and how you can share what they need or love. Consider IBM's award-winning content marketing plan at the Midsize Insider. They took time to understand what midsize business owners and technology teams need to know. They developed content verticals (in this case cloud computing, Big Data, security, remote workforce enablement,) that matched those needs. We worked together to recruit socially influential authors with siloed expertise to share industry background and news in each vertical. Now those writers produce high quality, searched optimized content that is socially promoted by both the brand and the expert contributors, maximizing the reach of each piece they create.

Second, have a voice. There are millions of people competing for social influence. Understand what makes you different and then capitalize on that. If you sound exactly like the guy next to you, nobody will be listening to what you have to say.



Search has become the primary method of information discovery, with people searching 100 billion times every month around the world. Understand what they want, before you decide what to write.

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If you are looking for a way to monitor and track your sleep patterns without the need to actually have to wear anything, a new device called the Juvo might be worth more investigation.

Juvo is a new sleep tracking device that is capable of monitoring your sleeping patterns from under your bed removing the restriction that some sleep tracking wearable devices come with.

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Elephant Door Smart Alarm System Notifies You If Your Door Is Under Threat

New smart home security system called Elephant Door has launched over on the crowdfunding Kickstarter website this week looking through \$40,000 to go into production.



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Elephant Door has been designed to provide a simple home security system that will notify you if your home is under threat and will notify you using the companion smartphone application.

Cast By Genii Will Let You Stream and Share Entertainment with Friends



Have you ever wanted to watch a show or movie with friends, but you all live in different parts of the world? The best you can hope for is getting on Skype and counting down from 3 to all hit the play button at the same time. However, connection issues throw the whole thing off, and make the distance between everyone even more noticeable.

We've seen tons of media streaming devices, but how many of them will let you watch in tandem with your friends? Cast by Genii is a wireless home video system and console that will turn your TV, projector, camera, computer, and mobile devices into smarter versions of themselves. This has three aspects which consists of the CAST box, camera, and an HDMI stick. The more displays you want to use, the more HDMI sticks you'll need.

This works alongside an app which will connect you to tons of channels, let you do video chat, or have instant messaging overlay on whatever you're all watching. You'll be able to watch with up to 6 people in your friends and family circle, just like if you were having people over. The only cable you'll need to worry about is the one that you put into the wall to power the CAST. This is going to cost you \$299 for all three aspects mentioned previously, but you can buy more bundles and have it cheaper on the whole if you want a bunch of people in your friend group to be in on the action.

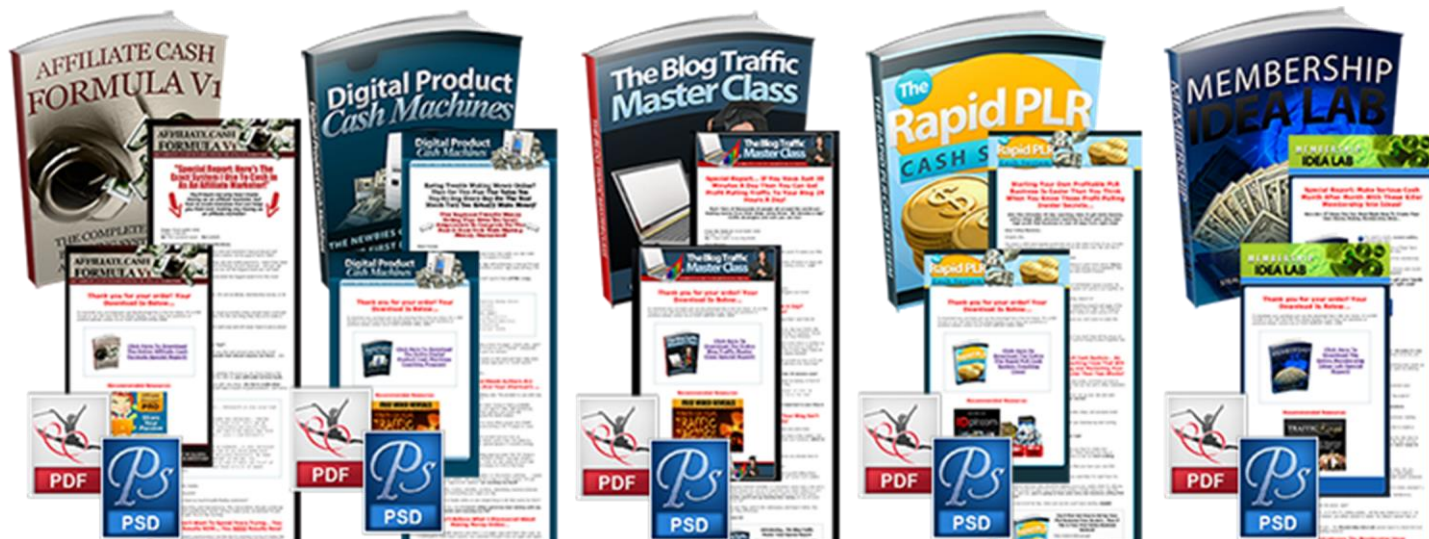
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But first, let me ask you **two simple** questions:

- Are you still trying to sell your products and services physically?
- Have you spent a lot of money and time, but never achieved your objective?

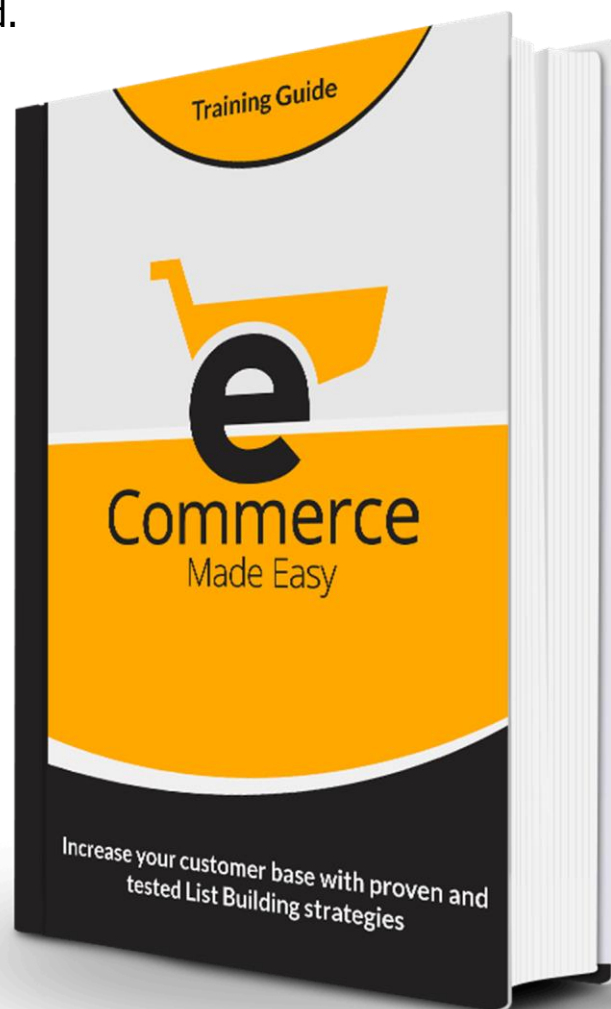
Be honest!!! Are you actually achieving your desired goals? ... are you saying NO? (it's o.k.)

Look at astonishing stats:

- U.S. Online sales will be **\$523 Billion** by 2020
- E-Retail spending to go up by **62% this year**
- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com
- eCommerce salaries in the UK have increased by over **14,000** euros in **2015**, and by the end of 2016, grew by more than **3,000** euros.
- The average amount spent by each consumer is expected to rise from **\$1,207** per annum to **\$1,738** per person.

With over 85% of searches for products and services happening online, the growing relevance of eCommerce can't be taken for granted

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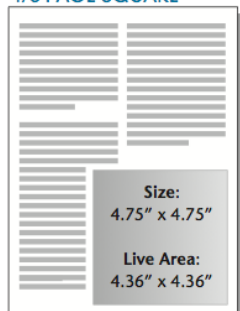


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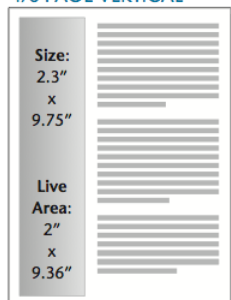
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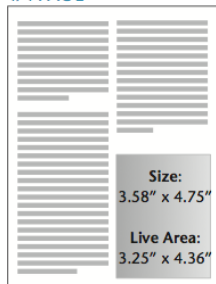
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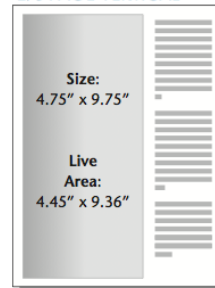
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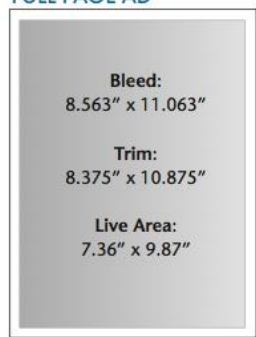
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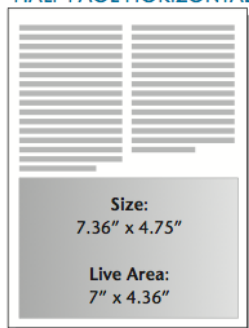
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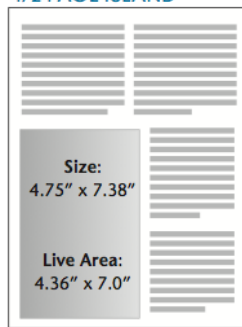
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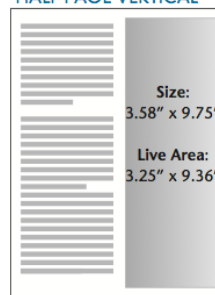
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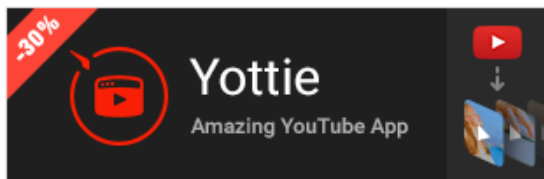


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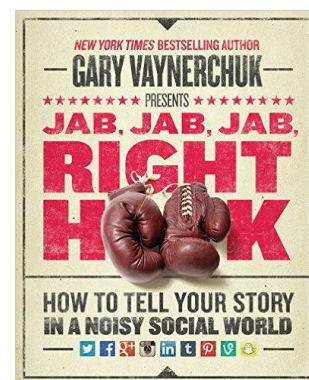


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Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World

by Gary Vaynerchuk



New York Times bestselling author and social media expert Gary Vaynerchuk shares hard-won advice on how to connect with customers and beat the competition. A mash-up of the best elements of *Crush It!* and *The Thank You Economy* with a fresh spin, *Jab, Jab, Jab, Right Hook* is a blueprint to social media marketing strategies that really works.

When managers and marketers outline their social media strategies, they plan for the “right hook”—their next sale or campaign that’s going to knock out the competition. Even companies committed to jabbing—patiently engaging with customers to build the relationships crucial to successful social media campaigns—want to land the punch that will take down their opponent or their customer’s resistance in one blow. Right hooks convert traffic to sales and easily show results. Except when they don’t.

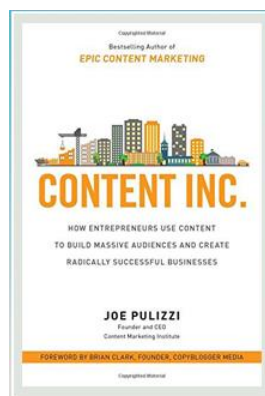
Thanks to massive change and proliferation in social media platforms, the winning combination of jabs and right hooks is different now. Vaynerchuk shows that while communication is still key, context matters more than ever. It’s not just about developing high-quality content, but developing high-quality content perfectly adapted to specific social media platforms and mobile devices—content tailor-made for Facebook, Instagram, Pinterest, Twitter, and Tumblr.

Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses by Joe Pulizzi

This is an advice-rich, forward-thinking book. The beginning starts with David and Goliath story, viewed and analyzed from the business side.

The content marketing expert shares his thoughts about how exactly content, which creation is a laborious work, can be useful for any industry. In addition to describing the successful campaigns, the author also talks about his own mistakes and bad decisions, accompanying them all with conclusions.

Who is Content Inc for? Entrepreneurs, who need to develop a content strategy, would get the most from this book. Six-step business-building process – The sweet-spot, Content Tilting, Building the Base, Harvesting the Audience, Diversification and, finally, Monetization “has worked wonders” for Pulizzi, so why not try?



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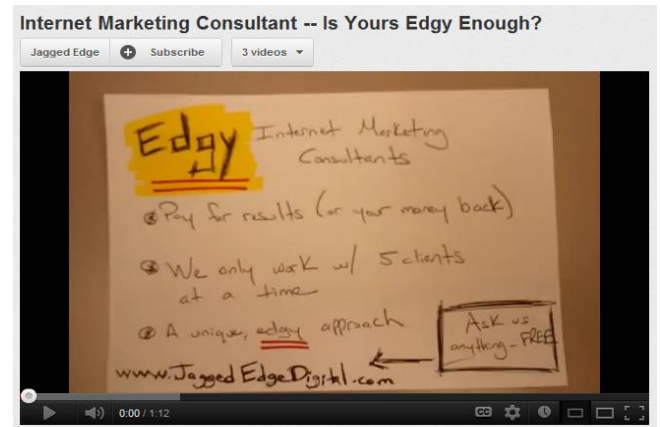
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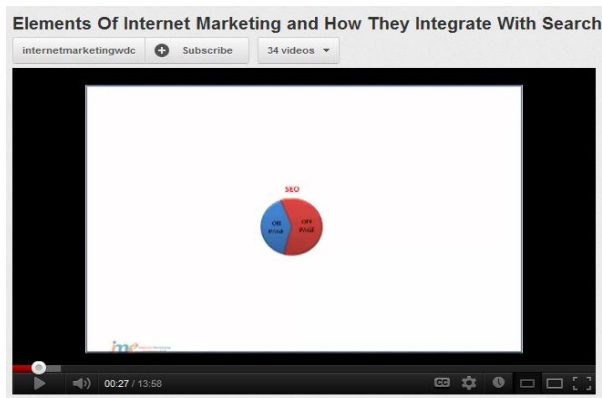
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Marketing on Zero Budget

By Kurt Shaun Traversi

Budget is always a constraint in marketing. It often happens that a company leaves very less amount for marketing, publicity and promotions, probably because they have gone over budget with the conceptualization or production of what they are trying to introduce into the market. Armed with less bucks in the reservoir, internet businessmen who opt for conventional promotional strategies may not always succeed. What the need of the hour is a little bit of quirkiness! Let's dissect the dos and don'ts of marketing on a shoestring budget.

The first thing that we should make sure is that the product that we are banking on is an exemplary one. There is no excuse for mediocre quality these days. The better the quality, the safer would be your marketing plans. Also, customer satisfaction should always be maintained at any cost. Treat every customer as if he/she is going to be your last customer. Such unbelievably amazing service can lead to prosperity of your business.

Apart from that, you must give ample time to yourself to learn about the product, the marketing scenario, and the strategy to be executed. Opting for the wrong marketing strategy would result in unsatisfactory outputs. Always try to craft out-of-the-box ideas. The more conventional you go the more would be the chances of your product fizzling away unnoticed in the market. Be creative and churn out ways to promote your product which have not been pitched in the market by many.

Creating a buzz would be yet another significant tactic for marketing on a shoestring budget. Word-of-mouth is one brilliant marketing methodology and it never ceases to work. Create awareness about the product amongst your friends and peers and that might lead to ample publicity. Social networking is a cost-free form of marketing. Creating pages in websites such as Twitter, Facebook, Instagram, Linked In, etc. could do wonders for your business. This would open you the window towards a vibrant world which offers multiple prospects for your newly introduced product or service.

Customer satisfaction should always be maintained at any cost. Treat every customer as if he/she is going to be your last customer.

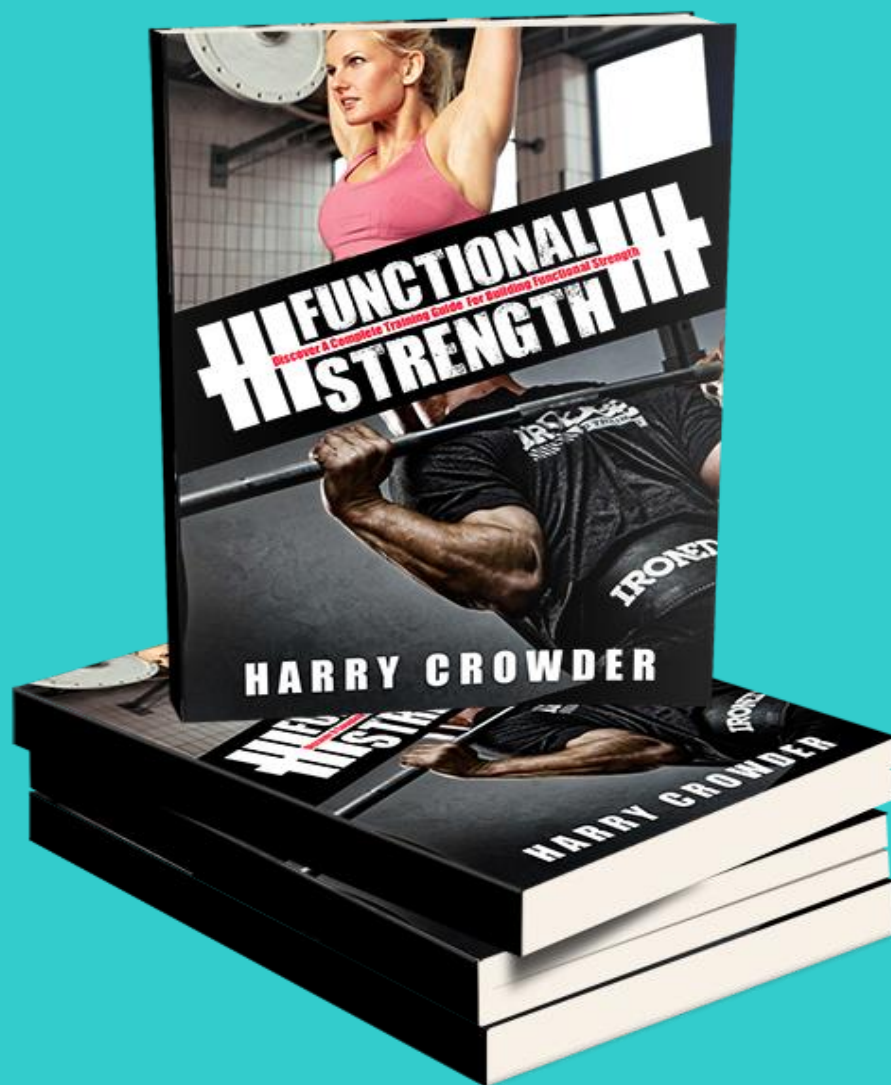


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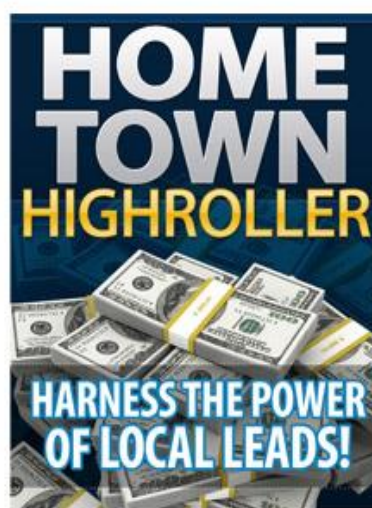


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FATIMA SPENCER: ETSY SELLER MAKING HER MARK



By Isabel Isidro

The rise of online auction sites have inspired crafters to turn their passions into a business. Instead of just creating their craft for their personal pleasure, many have turned these hobbies into viable, money-generating businesses. Online auction marketplaces such as eBay.com and Etsy.com, which is dedicated specifically for hand crafted items, provide these hobbyists with the tools and virtual storefronts they need to sell their products.

Fatima Spencer designs classic handmade floral accessories for everyday wear, as well as special occasions. She turned to Etsy to open her storefront Flowers from Fatima <http://FlowersFromFatima.etsy.com>. While her business is still young, she has big plans for her handcrafted floral accessories business.

Some of the greatest challenges that I faced throughout the start of the business were economic. I started the business with very little money. I did not know how I was going to build a successful business, but I knew that I was going to do it.

Learn what inspired Fatima to turn her hobby into a business and the challenges she is facing:

What inspired you to create the Flowers from Fatima?

When I was younger, my family and I managed a community action program for the improvement of our neighborhood, known as Spencer's Community Beautification Program. One of the tasks of the program included the planting of flowers throughout the neighborhood. It was a beautiful experience. I gained such an affinity for flowers by the end of our service that I tried my best to reconnect with our Mother Nature in many ways. One of those ways was the replication of the inspiring flowers that I had grown. I wore flowers in my hair ever since. It was all thanks to my brother, Alex Spencer, who truly motivated me to create a business. He also came up with the beautiful and catchy name, Flowers From Fatima.

How do you describe your products? What influenced them? Who typically wears them?

I would describe my products as feminine, exotic, and beautiful. Those are the words that I most often hear when people see my work and I have grown to envision them in that light. My floral accessories are influenced by everyday sights in nature, my emotions, and classic trends that I notice through the seasons. For example, Swarovski crystals seem to be very popular. And so, I've been using them often in some of my designs. No matter what the style, it appears that younger to middle-aged women typically wear flower accessories for special occasions, such as weddings and formal dances. Of course, you have a few women, like myself, who enjoy wearing flowers on a regular basis.

What are the biggest challenges you've faced when starting this business?

Some of the greatest challenges that I faced throughout the start of the business were economic. I started the business with very little money. I did not know how I was going to build a successful business, but I knew that I was going to do it. I am grateful that the business is flourishing with the great deal of energy that I have invested.

Why Etsy? What are the advantages of being an Etsy seller? Does Etsy attract the type of customer you are looking for?

I chose to sell on Etsy because of the convenience and opportunity. Etsy is a great starting point for young entrepreneurs. Etsy offers great services, and a great way to network and gain exposure. Those are some of the greatest advantages of being an Etsy seller. With their easy navigation and developed audience, I've definitely attracted the type of customers that I've been hoping to gain with my business. It seems that brides LOVE Etsy, especially for special one-of-a-kind items.

What is the biggest lesson you've learned so far as an entrepreneur?

The biggest lesson that I have learned so far as an entrepreneur is to follow your heart, while taking in the advice of others. The greatest gift about being an entrepreneur is the freedom. Everyone can tell you how THEY believe a successful business should be run, but not every suggestion may be appropriate for you. You're got to stay in control of your destiny. I've kept my ears open and have taken heed to the useful information while leaving behind the irrelevant. So far, things have worked beautifully.



How are you marketing your business? Do you use social media such as Facebook and/or Twitter?

Right now, I have been marketing my business through some social networking websites with greater focus, such as wedding and hair networks. I have also been featured in numerous blogs and magazine, online and locally. Outside of online marketing, I sell my product in two local boutiques and vend at various events. My business has been featured at a major networking event known as Goddess Night Out. I also bring promotional tools, such as business cards and brochures along with me, wherever I go.

How has the economic downturn affected your business? How are you preparing your business for the recovery of the economy when customers are more willing to increase their spending?

In the beginning, I did notice a very slow pickup. I started my business around Christmas of 2009. However, with time, I noticed that the business was blooming and customers were spending more with every visit. I am very hopeful and positive about this period in time. My customers have given me great confidence and such a positive outlook. I know that there are plenty of people who are willing to increase their spending, right now. It is just about using these times effectively.

What are the challenges of working and running a business from home?

One of the challenges of running a business from home is limited workspace. I love to create. As my business grows, so do the supplies. I often run out of space in my small apartment. My room is a garden, that just keeps growing. Eventually, my flowers will need a new home. I often tell myself that if I fill this room to the corners, a bigger and more comfortable home will

How are you balancing your personal life and family with the demands of your business?

Right now, everything is just fine. I am enjoying the highs and lows of the business. When the demands are less strenuous, I use the free time to enjoy my life and my very loving and supportive family. Even with the height of demands, the business seems to be smooth. I love my business.

Are you doing the business full-time or part time? What are the pros and cons of doing the business full time or part-time?

Right now, this business is my full-time job. I worked solely on Flowers From Fatima, over the entire Summer. I will be going back to school soon, and this will become my part-time job again, as my education comes first. I would say that the greatest advantage of working full-time with my business is that there is no room for failure with the great amount of energy that I invest. However, that comes with its disadvantages. Withstanding the periods of slower business is difficult when you rely on the income from the business.

What are your goals for your business? How do you see the business five years from now?

As for short term goals for the business, I hope to make my first 100 sales by the end of the Summer. I think that I am well on my way. Long term, I hope to run a successful business that will create jobs for friends and family, where we would all work amongst people that we enjoy, love, and appreciate. Flowers From Fatima is still a very young company, but I have big dreams. In five years, I see Flowers From Fatima as a multimillion dollar company, with my product being sold in major retail stores.

What tips can you share to other women entrepreneurs?

For other women entrepreneurs, I would like to say one thing: You create your destiny. If you believe that you will succeed, success will come. A positive outlook on life will yield positive outcomes. As hard as it can be when it comes to business, try to focus on the positive elements and the achievements, rather than the elements that you don't have. As entrepreneurs, we are working to GAIN and we must keep looking forward.

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Blogs And their Tactful Usage

By Ferdinand Tamboia

Feature Article



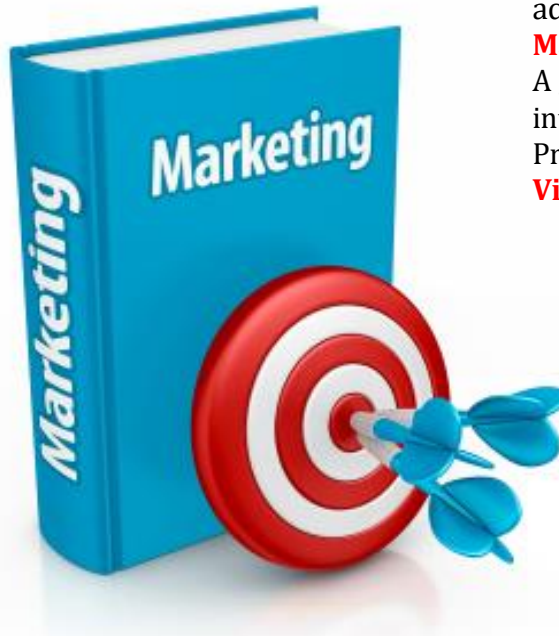
Blogs can bring about significant changes to the way people perceive your business. If used in the right manner, there can be very few ideas which can turn as useful as blogging. Blogs always have the advantage that they are free of cost. We can launch a blog in any of the varied blogging website we have in the Internet today. Even otherwise, buying a domain name is not at all an expensive exercise. When it comes to a company, it is always good to have an official website or blog being registered under its name for people to refer to various credentials such as the services, FAQs, careers and business opportunities.

If you have a blog then, always make it a point to add tags to your blog posts. Search engines notice tags very easily and it would fetch you better traffic if you tag your posts. **Search Engine Optimization (SEO)** tactics need to be applied adequately in the website or blog in order to get better visibility in the search results. Relevant keywords should be spread across the blog posts with grammar and spellings intact. Always make it a point to make the content of your website or blog attractive. Add images and other eye-catching things in order to improve the look and feel of the blog/website/page. Join online forums, online groups and other relevant pages to improve the visibility of your site or blog. Starts being active in those sites and make it a point to build an attractive signature containing all relevant links and details. Consider promoting your blog or site outside it. Always share it with friends and colleagues. In case, they find it appealing they will promote it for sure. Last but not the least; you should not be shy and submissive in the venture. Be confident and secure about your website and your entire endeavor.

Relevant keywords should be spread across the blog posts with grammar and spellings intact. Always make it a point to make the content of your website or blog attractive.

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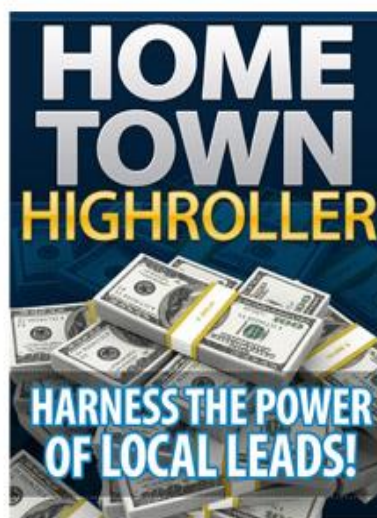
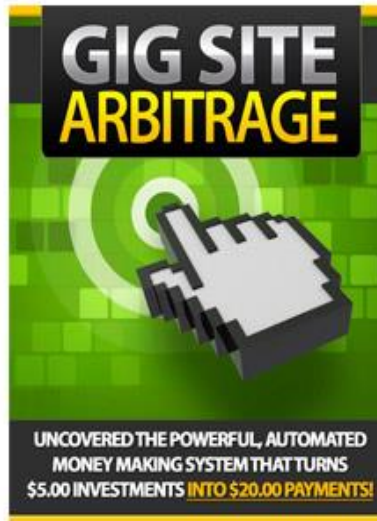
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–Tom Jennings

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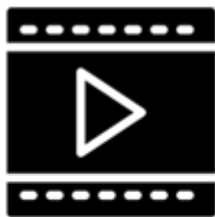


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What Every Business Owner Needs To Know About Email Marketing... (aka 3 quick tips to boost your email response rates)

By Simon Hodgkinson

Promoting products and services via email used to be easy about a decade or so ago, because email was still pretty new and people were excited to get mail. Now all that's changed. You need to be on top of the best email strategies in order to get readers to open, read and click on your links. Here are three tips to boost your response rate...

1. Give People a Reason to Open Your Emails

Here's a funny thing... People sign up for newsletters and then they never read them. Sure, they have good intentions, but when the newsletter hits their inboxes they see nothing compelling enough to make them click on the email and start reading it. The solution? You need to write juicy subject lines that virtually compel people to open your emails.

For example, here's a boring subject line: "Weight loss tips" Here's a better one:

"The #1 secret for getting rid of belly fat - you won't believe this!"

Which one would you click on? If you're like most people, you'll click on the second one because it arouses your curiosity and promises a benefit.

2. Gain Your Readers' Trust

So, you created a sweet subject line that got people to open your email. Now you need to create good content so that they read your entire email. As a bonus, if they like what they see in one email, then they're more likely to open and read your future emails. So how do you gain readers' trust? Like this:

- * Be honest with your product recommendations. If you wouldn't recommend it to your mother or your best friend, don't recommend it to your list.

- * Give your readers what they want and expect. If they signed up for golf tips, give them the very best tips you can. If they signed up for your list expecting to get discounts on products, then be sure you offer those discounts frequently.

3. Get People Used to Promotional Recommendations

Sometimes people think they have to "nurture" their list by giving only 100% free content for the first few weeks.

NOT true!

You want to give your subscribers the very best recommendations for products and services, which will of course include paid offers. That's why you should promote paid offers from email #1, which also lets your readers know what to expect from day #1.

Okay, so those are three proven tips for boosting your response rate-but these are really just the tip of the iceberg. If you want to know what we use to get readers to open, read and buy from your emails, then [CLICK HERE](#)

If you knew the same email marketing secrets I use (and I've been making a living online for well over a fifteen years), how much money would you be making? Check this out: [Inbox Economics](#)

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Six Fundamental Questions Your Sales Letter Must Answer

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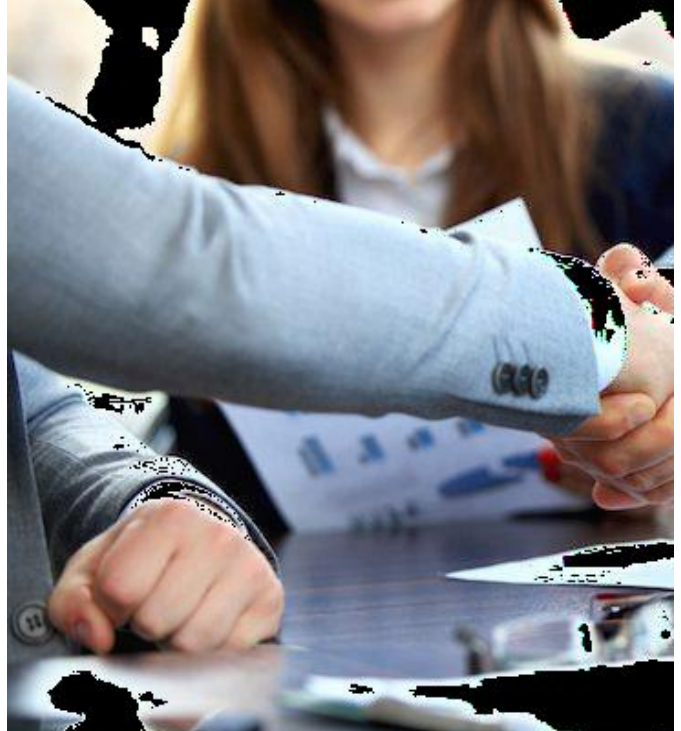
- Before writing your sales letter, you must target your customer group. You should know whom you want to sell your product or service to.
- If you were offering a golf club designed to play golf, you wouldn't market it to men in general. You'd taper it down to people that actually played the game of Golf. You have to be very specific.

2. How Is Your Product or Service Differentiated?

- What makes your product different from the competition?
- Have you done a comparative study?
- If there is anything unique about the product in a positive way, don't hide it...flaunt it to the readers.

3. Why Should The Prospect Have Faith In You?

- With all the Hype, scams, and fake information being given through advertising, skepticism sets in pretty fast.
- You need to make your prospect consider what you're telling them is the irrefutable truth.
- Create confidence in the viewers eyes as to your credentials, background, and heartfelt story. Go in depth on who you are.



4. What Are All The Benefits Your Product or Service Offers To The Consumer?

- List all the visible and not so visible benefits that make your product irresistible to not accept.
- Headline should be focused on the main benefit of the product.
- Focus on "Hot Buttons" over Hype
- This is where research really pays off. In order to push hot buttons, you need to first know what they are.



5. What Might Your Prospects Objections Be?

- Want to really know what the objectives are. Walk a mile in the shoes of your prospective buyer. This way you will know what reservations or objections he/she may have.
- Knowing your market, (research objections)
- Once you know the objectives, start answering common questions they might have in their minds (Address objections).
- Think of questions you might ask before purchasing?
- Pointing out negatives in products and turn them into positive!
- Objection example; Is your product really for beginners?

6. Why Should Your Prospect Act Now?

- The end question you must reply for your prospect is why they need to act right now without any hesitation.
- Urgency or motive for desired action must be authentic.
- Example: Give them a special price if they act within the next few days.
- Tell them quantities are restricted and once the stock is exhausted they won't be sold at the same price.
- Make sure that your created urgency is credible.



Article Marketing-How It Can Help You

By: Nóra Lavena Spellmeyer

Apart from the Internet marketing of the products or businesses, articles are also marketed. Article marketing is a way of advertising the short articles. This is also a business in which the strategy which is used in marketing is their field and their company. The style that is used for articles is bio box and byline.

Traditionally the articles were marketed using mass print that is via news papers, magazines, etc. The articles were printed of various topics. The resources were limited in traditional media with limited budgets for gathering content.

Internet marketing of articles promotes the authors. The author may be an expert in their field of market, product or service. Marketing strategy also includes ghost-writers who prepares content for the business and saves time of business owner. Internet article writers receive lots of viewers and these sites sometimes face high-traffic. These pages are included in directories where they are given the ranks accordingly.

Internet marketing of the articles is done by the business owners and marketers, who try to maximise the article advertisement results. Internet marketing requires domain, budget, and promotion plan while using search engine optimization. The keywords the articles are used in such a way that makes the articles receive more traffic. These keywords are also a part of Internet marketing strategy.

Many of the companies earning less profit have made their articles paid articles. The Internet marketing of paid articles is done, in such a manner that only after reaching the page, the user comes to know that this is a paid article. The result that comes up in search engine does not separate paid and free articles. The search engine just catches the keyword that has been used in the article for it marketing and displays the article amongst the other articles.

Internet marketing of articles promotes the authors. The author may be an expert in their field of market, product or service. Marketing strategy also includes ghost-writers who prepares

*Can You Create A List
Of People Who Love
You ?*

SELL!

VS

FREE



You need to position yourself. Your subscribers will be attracted to you depending on how you position yourself or introduce yourself. So when they subscribe onto your list, you need to position yourself right then and there.

And what I mean by that is this. Are you there to help them? Or are you there just to sell to them? And even though helping people sounds really good, you can still help them through what you sell them. Now what

I've found is, being on the extreme end of giving away free stuff all the time, or selling all the time, should be avoided. If you give people free stuff all the time, you've conditioned them to receive free stuff from you. And you've positioned yourself as somebody who gives away free stuff!

Now if you sell to them all the time, then they're going to think, "How are you helping me?" you know, but as long as the products that you are selling relate to possibly helping them, that might be good as well. But in terms of creating raving fans, you need a balance. So that's why I call it

The Balance Formula.

What I've found over the years is this, there needs to be a balance between the two, a balance between education versus promotions. So in other words, you need to educate them, but you also need to sell. So in this case we've got a balance of both worlds. For example, the first half of the week or whatever half that you choose, you can help educate your list on a certain topic that can help them.

And then on the second half of the week, you could promote a product that is related.


And what I've found that works really, really well is discounts and scarcity. So if you teach them about a subject matter, and you just teach them, that's it – then that's kind of to the extreme.

Or if you just sell them about a certain topic and that's it, then that's a little to the other extreme as well. But you also want to make sure between the balancing of the education and the selling, that whatever they signed up for, you're only emailing them about that. So if they sign up for puppy training, you could eventually probably sell them about elderly dogs, but that has to be later down the road, and you have to be careful about that. Because somebody who wants puppy training is probably not interested in elderly dog training, so you want to **make sure that you balance it; but keep on target.**

You approach them, you say "Hey I've got this list, it converts really well in terms of this product, and I just taught them about this subject matter, and your product relates to it." what I've found is, you approach these sellers and you work out a deal, even if it's 50% 40% or 30% - just ask 30% for 48 hours.

If you constantly do this on a consistent basis, even if it's once a month, I've found that this works like crazy because people feel like, "wow I'm learning something that's useful, but how can I apply it?" "how can I get something related to it?" so they're already thinking about that, and if you use this method and specific strategy, then you will do very well in terms of converting your list into raving fans and into buyers. And it definitely takes a little more time on your part, but it's definitely well worth it.

And another thing to do is be consistent as well about the time that you email them. So if you're used to emailing them at 9:30am Eastern Time, then you want to make sure that you email them consistently from that point on, at 9:30am Eastern Time.



Be Consistent
in the time you
email people

I've found that helps a lot because people are waiting to receive an email at that time. And of course people around the world, if you're dealing with people around the world, that could be a different case for them, but with the autoresponders that you use, like aWeber, GetResponse and things like that, you can also set it in a way that it'll be sent during their time zone and so forth. But consistency is important, conditioning your list is important, so whatever you do, make sure that you're consistent, and that's it!



PROMOTE YOUR PRODUCTS THROUGH ONLINE MARKETING

By: Ramona Goeke

Internet marketing has increased the business of the business owners and at the same time it has increased the knowledge of the user too. The awareness that is spread using the internet marketing has benefited everyone.

The world has become small using the internet. The internet has proved to be a good source of knowledge sharing. People have become internet savvy and use internet to fetch information through internet. Today's consumer gets attracted towards knowledge sharing as well as proper format advertisements. The consumer of today is more alert than before.

The internet marketing gains popularity which is judged by number of clicks or likes. This platform has proved to be successful for many products. Now days the garment shopping, shoe shopping, day to day grocery and other house hold items are marketed via internet. Shopping for these items too can be done online. Many marketing strategies are used to introduce new products in the market via internet.

Marketing has been a good way to promote the products that are launched in the market. Internet has made the selling of the product easy for the business owners and entrepreneurs. This profit gaining platform has proved to be profitable for consumers too. A consumer can shop anytime anywhere and any product in any corner of the world.

Shopping is on figure tip is because of internet. Even many medicines are marketed using internet. Internet marketing is also beneficial for professionals who are engaged in services like doctor, engineer, etc. The profiles of the doctors are marketed via internet. Internet marketing is also used for marketing insurance, banks, etc.



Marketing has been a good way to promote the products that are launched in the market. Internet has made the selling of the product easy for the business owners and entrepreneurs. This profit gaining platform has proved to be profitable for consumers too.

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