

Making WEB MONEY

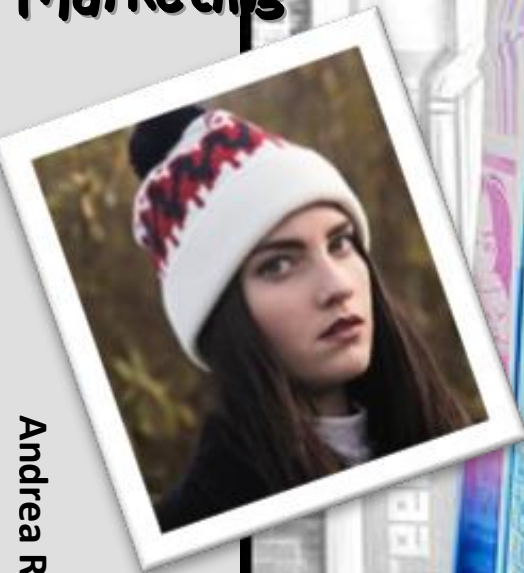
ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

NOVEMBER 2016

Multiply!
the Beauty of
Internet
Marketing

**Getting
Started
With
Internet
Marketing**



Andrea Reese



Lorenzo Harris

*KARLA STEPHENS-TOLSTOY
FOUNDER & CEO AT TOKII
WEARABLE THERAPY*



NOW AT AICAR

Ivan Bayross

Author, Mentor And Friend



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ACTION FOR TEENS @ RISK

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ATTENTION: Want to start your own high-ticket business?

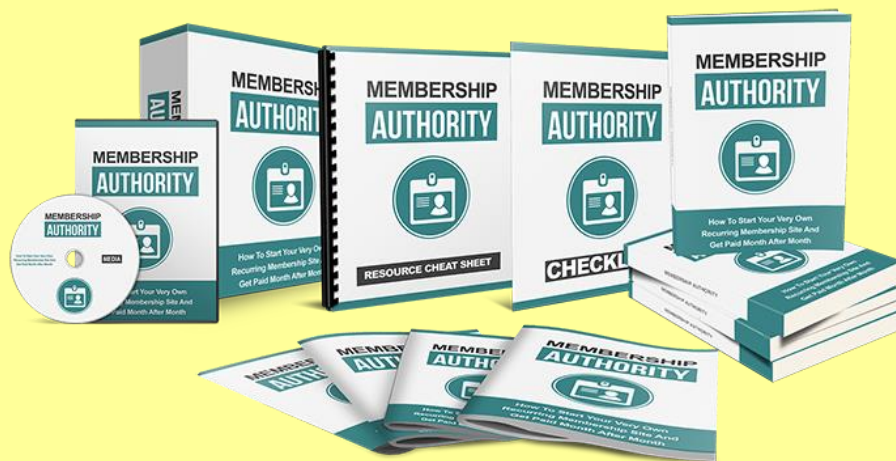
"Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

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

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Membership Authority includes the following:

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- **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!

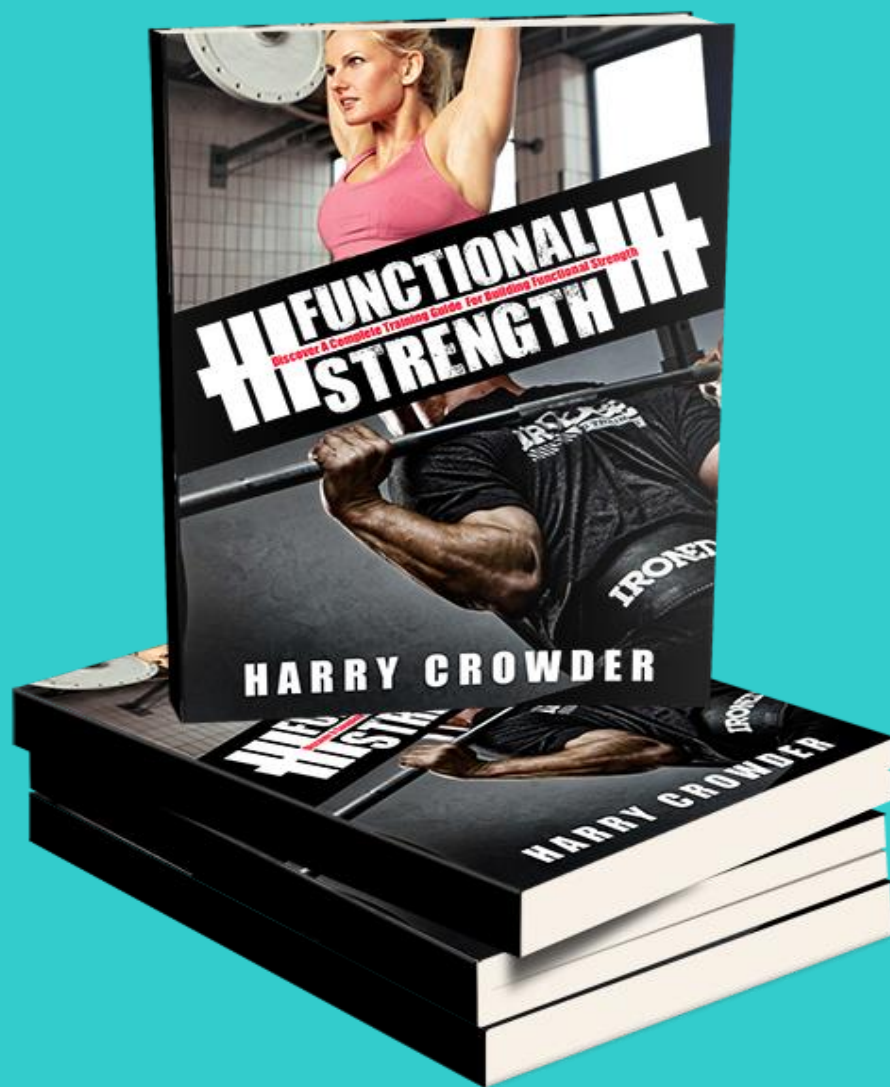
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Welcome to the **NOVEMBER 2016 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. *This month we have **MORE** great articles and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

Multiply the Beauty of Internet Marketing By: Andrea Reese - **Knowing Ethnicity- A Big Help for Internet Marketers** By: Lorenzo Harris - **Analyzing the Impact of E-Mail Marketing Over the Years** By: Andrea Reese - **Avoidable Errors in Internet Marketing** By: Clifton Gonzales - **Getting Started With Internet Marketing** By: Lorenzo Harris - **A Phenomenon Called Internet Marketing** By: Linda Horton - **Optimization Strategies for Online Business** By: Andrea Reese - **Marketing Online & Its Impacts on Public Relations** By: Clifton Gonzales - **Team Up With Right Ones & Do Well In Online Business** By: Laverne Alvarez

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- **MWM Back Story – Meet Karla Stephens-Tolstoy – Co-Founder & CEO at Tokii Wearable Therapy**

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

We now have over 56 Great Back Issues of MWM!



Talk to me

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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.

Email me at: **harry@harrycrowder.com**



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Making Web Money Magazine

Published

12 times per year.

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Making Web Money Online Marketing Magazine

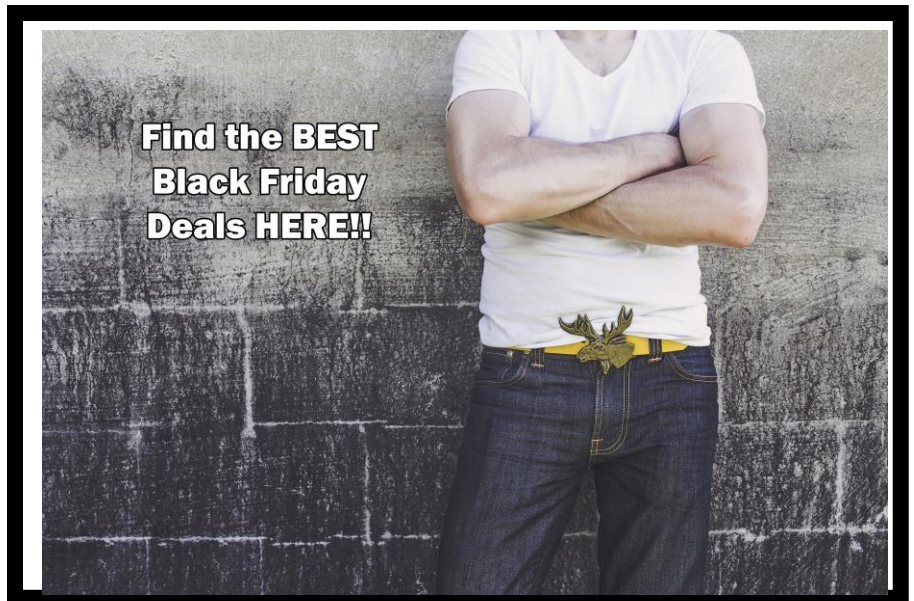
Editor Harry Crowder

Advertising See Above

Contributors

Various experts in their fields

The instructions and advice in the magazine are for entertainment purposes only.



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.

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

harry@harrycrowder.com

Press Release Software



? Did you know:

China has treatment camps for internet addicts. 200 million Internet users in China are between the ages of 15 and 35. Hence, it is most like that they lose self-control.

MWM what's on

MARTECH[®] >
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NOV

1-2

MarTech is a vendor-agnostic forum for understanding the breadth of marketing technologies and how organisations can effectively integrate them into their marketing strategy and operations.

We'll create an inspiring, cross-pollinating environment that transcends the traditional boundaries between marketing and IT and encourages creative collaboration across the organisation. MarTech is a conference for the growing community of senior-level, hybrid professionals who are both marketing-savvy and tech-savvy: marketing technologists, creative technologists, growth hackers, data scientists, and digital strategists.

NOV

8-11

< INBOUND

INBOUND fuels the passion that drives the most innovative and successful business leaders of our time.

INBOUND's purpose is to provide the inspiration, education, and connections you need to transform your business. Through inspiring keynotes, innovative talks, educational breakouts, hands-on lessons, and tons of networking, you will learn how the INBOUND experience, and especially our content, is truly remarkable.

what's on

**SOCIAL
MEDIA
WEEK**

>

NOV

14-18

Social Media Week Chicago is one of the premiere digital media conferences in the United States. The event brings together some of the industry's leading brands and individuals at the intersection of entertainment, media, marketing and technology, including BuzzFeed, National Geographic, IBM, The Chicago Cubs, Trello, Edelman, LinkedIn, WOMMA, Capital One, Havas Worldwide Chicago, The Onion, and General Assembly.



WHEN: November 13-16, 2016

WHERE: Tropicana Las Vegas 4* Hotel

Internet Marketing is a broad subject. UnGagged is an event focused on Proven Internet Marketing trends that are making you money today.

The world's first SEO & digital marketing UnConvention is coming your way, but what is UnGagged and why should you go? UnGagged is a gathering of the smartest, most forward thinking and most courageous SEOs and digital marketers on the planet. For a multi-day event, they get together under one roof to share the latest proven techniques, enhancing their earning potential and broadening their knowledge.

Why would these people share their best tactics with you?

What makes UnGagged different is its freedom. UnGagged is an exclusive event attracting only those who are interested in learning from leaders in the industry, and willing to share and network with like-minded people. It has a strict no BS policy, and it allows absolutely no recording and no pitching. As a result, some of the world's most successful digital marketers come to share their unique and immediately actionable methods in a spirit of complete openness and transparency....in secrecy!

Why? Because they know others will do the same. If everyone shares, everyone learns, which means we all benefit. By sticking to the UnGagged code, we can all implement new tactics, improve our results and make more money, while safely staying below the radar of the search engines.

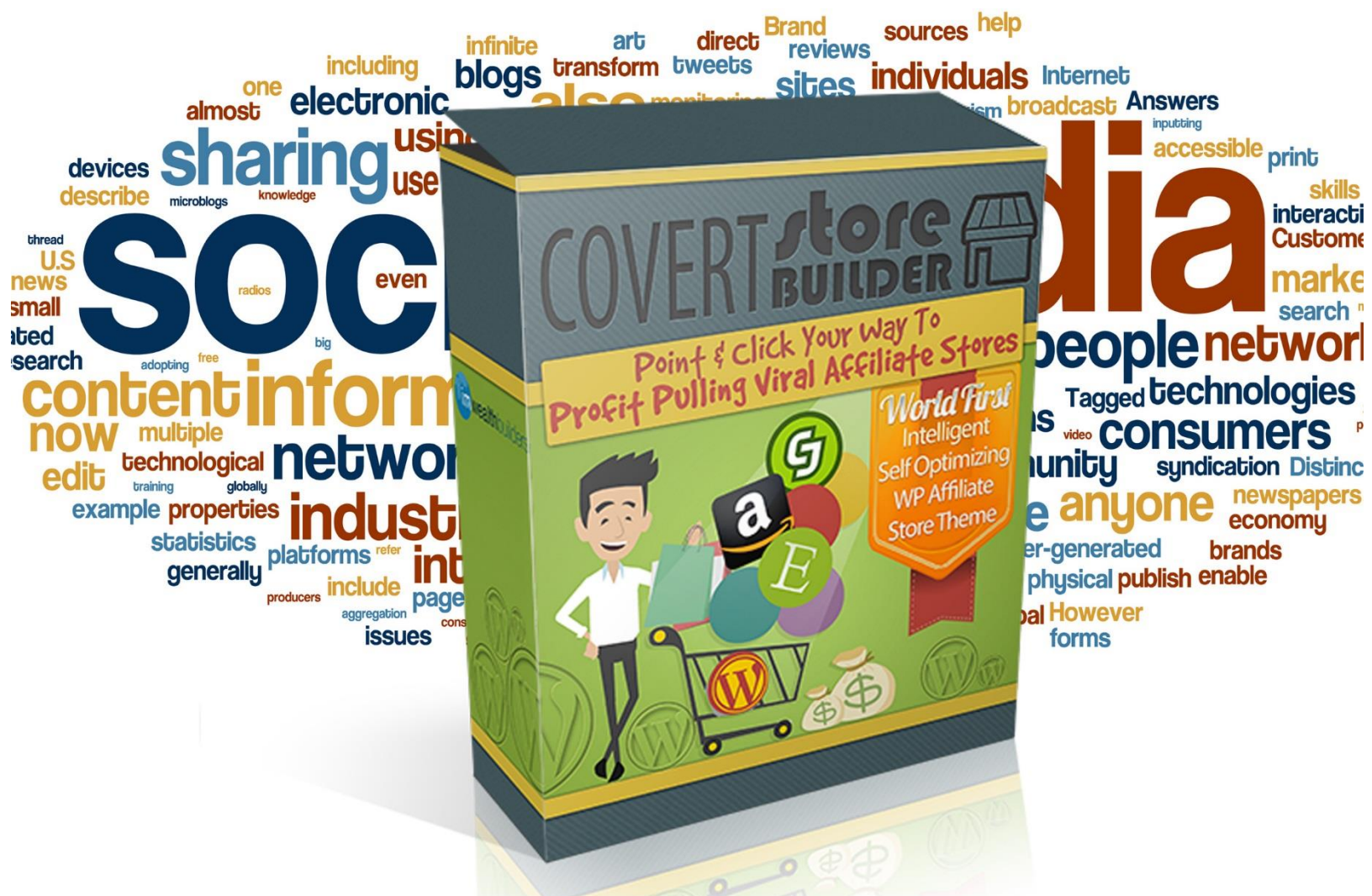


“Quotable: “We are all now connected by the Internet, like neurons in a giant brain.” ~Stephen Hawking

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GOOGLE SHARES DATA ON HOW MOBILE IS SET TO IMPACT SHOPPING THIS HOLIDAY

Mobile is influencing conversion rates both online and in-store. A look at shopping trends that will affect brands and retailers this season.

Along with a set of recommendations for effectively reaching shoppers on mobile this holiday season, Google published a compilation of stats to help round out a picture of how mobile is influencing shopping behaviors in-store and online.

Here's a look at what the data indicate about how mobile will play a role in retailer and brand success this coming season.

Don't count on brand loyalty. Or put another way, mobile increases chances of getting consideration from new customers:

- 76 percent of mobile shoppers have changed their mind about which retailer or brand to purchase.
- Over 50 percent of smartphone users have discovered a new company or product when conducting a search on their phones.

Mobile visibility influences in-store traffic:

- 64 percent of smartphone shoppers turn to mobile search for ideas about what to buy before heading into store.
- 76 percent of people who search for something nearby on their smartphone visit a related business within a day, and 28 percent of those searches result in a purchase.

YouTube can influence purchasing online and in-store:

- 25 percent of mobile video viewers in the US have visited YouTube for help with a purchase decision while they were at a store or visiting a store's website.
- Mobile watch time for product review videos on YouTube grew 60 percent year over year.

More mobile searchers are looking for special gifts, not just the cheapest:

- Mobile searches related to "unique gifts" grew more than 65 percent, while mobile searches related to "cool gifts" grew 80 percent.
- Mobile searches related to "best gift" grew 70 percent year over year.
- Searches related to cheap or inexpensive gifts grew just 35 percent.

During last year's holiday season, mobile conversion rates first peaked on Veteran's Day, a holiday for many schools and businesses, followed by the expected increases on Black Friday and Cyber Monday. Retailers and brands should also be prepared for a surge over the first post-holiday weekend in early January.

BAZAARVOICE ADDS AD TARGETING PLATFORM BASED ON CONSUMER INTENT

Moving beyond reviews and ratings, the company can now deliver ads to 75 percent of all U.S. shoppers, based on their product viewing and purchases.

For more than 5000 brands, Bazaarvoice's cloud-based software allows visitors to rate or review products, or to upload product-related imagery.

Now, the Austin, Texas-based company is taking the next step, by announcing a first-party data-based ad platform that targets those visitors with ads and offers relating to the products they've viewed, rated, or reviewed.

The company says that its network of sites and apps reaches three out of every four shoppers in the U.S., tracked via cookies or mobile device IDs. The ratings, reviews, and consumer-generated content are also syndicated throughout its network, which includes Adidas, Best Buy, Crate & Barrel, and Chico's.

"Once we see that a consumer is in-market for sneakers and goes to a retailer [site]," VP of Brand Partnerships Graham Harris said, "we can build a segment for that kind of shopper."



Quotable: "The internet has been a boon and a curse for teenagers."
~J. K. Rowling

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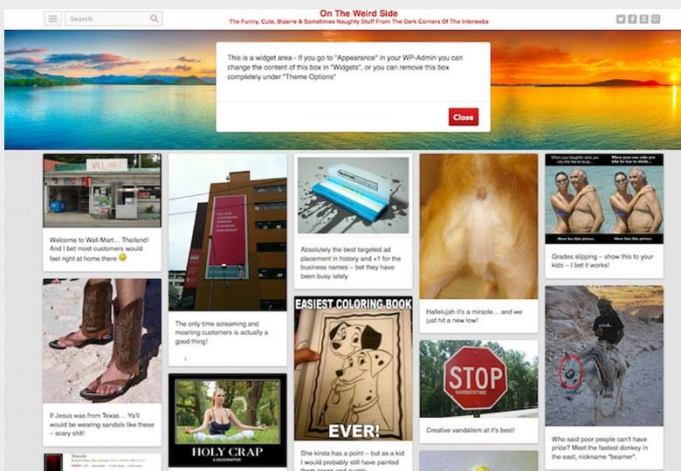
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in ANY niche
you want!



MULTIPLY THE BEAUTY OF INTERNET MARKETING

By: Andrea Reese

For bigger profit in business, a marketer has to look beyond short-term losses or gains; he/she should look for a bigger picture. Money making can't be the only pleasure without elegant touch in the promotional website. Here we shall discuss the tools to manage online retailing in best possible manner.

Tools That Help You Get Broader Accolades

Following are some tools that are useful up to a greater extent to make internet marketing a resounding success:

Keyword Tools

Picking keywords that can instantly convert visitors' glimpse into dark perusing is the great challenge to face. Keywords tools mechanism is a substantial assistance for doing it. Google offers a better podium for this purpose by facilitating users with Google Keyword Tools.

Feedback Tools

There are some sites which help internet marketers get aware of their current status and standings. Being alert feedback is a responsible and mature practice that helps traders to address the shortcomings. Compete.com and many other sites get you to know the present position of your organization.

Sincere Surveying

This tool enables an online trader to intensify its reach among customer. All this implies to collecting data by adopting the concept of optimization. A broad market research is one of the keys to remaining competitive in the market. Tools like SurveyMonkey are helpful in surveying the market updates.

Better Use XML Sitemap

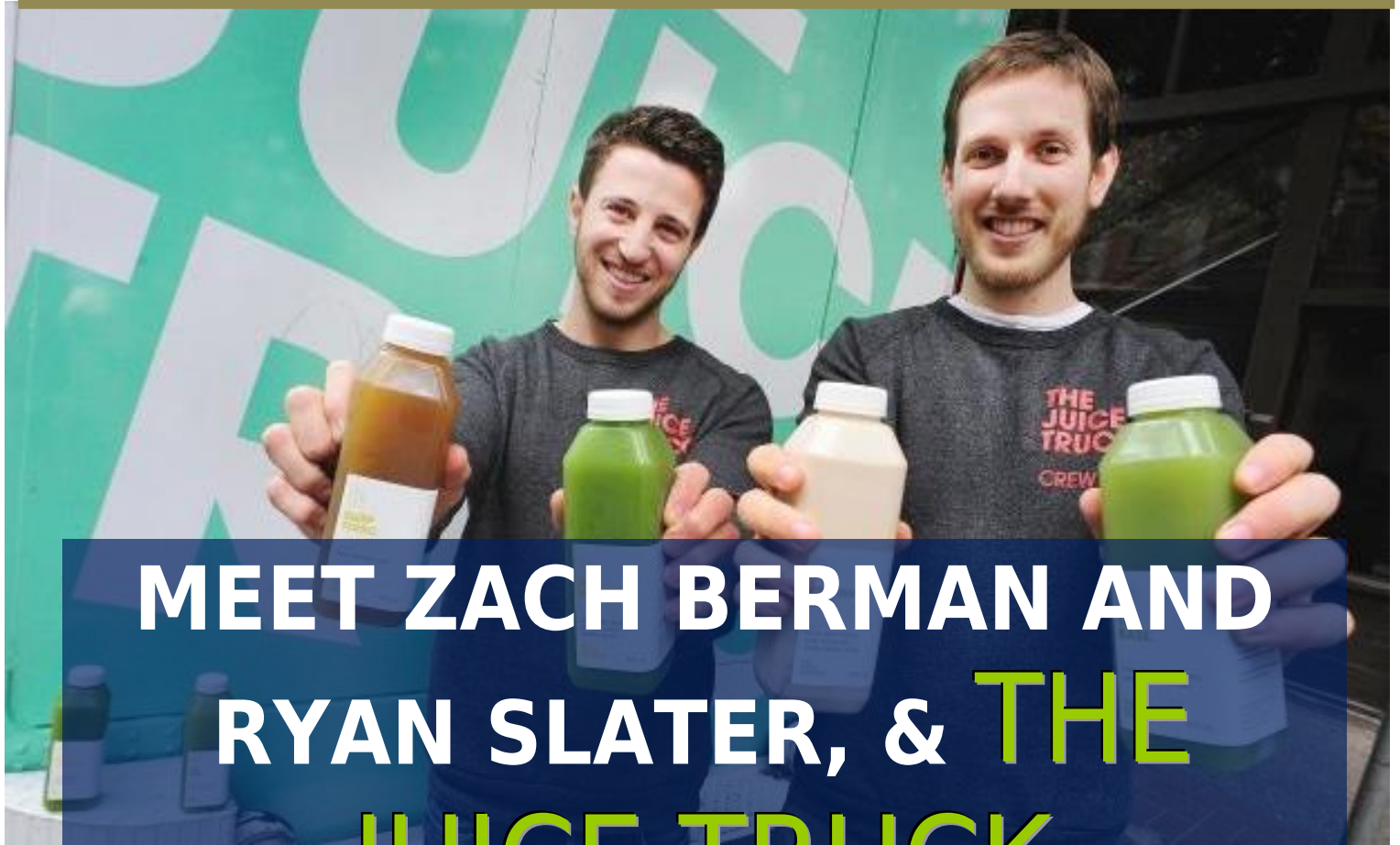
Google provides XML sitemap generator which improves ranking associated with search engines. It doesn't require any theoretical sermons of XML when you go through it you find an XML file is generated with this tool.

Let Spam Become No Threat

Email-Promotion is losing its impact because of getting caught in filters, and the targeted person doesn't get the mail. This spam conversion is spoiling the core efforts of building a customer base. SpamCheck is a tool that intimates you about the filter part of the email you are about to send.



MWM success story



MEET ZACH BERMAN AND RYAN SLATER, & THE JUICE TRUCK

How many times have you taken a vacation and come up with a brilliant business idea? Probably quite a few. Many of us relax on a beach in a faraway land thinking of things that could be, but few of us follow through with those dreams.

That's where Ryan and Zach differ. While on a yearlong backpacking trip they discovered a mountain town in Nepal whose residents depended on the juice of seabuckthorn berries for their nutrients. This discovery inspired Ryan and Zach to seek out unique juice blends in every country they visited for the remainder of their trip. Upon arriving home, their juicing ideas were spun into a well-honed business plan, and The Juice Truck was born.

Quotable:

“

“People rely on Wikipedia, and a lot of it is wrong. But because there it is on the Internet, they assume it's right. Rumor gets printed as fact. We may have lost our critical facility as a nation.” ~Ben Mezrich

Identifying an Opportunity

When the City of Vancouver expanded its food truck licences in 2011 Ryan and Zach instantly saw an opportunity. They applied to become part of the Futurpreneur's (formerly CYBF) mentoring process and started their journey. To be accepted into the Futurpreneur program, the pair had numerous meetings with Small Business BC's own Business Plan Review specialist to make sure they were ready to launch their business.

Once their plan was secure the pair took the first step in the food truck application process, which started with a rigorous analysis of their business plan followed by a tasting panel that included Vancouver favourite, Vikram Vij.



"Zach is the idea man, and I am the implementer," explains Ryan.

Finding Support

Both from entrepreneurial families, Ryan and Zach knew they had to keep motivated to work hard and stay adaptable. They also knew that they couldn't do it on their own, so they reached out. Their support network now includes their Futurpreneur mentor and Blo Blow Dry Bar co-founder Devon Brooks, smoothie chef Aviya Kones, Girlvana Yoga creator Alex Mazerolle, and of course their parents.

They also seek inspiration from Booooooom's Jeff Hamada, Art Perry and Ben Reeves, as well as the original juicer, the late Jack Lalanne.

The Fine Art of Partnership

Great partnerships are often featured in our success stories, but the road to success isn't always an easy one. Finding the right balance of shared responsibility and complimentary skill sets between two people is rare.

But this balance is something that Ryan and Zach have managed to achieve. "Zach is the idea man, and I am the implementer," explains Ryan. Both personable and good at connecting with their customers, and the two have worked hard to become a part of their community.

Make sure to keep it fun and light, it makes the serious matters much easier.



Standing Out from the Crowd

As the first mobile juice and smoothie bar in Canada, they're committed to bringing their customers the best juice possible. "We're one of the few businesses in North America using a special hydraulic cold pressing technique to yield our juice. The process is similar to how fine olive oil is made," Zach explains. By combining this process with their travel-inspired flavors, they produce a truly unique product.

Juice is one of the fastest growing food trends in major cities around the world, and Ryan and Zach are determined to be pioneers in this growing health food industry in Vancouver.

One of the things that they both strive for is to push the boundaries of what can be juiced or blended. "We took a successful concept in juice and health and made it new again," says Ryan. "We applied a raw gourmet mindset to our menu and created a business model unique to any other juice bar in Vancouver." The mobility of their truck has also allowed them to be adaptable: acting dually as a storefront and as a mobile catering business for events. Being a small business has also served them well, providing them with the ability to adapt new and exciting menu options on a regular basis.

The Evolving Product

As the pair regularly consumed their own products, they noticed a huge shift in how much healthier they felt. Better still, their regular customers noticed the same shift. They subsequently evolved their product line to include "The Juice Cleanse." With the help of their nutritionist, Ryan and Zach formulated three different cleanses that focused on health rather than weight loss, and in the process proved that no matter how old the product type, there are always ways to be innovative.

Achieving Success

Ryan and Zach work hard to establish themselves as an active part of their community. They continually search for innovative ways to collaborate and work with various local businesses, including participating in weekly food cart events in the Downtown Eastside.

But building their community isn't Ryan and Zach's only achievement. Over the last year they have been featured on the Food Network's Eat Street television program, were listed in Vancouver Magazine's 101 best things to eat or drink in Vancouver, were rated the #1 Juice Bar in Vancouver by BC Living, and were featured on Shaw Express, City TV Noon News, Breakfast Television and Global BC Morning News. They were also a Top 5 finalist in Small Business BC's Successful You Awards for Best Concept.

Their Reflections

When asked what their most significant lessons were over the last two years they told us:

1. Always keep purpose in mind. It's easy to get carried away in the snowball of a start-up but stay focused.
2. Make allowances in your plan for seasonality. All businesses have their high and low points for business, make a plan of what you plan to do to accommodate those times.
3. Make sure to keep it fun and light, it makes the serious matters much easier.
4. And finally? Be ready to put in long hours.



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SOCIAL MEDIA INTERVIEW: IVAN BAYROSS AT AICAR

By: Matt Green

Short description of you and your background

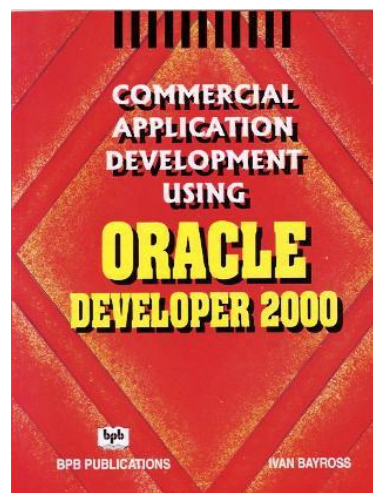
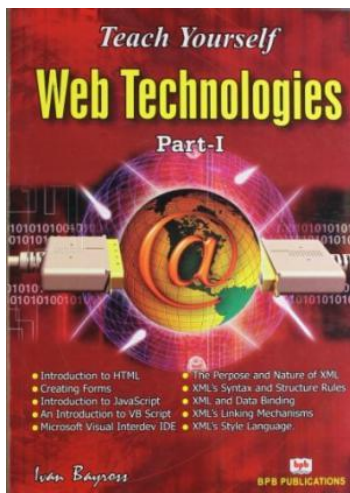
I'm Ivan Bayross, a techno geek, digital marketer and visiting faculty member at AICAR in Mumbai, India. I did my Masters in Technology and Diploma in Business Administration a really long time ago. I've written and published more than 73 technical and marketing books.

Although I used to be a hard core techie, I can honestly say, that learning about marketing/sales has been the most exciting education I got in my 65+ years on this planet.

What does your company do?

Myself and a small team offer digital marketing, consultancy and training, to digital agencies and SME's in India and abroad.

We provide the corporate training and/or consultancy that digital agencies (advertising/PR) of all sizes need throughout the year when they induct new talent, staff leave or when senior managers – steeped in brick and mortar marketing techniques – need to make a transition into the digital world.



Targeting more potential customers is the only way to ramp up gross income, which in turn ramps up profits.

Did you know:

?

Internet sends approximately 204 million emails per minute and 70% of all the mails sent are spam. 2 billion electrons are required to produce a single email.

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Without Ever Having To Create A Single Video



How **The Covert VideoPress Theme**
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To Your Blog!



MWM ask the expert

How and why did you get started in social media?

Targeting more potential customers is the only way to ramp up gross income, which in turn ramps up profits. Social media provided a channel where large number of my targets gathered together in one place.

I found simple, but effective ways of engaging with my target audience through social media channels, which was the most effective way to drive them to my website. From there I was able to rapidly convert web visitors to leads using attractive offers. Finally, by engaging with these leads effectively I was able to convert them into paying customers.

What do you believe the benefits of using social media for business are?

Traditional marketing strategies using newspaper, magazine, TV and Radio adverts are becoming prohibitively expensive for SMEs. Additionally, there is no way to effectively measure the actual reach of these adverts, i.e. are they engaging the appropriate target audience.

This is why I see multiple benefits from using social media marketing instead:

- The costs of running a social media marketing campaign are negligible when compared to the traditional marketing channels;
- Digital marketing via social media offers incredibly granular ways of measuring whether content is being delivered to a target audience;
- Social media provides immediate feedback on audience engagement, something that traditional marketing channels just cannot offer.



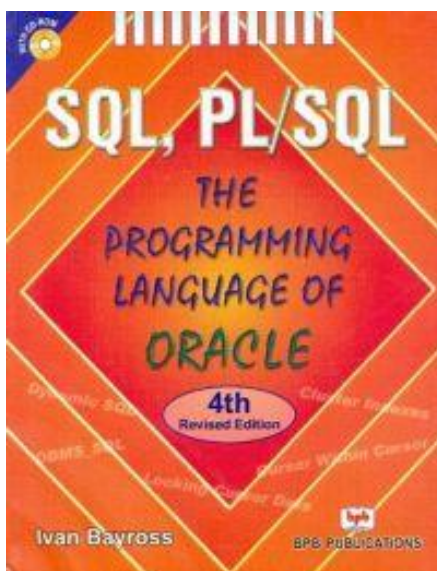
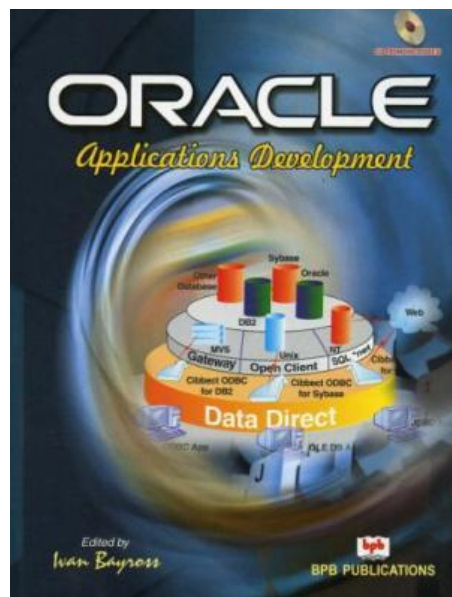
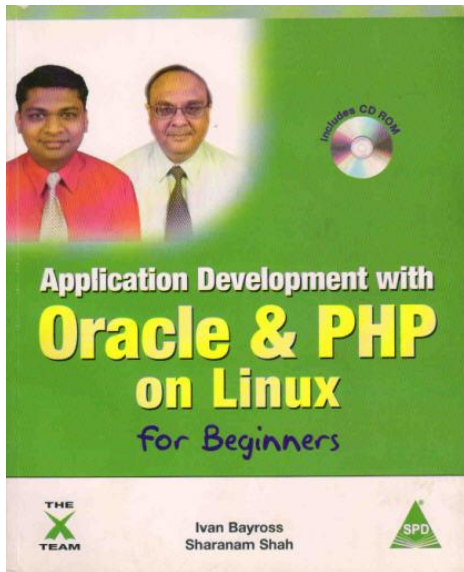
What do you think are the common mistakes business owners make when building brand awareness through social media?

1. SMEs who hire the cheapest digital agency to execute their brand-building awareness via social media;
2. SMEs who attempt to create an in-house SMM brand building department. Then hire the cheapest employees (fresh, inexperienced, undereducated) to their team;
3. SMEs who can't (or don't) check the experience / skill of their digital agency's content creators to communicate with their target audience.
4. SMEs who can't interpret statistics from digital agencies to validate the effectiveness of their branding exercise.
5. SMEs who do not fully understand the impact of the cost of customer acquisition and retention on their profit margins. Believe me, there are so many SMEs without a clue, that it's scary.

What qualities do you think social media managers should have?

They must understand business models and have a sound education to post graduate level in Marketing / Branding / PR. I'd say, a Bachelor's degree in Business Administration followed by a Master's in Mass Media would be a terrific baseline education. And an excellent command of language, both spoken and written.

The ability to deconstruct the ideal customer using demographics and create content that talks simply and elegantly to these traits. Then ensure that exactly the same demographics are used when targeting social media channels. They also should be able to constantly monitor comments on social channels and tweak your content / process accordingly.



How do business owners know if their social media campaign is working?

Firstly, check your profitability by comparing costs of customer acquisition and retention campaigns against changes in weekly / monthly sales. Then, check your brand equity by tracking customer engagement for about two weeks before the campaign, and every day during. Finally, note the kind of things potential customers are saying about your business on social media before, during and after the campaign.

How do you see social media evolving over the next 5 years...what do you hope to see?

People constantly evolve, grow and change. Social media does too, because it is driven by people. Thankfully, Facebook, LinkedIn, Twitter, Google+, Pinterest are relaxing their stranglehold on the actual numbers that SMM / SMA content is displayed to. It is high time they realized that the relationship with SMEs is based on synergy if both are to profit.

What do you think are some of the consequences of not getting on-board with social media?

Competitors who are leveraging social media will win market share from you. It's simple really and your product will be dead in the water within a short time.

What are your thoughts on social media versus more traditional marketing activities?

Day by day, the cost of customer acquisition and retention is getting higher in traditional marketing activities. It's not that these costs are not increasing in social media (to drive profit) BUT the costs on social channels are attractively low today compared to traditional marketing.

Social media offers access to huge numbers of engaged people all in one place. Coupled with being able to target customers perfectly, this helps reduce costs exponentially when compared to traditional marketing.

Which one best practice would you recommend about using social media to grow a business?

Know your business and customer demographics, intimately. Nothing else really matters. Everything in the SMM and SMA space is driven by how deeply you know your ideal customer and leverage this knowledge to connect with them.

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KNOWING ETHNICITY- A BIG HELP FOR INTERNET MARKETERS

By: Lorenzo Harris

The degree of accessibility among customers is the key to bliss for any trader who strives to stay competitive in an arena of internet marketing. It's never a flop idea to go through the doctrines of success mantras in marketing on virtual platforms. Ethnicity can be a crucial socio-psycho tool to address the issue of clients' vulnerability.

Data Collection is More Than an Activity

Yes, you may find some workers in a marketing organization working edgily to collect details of consumers. There are exclusively appointed for this particular job. Data Analyst has been the name of a designation, and there exists a separate department now –a- days it.

This particular practice is very painstaking and requires an aberrant approach. That implies to adopting some smarter techniques.

Where Marketers Miss to Hit it Right?

Market giants desperately work on getting data, but somewhere down the wire they lose on to decode the real mystery of people's inclination towards a particular brand, product or organization.

What often online marketers do is to attack customers' private life. A client seldom likes to be interviewed or asked about things frequently. So this is where retailers go a bit wrong.

If a marketer believes that he/she can share some candid moments with the targeted customer, greater are the chances customer enjoys to respond openly.



Get attentive of Their Culture

This would not always be true that people have a disdain for details about them. If a marketer believes that he/she can share some candid moments with the targeted customer, greater are the chances customer enjoys to respond openly.

Let them realize the significance of the data being collected from them. This pleasant response of consumers can be earned by their ethnicity.

Ethnicity can be better understood by knowing the social group or native values of an individual. Also by knowing his/her residing places because these values vary from place to place or country to country.

Hence, understanding the cultural facet of customers can do wonders for the success of an internet market.



ANALYSING THE IMPACT OF EMAIL MARKETING OVER THE YEARS

By: Andrea Reese

Email Marketing has been the easiest way of targeting a large number of clients ever since online marketing came into existence. This has proven to be a significant aid online trade but struggling to be on song as it used to be.

Definition of Email Marketing

Defining it is as simple as that. When you happen to check your email, there appears a mail from a known, or an amateur organization is promoting its brands or products through some images or links, offering some flat discounts on prices, etc. That's it. You are going through an email promotional content.

Where it All Started From?

Well, it did start right away since electronic mailing was conceived in the late 80s or early 90s. Trading companies were keen to make the most of the internet, and there were some cheapest means to trade on virtual platforms.

And then there was this particular type of electronic reach out, the most economical tool to get connected with millions of clients at shortest intervals of time. All it had to cost was an internet connection.

The late 90s and first five years of the last decade witnessed the peak traffic of emails with a promotional intent of business.

Albeit heavy traffic of such promotional emails an id user receives, there is always the margin of profit even if sent message makes people respond a bit.

Threats Email - Marketing is Confronting!

On the darker side, it is proving lesser efficient and losing its grip to keep people engaged; Reason being an increasing number of spam emails that can be held responsible for belittling the creditability of status of brands which seek public attention.

Apart from spam emails, there are possible chances of repetitive ads to be read by same targeted individual.

Thus, somewhere email marketing is on receiving end, but yet, it is the simplest gizmo to access your clients and make them notice you.



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Stephan Electronics based in Switzerland has created a portable hardware password keeper, which has been aptly named the Mooltipass Mini. Which is capable of carrying your passwords in a safe USB connectable device that isn't vulnerable to standard password manager attacks.

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You want it

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Polar M200 GPS running watch looks way too cool

The Polar M200 GPS running watch is a device that is waterproof, making sure you would not have a single excuse not to suit up and head for your daily run even when it starts to pour on the outside. Equipped with Polar's proprietary wrist-based heart rate technology, the Polar M200 will come with 24/7 activity and sleep tracking as well as stylish interchangeable color wristbands. Those who are interested can pick it up for \$149 a pop or €149 across the pond, making it a highly affordable device when it comes to providing reliable training metrics as well as live, personalized training guidance.



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

The Anti-Sleep Alarm makes sure late-night drivers don't doze off



We have all dealt with driving drowsy. It's not safe, or a good idea, but sometimes you only have so much time to get from point A to B, and sleep has to go by the wayside. While it sort of goes without saying, this is super dangerous, especially if you don't have someone else in the car with you to talk to you and keep you awake. It only takes a second to get in a serious accident or drive off the road, so if you're driving a lot you'll want to have some sort of precaution in place.

This Anti-Sleep Alarm is a two-finger ring that will let you know you're starting to nod off before you actually do. If it works as intended, it will let you know up to 5 minutes before you start to slip into slumber. It charges via micro USB cable, and while it says it has a long battery life, that doesn't mean it's going to live through a 10-hour drive of constant use. The method of alarm it uses is vibration, and it should buzz for about 2-3 seconds when it goes off so that it's sure you don't "miss" feeling it.

The size is universal, so it should fit any size fingers, though there will always be exceptions to the rule. It's made of an allergen-proof material, and can be used straight out of the box without any special setup. Since it costs \$189, it better work more exceptionally than advertised as a truck driver who is relying on this wouldn't be happy about spending that much money if it didn't.

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Did you know



The majority of internet traffic is not generated by humans, but by bots and malware. According to a recent study conducted by Incapsula, 61.5% or nearly two-thirds of all the website traffic is caused by Internet bots.

AVOIDABLE ERRORS IN INTERNET MARKETING

There are seen several online retailers who rue scores of reasons for not getting expected success in their online business. Here is an effort to decoding a few such reasons.

Heavily Relying upon Social Media

Marketers love to be busy doing promotions on social networking sites such as LinkedIn, Facebook, Instagram, etc. and hence get quite reluctant about the return from these virtual podiums.

Posting your promotional stuff on such media alone can produce you a little response. A marketer should know about customers' real inclination, about their culture and ethnicity.

Identification of the places where traffic of visitors can be allured from is also a box to be ticked. More importantly, never forget the goals an industry is striving to achieve for.

Get the correct mediums that can apprehend what exactly you need to publicize. The content under advertising process needs to be treated as envoys of a marketer that can convey the exact message and updates an industry wants to send.

By: Clifton Gonzales

An online marketer needs to accurately know who he/she wants to focus and after having identified the desired ones, communicate with them with an imitable sense of demeanor.

Becoming Content with Bulk Data of Customers

Many retailers just focus on heavy data collection which can be useful in knowing the details of individuals but what matters most at the end is the conversion of this traffic into regular consumers.

Expecting Too Much From Blogs

Getting advertised on blogs can't always guarantee a substantial multitude of clients. Blogs are not the genuine mean of getting something drastically as it's by no means a rocket science.

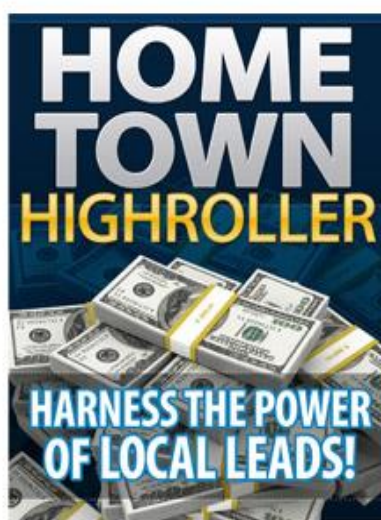
Posts on blogs if not shared with the targeted genuine visitors, can go in vain. Therefore, an online marketer needs to accurately know who he/she wants to focus and after having identified the desired ones, communicate with them with an imitable sense of demeanor.

If online markets manage to tell people about their existence and reasons for existence in some most authentic ways, customer-base is imminent to grow up for such internet marketers.



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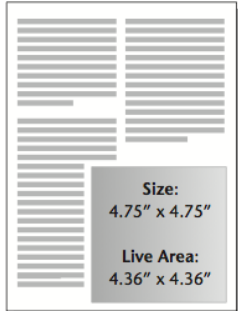


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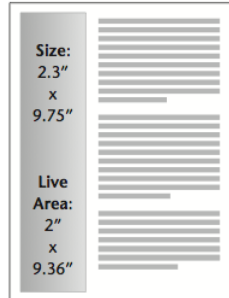
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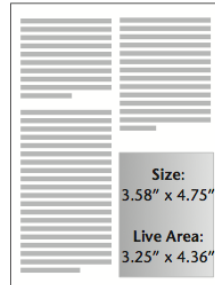
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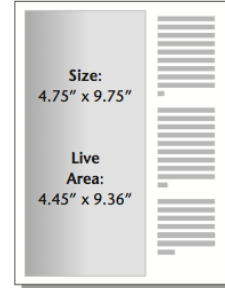
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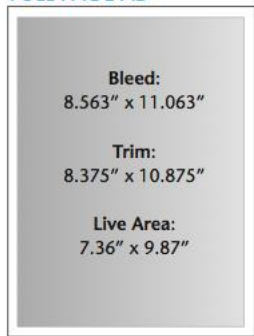
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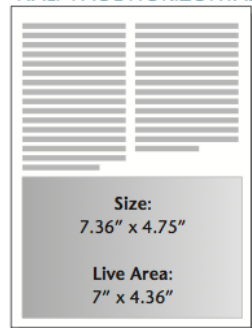
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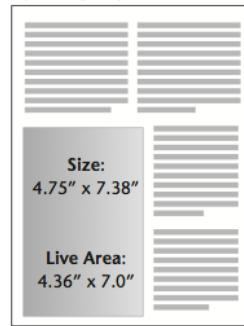
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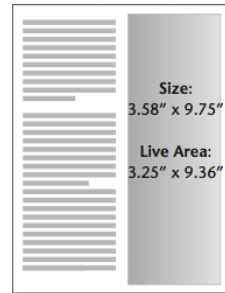
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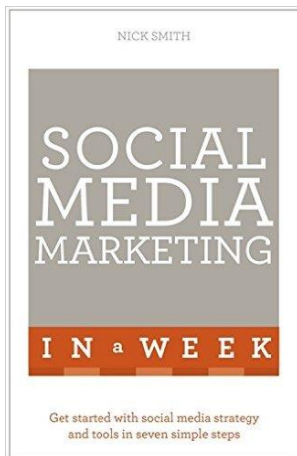
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Successful Social Media Marketing in a Week

By: Nick Smith



Sunday: Understand what social media marketing is, its purpose, benefits and potential pitfalls

Monday: Gain insight with cases studies of companies that have achieved positive results from social media

Tuesday: Get started with key strategies and tactics and learn how to find and engage with your audience

Wednesday: Learn how to set up and configure Blogging, Facebook, Twitter and LinkedIn

Thursday: Learn how to set up and configure YouTube, Google, Pinterest, StumbleUpon, and other ones to watch

Friday: Utilize other people's content to help you become the authority in your marketplace, in one hour a day or less

Saturday: Discover the tools and techniques that will help you to continually manage your social media campaign



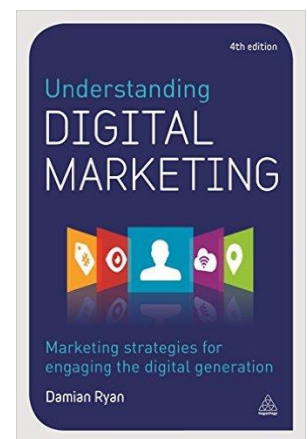
- ✓ Add a customized Instagram feed directly onto your website
- ✓ Showcase your loyal customers by sharing fan photos
- ✓ Moderate what shows and what doesn't



- ✓ Automatically display Instagram posts; fully responsive and mobile-friendly layout.
- ✓ Complete flexibility and control to monitor, edit and filter the posts that you display.
- ✓ Increase your Instagram engagement and leverage user generated content to help convert customers!

Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation

By: Damian Ryan



The world of digital media is changing at a phenomenal pace. Constantly evolving technologies are transforming not just how we access our information but how we interact and communicate with one another on a global scale. Understanding Digital Marketing is a practical, no-nonsense guide to web-marketing, the rules of new media and researching the new generation of digital consumers. Clear, informative and entertaining, it covers key topics such as search marketing, social media, Google, mobile marketing, affiliate marketing, email marketing, performance marketing, customer engagement and digital marketing strategies.

One of the best-selling books in the industry, this fourth edition of Understanding Digital Marketing has been thoroughly revised with more information, fresh examples and case studies, and the latest developments in the industry. Complete with in-depth insider accounts of digital marketing successes from internationally recognised brands and digital marketing campaigns, it is essential reading for both practitioners and students alike.



Did you know:

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- Know how to **quickly and cost effectively** create the type of digital product you want

How to create a potential hot-selling eBook

- Know how to alter things like price, cover image and more in order to **optimize your sales**
- Understand **how to drive more traffic** to your landing page using SEO, PPC, e-mail marketing and social media
- Understand affiliate programs and tools like JVZoo, ClickBank and WSO Pro
- Know how to **build an army of affiliate marketers** who can drastically increase your sales and profits
- • ...and much, much more!

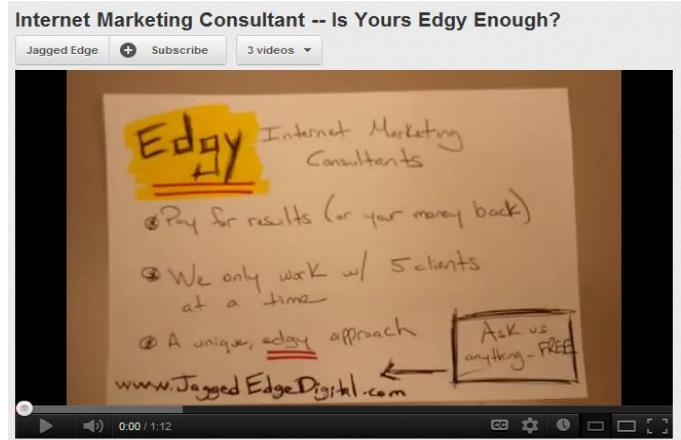
This is the ultimate guide to **How To Launch a Digital Product Business!** You'll discover all the steps, tools and resources to help you become a successful digital marketer!

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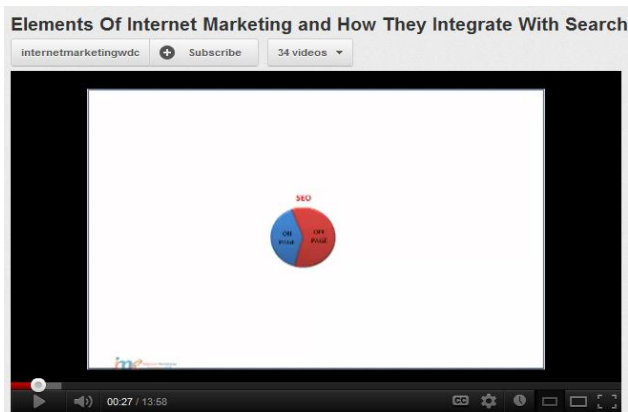
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GETTING STARTED WITH INTERNET MARKETING

By: Lorenzo Harris



Ensuring the best quality of products is the backbone of a long-term profitable online business.

It may seem easier to read and talk about internet marketing but adopting it and master this practice is not that simple. This article intends to produce some guidelines to let the trading go online.

Begin it Right to Finish it Right

The very first checkbox to be ticked is to target a customer base that is ready to avail the comfort of online business, and that is well aware of the same.

The said step can be preceded or followed by a selection of the site which has to be most vulnerable and where tech savvy individuals do thrive.

Every Entity can Go Online

Under this heading, some might love to altercate that how professionals such as barbers, electricians, plumbers, etc. can be available online. So it's not about getting your pipe repaired online or getting hairs cut electronically. Rather, it's all about the physical presence of a professional.

Selling goods online ensures rapid bridging between supply and demand. It eliminates many hectic activities coming between paying for stuff and acquiring them. From vegetables to medicines, households things to attires, needle to gigantic machinery, etc. everything is being sold on virtual platforms.

Being Particular Might Not Prove a Good Idea

This implies here is to be broad and store all kind of stuff and just sell them. Wait, before going any further, design a sophisticated website of your concern. Hiring a professional website developer or designer is always advisable. Enlist all your items with prices and offers, if any; do the best you can do to the aesthetics of the site.

Trust is The Key Here Too

Ensuring the best quality of products is the backbone of a long-term profitable online business. Try to facilitate your consumers with cash on delivery option. Be kind enough to replace items with other ones. Customer satisfaction should be entrepreneur's satisfaction.



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✓ INSTANT ACCESS

SOCIAL MEDIA MARKETING FOR SMALL BUSINESSES: AN INTERVIEW WITH DOUGLAS GELLER

By: Andrew C. Belton

"I THINK SOCIAL MEDIA MARKETING IS EXTREMELY USEFUL FOR SMALL BUSINESSES. IT ALLOWS BUSINESSES TO NOT ONLY TARGET A SPECIFIC AUDIENCE BUT ENGAGE WITH THE AUDIENCE AS WELL."



The following social media marketing industry interview is with Douglas Geller, author of *The Dreamer* and an experienced PR professional who is currently serving as a Social Media Coordinator for The University of Mixed Martial Arts.

Andrew: Do you think that Social Media Marketing is useful for small businesses? Why or why not?

Douglas: I think social media marketing is extremely useful for small businesses. It allows businesses to not only target a specific audience but engage with the audience as well. It also allows for a connection that can't be bought through a TV or magazine advertisement. People can make an emotional connection and will remember when the brand reaches out or reacts on social media. Social media also creates the opportunity for content to go viral which other mediums are not able to offer (though this should never be counted on). There are so many positives in my opinion that the negatives such as bad reviews are outweighed and can be turned into positives.

Bad reviews simply tell you what is wrong and how to fix it, without social media, you can't hear what everyone says about you and offers a chance to make adjustments and be recognized for it.

Andrew: Agreed Douglas, thank you. Have you noticed any noteworthy trends in social media marketing in recent years as it pertains to business and what are they?

Douglas: For me, social media is all about interaction and telling stories. No matter what the medium is (Facebook, Instagram, Twitter etc) it's all about the story and how customers are interacted with. If the story is good and people are treated well, the only thing left to do is learn how to use that particular platform.

Andrew: What is your favorite aspect of digital marketing?

Douglas: My favorite aspect will follow a theme; I love the interaction and storytelling aspects of social media. I love to write and this gives me another platform to do that. Each platform challenges me to tell a story in a different way. I'm a people person; social media allows me to talk with people I might never meet in person and that is truly amazing.

Andrew: Do you have any advice on how small businesses can better leverage social media?

Douglas: Know who your audience is, the stories that appeal to them and how they want to be treated. For the University of MMA, which is an amateur Mixed Martial Arts organization in Los Angeles, the people we are selling tickets to and who are watching the fights are in Los Angeles, go to the gyms the fighters train at, are related to or are friends with the fighters or are MMA fans. So for them, I know my stories have to be about those topics. I make sure to wish fighters who turned pro good luck, I get training photos weeks before their fight and I try and make each fighter feel special so they want their family and friends to see them fight.

Knowing who your audience also means knowing what platform they are on. If they are on Facebook and not Snapchat don't waste your time on Snapchat.

Andrew: What role has social media played in your career?

Douglas: Social media has played a major role in my career. I have been able to work with the University of MMA on their social media and it has helped me with my writing and storytelling. I also do some work on social media accounts for my full time job in public relations and it constantly teaches me to pay attention to the small details and the quality of work needed to make it a success.



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to them and
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A PHENOMENON CALLED INTERNET MARKETING

By: Linda Horton



What additional and different clues a person can have to give when asked something candid about internet marketing as it has become no less than a by-product of living a smarter life. Still, there is much left that deserves to be cherished about it. So here we go.

What is This All About?

Also referred as online marketing, it is about advertising, promoting and selling products on virtual platforms like the website, email or other social media platform.

It is a journey endured to make people read your promotional content- to get them allured-to converting them your customer in the end. And all this has to be done by wireless communication.

Worth Praising Features

The trading world is getting more and more online stricken because of following reasons:

- No stone is left unturned by online business; be it designing or advertising.
- All creative and technical facets of World Wide Web have been explored by it.
- It keeps the customers engaged by regularly placing ads.
- It is probably the most economical path to get in touch with millions of people and trades whatever may be the amount, shape or size.

Various Categories

It has been classified into following types:

E-mail Marketing

This is meant to explore the mail address of targeted clients and promote the product via E-mail.

Search Engine Marketing

When you want to make customer search your product on various search engines, you would have to pay for getting particular item advertised through search engines.

Marketing through Display Advertisement

These are in forms of banners, tags, links that are displayed in blogs or websites. They exist there in such a manner so as to attract the visitors.

Besides above mentioned types, there may be more other kinds of internet marketing. But what matters most is the way this particular sort of practice is influencing the world of business. Thus we can make sure we enjoy it and can afford to go with its flow.

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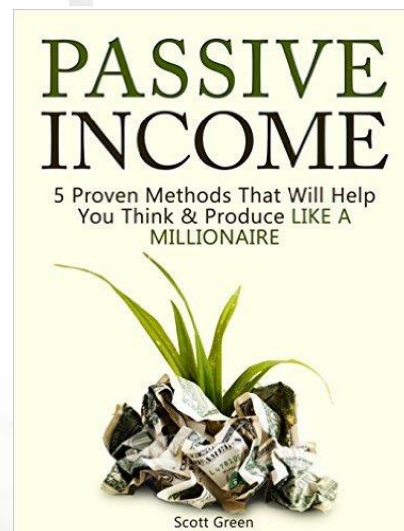
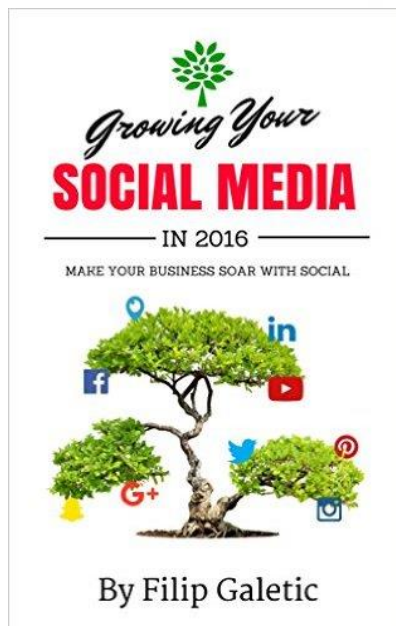
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Quotable:

“

“There was a time when people felt the internet was another world, but now people realise it's a tool that we use in this world.” ~Tim Berners-Lee



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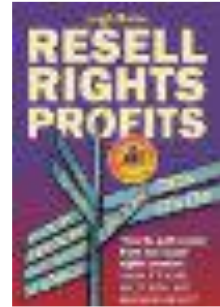
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Resell Rights Profits

Have you ever wondered how those other online marketers pump out product after product week in - week out while you struggle to get your first development project off the ground?

The simple answer is they leverage other people's time and resources to create the products for them! That's right, you may have heard of Resell Rights products - also known as PLR (private label rights), white label products and MRR.



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iPad2

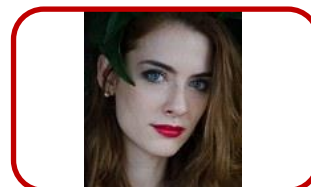
Any iPad description you read will make note of the new slimmer size for the iPad 2, and it's one of the bigger features that Apple are promoting. The differences are very small, though anything that improves portability is useful for a device like this. If you're used to the old iPad, you'll probably notice the changes.



MWM contributors

Laverne Alvarez

Laverne Alvarez is not new in the marketing field, but Internet marketing was a challenge for her the first time. She now manages a team of Internet marketers and they serve clients all over Australia.



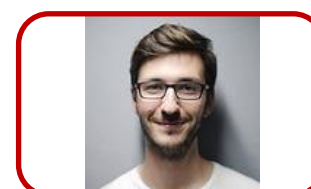
Andrew C. Belton

Andrew C. Belton is the Owner of Symmetrical Media Marketing, a Social Media Marketing Strategist and Writer. He is passionate about helping small businesses to leverage social media in order to build brand credibility, nurture professional relationships, provide value, drive web traffic and increase sales.



Clifton Gonzales

Clifton Gonzales used to focus on web development. He has broadened his skills and is now enjoying different fields, including social media, PPC and content marketing.



Matt Green

Matt Green likes to see himself as an end-to-end marketer, from data to design. His experience in B2B direct, digital and product marketing is supported by a previous life in TV advertising and demographic profiling bringing some consumer colour to his marketing techniques.



MWM contributors

Lorenzo Harris

Lorenzo Harris owns a digital marketing company based in Canada. He started in advertising but when there was a boost in Internet use, he joined the bandwagon.



Linda Horton

Linda Horton has been a social media marketer for over 4 years. She helps clients improve their engagement rate on Facebook, Twitter and other platforms.



Andrea Reese

Andrea Reese is a content marketing expert. She writes for different businesses and she enjoys deciphering Google.





OPTIMIZATION STRATEGIES FOR ONLINE BUSINESS

By: Andrea Reese

If you as a novice entrepreneur dream of ruling the online business world and don't have enough budget, this article comprising of some tactics might assist you to a considerable amount.

Point to Heed As A Beginner

Competition has been proving a popular ghost. It makes you survive, lose, win, despair, enjoy, etc. but most of all it makes you fight the odds.

In the arena of internet marketing, a new marketer has to compete with veteran giants of this field as well as with social network. Therefore, it becomes more and more important to smartly execute the below-given strategies.

Not Whatsapp, Trust LinkedIn

Getting connected with people on what's app is not that bad idea, but the drawback is that what's app can get you small chat groups. On the other hand, LinkedIn is a platform where one can get to know about resources and raw materials necessary for an active online trade.

Promote Yourself on YouTube

There are many aspirants of becoming a protagonist in Bollywood appearing on YouTube. A start-up can also be publicized on similar platforms.

Make videos of products with the relevant script and upload them on YouTube. That's an explosive way of promoting business.

Blog about Your Industry

This is another very handy and easy tool to get into competition. Write blogs briefing on your updates, events, new products, offers, etc. Hiring a professional blogger is a better idea.

Respect the Unnoticed Legends

Well, what this heading is trying to suggest? This hints towards letting some underrated heroes of your region do the advertisement of your company. This would be the real optimization as these people with local fame would charge very less and can endorse your brands with greater acceptability among their admirers.

Apart from abovementioned means, get promoted through digital books in which industry is supposed to give details of latest updates of it so as to boost its promotional programs.







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MARKETING ONLINE & ITS IMPACTS ON PUBLIC RELATIONS

By: Clifton Gonzales

Sparing thoughts about public relation personnel, they are the mainstream bridge between investors and brands. They are supposed to keep in touch with stakeholders/investors through timely advertisements in print or electronic media.



It is true that public relations are being cashed by it on social media or internet marketing. Companies do have diversity in marketing and sales persons. Here is a discussion over how public relations and social media go together.

Equation Stands as an Enigma

Public relations can be analyzed by the risk factor involved in dealing them when it comes to online trade.

A smart trader is supposed to convert public relation into promotional association. However, the PR segment of any organization takes care of business by relational parameters rather than promotional ones.

Role of Social Media

You can see the irritating ads or links given on the side or on homepages of social networking sites such as Instagram, Twitter, LinkedIn, Facebook, etc. which are nothing but the smartest ways to beguile or optimize the public relation to getting them in the range of your hit line.

Sparing thoughts about public relation personnel, they are the mainstream bridge between investors and brands. They are supposed to keep in touch with stakeholders/investors through timely advertisements in print or electronic media.

Why is PR Targeted?

Let's take an example of an engineering institute that is struggling to get the things going its way because of cold flow of engineering aspirants. This is leading to salary-hold of entire working staff. What should be the strategy to rekindle the hope of its surviving?

There would be suggestions coming to go out in the middle of the field, find the intake and if finding it hard to target consumption, look for the ones who are relatives of staff members. Hence, PR department would get into the action and would endeavour to explore all possible activities based on the public relation to keeping the organization alive.

And that's how public relation plays a clinical role in internet marketing too.

TEAM UP WITH RIGHT ONES & DO WELL IN ONLINE BUSINESS

By: Laverne Alvarez

When two minds possessing similar thinking join, the result is always more than just satisfaction. So getting the right blend in working personnel is always worth decreeing. And it's a challenge when an online marketer thinks of progressing with a balanced team to relishing the pleasure of real success.

Veteran vs. Fresher Staff

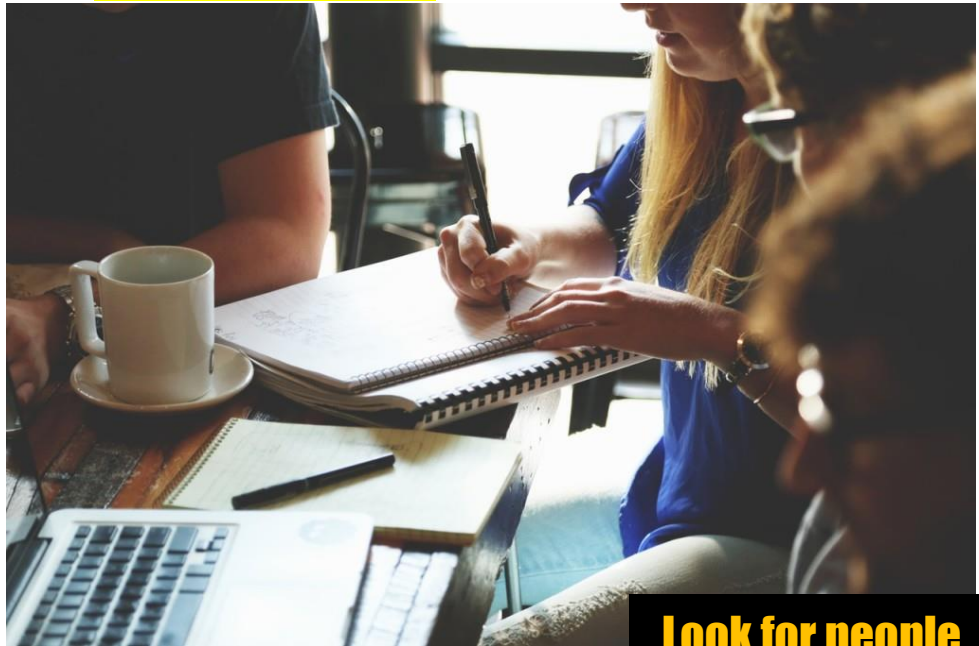
In the debate of hiring fresher staff or experienced ones, both classes are recommendable as per needs of the organizations. Where veteran and experienced individuals can benefit you with their large bank of achievements and records, fresher and young guns could do the wonders in unique ways as they possess energy and exude sensational oozing confidence.

In short, it's not about fresher or veterans; it's about the passion of continuously delivering, it's about letting the depression not overcome individuals, it's about getting into the action with the smarter approach in mind. Yes, it's about ignited minds.

Few tips here are being listed to select right personnel:

Look for Learners

Go seeking those who are ever ready to learn things. No great men have had ever claimed themselves the masters; they would love to be called a learner always. If a staff member seeks to learn in the task he/she is given, he/she can prove more productive as he/she would not fear for consequences.



And there you are mate; just enjoy doing it in right direction, in the right amount, at the right time.

Befriend Good Planners

Keep a pertinent balance between long-term policies and present proceedings of your online trade industry. Look for people who can plot strategies for long term benefits while select some calculated individuals who manage to keep a check on current affairs of the company.

Remember always “to err is human”; so don’t expect a staff with zero flaws. Hire a team that is action oriented, may not be sophisticated but with a will to never give up.

Look for people who can plot strategies for long term benefits while select some calculated individuals who manage to keep a check on current affairs of the company.

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MWM back story

I stress that as an entrepreneur, you need to have a lot of self-awareness, maintain a good mental equilibrium and use a family member or friend as a sounding board.



KARLA STEPHENS-TOLSTOY – CO-FOUNDER & CEO AT TOKII WEARABLE THERAPY

Karla Stephens Tolstoy spent years in the telecom industry, eventually working her way up from the ground floor to become CEO of Vodafone Czech Republic. But she wanted to help others- to bring a voice to those who had none. So, she created Wearable Therapy by Tokii, an advocacy-wear clothing company dedicated to spreading awareness about social issues through fashion.

Karla believes that the key to change in this world is action, and believes that fashion can spark the conversation that inspires change. Her online retail shop sells clothing, accessories, and home décor that feature designs that tackle issues like homelessness, human trafficking, addiction, and mental illness. These are all issues that lie close to Karla's heart, and Wearable Therapy is a way for her to follow her true passion.

Spending most of her own free time volunteering for the St John Ambulance Pet Therapy program and running the not-for-profit Tokii Teens at Risk website (a resource for the parents of teens with addiction problems), Karla is trying to change the world through both action and fashion.

Where did the idea for your business come from?

I've always been inspired by people who work at making the world a better place and influence positive change. I know from my business experiences in the mobile industry that initiating change requires a lot of bravery and relentless perseverance. Change comes from being aware of the status quo and a desire to improve things and to visualize a little about "what if"! Today, with all the social media accessibility there are issues that smack us right between the eyes and it's hard to ignore the more poignant ones. This got me thinking, "How do we present these issues to encourage dialogue in the homes, in the schools and in our neighborhoods?" And so, I created a line of products that visually depict the issues through images and words. What was born was a line of home décor items and apparel that hopefully, through some provocative words and images, helps start the conversation.

What does your typical day look like and how do you make it productive?

I'd be lying if I said that every day was productive! We have 4 dogs and so I get up and I feed them at 6 am. Because we have a senior dog who weighs 240lbs and has medical issues, I race to get him outside before he has an accident in the house! I don't always win that race! So my day usually starts off cleaning up after him. I know, it's crazy, but he's family. I make my coffee and then I get my son up for school and we all fall into our daily routines. Since I have more energy in the morning, I tackle the administrative matters of my business. I'm pretty good at multitasking so in parallel, I usually watch documentaries which while in the background can often be the source of new ideas and issues. I scan at news articles that pertain to our advocacy and my other business initiatives. I have an IOS app that helps people to identify their personality traits. Plus, another online store called Lake Life, that celebrates nature and our lakes and the surrounding environment. Since Wearable Therapy can sometimes get a little bit too dark and gritty for me, I flip back and forth as I attend to the various businesses. I also volunteer with St Johns Ambulance with pet therapy, wherein I visit institutions and schools and truly enjoy these outings. I am also an advisory board member at a university here in Toronto in their entrepreneurship area. So, you can see that I am really passionate about social entrepreneurship and consequently my days are quite varied. And, I usually find time to get out and exercise with the dogs on daily walks as we all need that time to destress!

How do you bring ideas to life?

I'm a very visual person. So, if I have a new idea, I usually introduce it into a Skype chat with colleagues and we discuss it at length. Then, as a next step, I try to visualise what the end product might look like whether it's a new design or maybe a new concept for how we educate and inform people. I rely on PowerPoint and more visual applications a lot. Photographs and documentaries inspire me and I definitely do a lot of brainstorming with the different team members involved in my businesses.

What's one trend that really excites you?

The whole area of social advocacy really excites me. I'm excited to see the millennials are very much aware and care about many of the current issues. There's a lot of good in this world but there are also a lot of things that need to get better. This requires sound stewardship and it's going to require passion and inspiration. And this trend of social entrepreneurship really excites me.



What is one habit of yours that makes you more productive as an entrepreneur?

I'm an obsessive compulsive. I have a lot of tenacity and perseverance and can thus overcome the low points or downers. Obviously as an entrepreneur you experience a lot of highs and lows. There are days when you feel like screaming, "I give up, this is just not working. I suck, I'm like a horrible entrepreneur, and I should just go work for a company instead of doing it all on my own!" Then I pause take a deep breath and recall that I did work successfully for large firms for 15 years and gave that up to venture out on my own. I get grounded once again and refocus on the issue at hand. I can't lie; the lows can be low and there can be many of them but what snaps me out of the rut is when I see viable progress and the positive outcomes!

What was the worst job you ever had and what did you learn from it?

Well I've had lots of unique and interesting jobs. The worst job was probably when I was in high school and answered an advert that said, "Looking for fur modelers." I convinced 3 of my best friends to join me by informing them that "We're going to be modeling furs. We can make up to \$10 an hour, which is unbelievable." My parents dropped off the 4 of us in a shady warehouse area in Toronto. It turned out that we were actually runners to show people fur pelts! So here we were in high heels, make up to the 'nines' having to run with the pelts through this huge warehouse. It was basically "Number 71 wants to see coat rack 52 fetch it!" So, if I was the agent of coat rack 52, I'd have to run to prospect buyer 71 so that they could inspect the furs before they went up for auction. I learned to be more cautious and pragmatic when it came to possibilities & expectations but also that a commitment was a commitment!

If you were to start again, what would you do differently?

My God, that's something that plays over too often in my head! The reality is you can't simply start over again. I've concluded that everything is part of a journey. You have to accept it and move on. I often wonder "Why did I do an app?" Too often we hear about a simple app that met with phenomenal success, but in reality those are in a very small minority. In fact, it's a very challenging process to develop, maintain and market an app. It's a lot more complex than just having the idea and being able to code the idea. The marketing of it to achieve popularity and critical mass is a phenomenal challenge. The app world is like the Wild West, unstructured and inconsistent in how to proceed and how to market it successfully. It's really a complicated industry with more misses than hits! But I guess it led me to initiate 'wearable therapy', which I love. I still love the personality app and we have kept it operational but it's just hard to monetize.

As an entrepreneur, what is the one thing you do over and over and recommend everyone else do?

Some indulge in alcohol. Others smoke weed and take drugs. Since I'm not a big drinker or drug user, my endeavours might seem more mundane! You definitely need to have down time to maintain your sanity and to recharge your batteries. So try to have a nice and healthy vice. In my case it's relaxing with the dogs and exercising. When time permits, we travel to see more of the world and gain new experiences. I also escape into the world of entertainment. I'm a big film and TV viewer. Candidly, that's my big escape. I stress that as an entrepreneur, you need to have a lot of self-awareness, maintain a good mental equilibrium and use a family member or friend as a sounding board. Not all of your great ideas are guaranteed home runs! Since entrepreneurs are by nature quite creative and creativity sometimes can cause mood abnormalities, especially when others do not align with your "progressive thinking" your attention to your mental wellbeing is of paramount importance.

What is one strategy that has helped you grow your business? Please explain how.

I think that getting community involvement in support of your business is really important whether it's organizations or individuals. That's why people receive a free t-shirt if they represent an advocacy or a cause and we ask that they send us a photo of themselves wearing it and a brief explanation of their cause. We have a blog site that features what interesting things that advocacy people are doing, and we also do a lot of interviews and reach-outs into the community. It's important to maintain these activities to grow the awareness within the community and to grow your followers. On Instagram we have real active followers as we are not trying to simply get as many people as we can as followers. The same holds true for Facebook. We try to make sure that we're bringing onboard people that are passionate about the cause(s) as we are, to help become advocates to others.



LET
YOUR STYLE
SPEAK
FOR YOU

The **#StandUp** Collection :
HOPE FOR THE HOMELESS



The #StandUp Collection :
ACTION FOR TEENS @ RISK

What is one failure you had as an entrepreneur, and how did you overcome it?

One failure?

First of all, you have to be willing to deal with 100s of failures and roadblocks. It's hard and sometimes seems futile. I've had a lot of success in my life and so I have to continually remind myself that I have what it takes to persevere and succeed.

I've discovered over the years that my biggest fear is the fear of failure. That's an awful one to have as a monkey on your back! When self-doubt materializes, I need to push it to the back burner. I try to block out the negative thinking if it's mine and negative talk if it's someone else's! It's really easy to get obsessed with your failures. And so, I coach myself with thoughts like "Okay, you know what? we're doing the right thing. We're trying to make the world a better place. And you've just got to keep focused. And yeah, you kind of sucked in these areas. But you need to push through."

I could probably fill pages addressing the failures because that's what I remember. And so, sometimes I have to look at my own LinkedIn profile to remember my successes. I know, that's pretty pathetic, but I do it so I can recall that "Okay, I have done great things. Okay!" The bottom-line is believe in yourself, your initiatives and preserver!

What is one business idea that you're willing to give away to our readers?

Well I would say my big idea is don't do an app unless you can do code and you have lots of money. When Richard Branson was asked how to become a millionaire in the airlines business he said start off as a billionaire! So, I offer a business idea with some trepidation. If it is such a good idea, I might have already tried it! With that caveat, I think a great business right now, involves the whole area of senior citizens. We are an aging population, living longer and staying more fit and agile. How do you develop something that the seniors can use? Many have the money. They have the time. The concept of co-op living, which I kind of like, will likely grow in popularity if done right. They're creating these condos, where you just have a bedroom and like a small, small kitchen. And then there are shared facilities. I love that whole concept and I think, "My God, that would be such a nice way to retire." This is not your government or independently run stogy old-age home, it's a community, and you have independence. As real estate prices climb and people are on fixed income retirement schemes, they can no longer afford real estate in major cities where they want and need to be near hospitals and other facilities. etc.