

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

ONLINE ADS THROUGH CHATS
P.23

Brandon Colon



OCTOBER 2014
INTERVIEW WITH DAVE
CAPECE
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Dave Capece

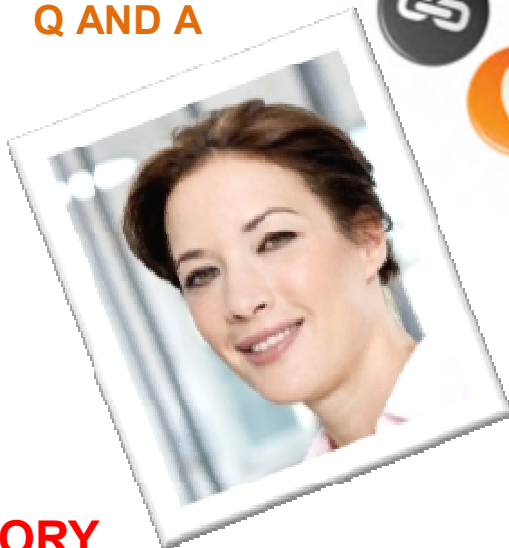


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INTERVIEWS
PRODUCTS
Q AND A

PLUS



Anne Logan



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Anna Rance



HISTORY
OF INTERNET MARKETING P.38

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Costume, Small, 3-5/6



Secret Wishes Superhero
Costume, Small, 3-5/6



Disguise Marvel's Avengers
Iron Man Costume, Small
Halloween Thematic Mask



California Costumes Power
Rangers Adult Costume
Overalls, Medium



Secret Wishes Batman
Kids Costume, Small
Overalls, Small, Medium



Disguise Marvel's Avengers
Hulk Kids Costume
Classic Mask, Adult



Disguise Women's Doctor
Strange Kids Costume
Shocking Green Dress



Disguise Marvel's Avengers
Thor Kids Costume
Classic Mask, Costume



Secret Wishes Batman
Kids Costume, Small
Overalls, Small, Medium



Batman Dark Knight Returns
Kids Costume, Small
Overalls, Small, Medium



Disguise Women's Frozen
Elsa Kids Costume, Small
4-6/7



California Costumes Star
Wars Kids Costume, Small
Overalls, Small, Large



Disguise Disney's Frozen
Elsa Kids Costume, Small
Overalls, Small, Large



Star Wars Darth Vader
Kids Costume, Small
Overalls, Small, Large



Secret Wishes Women's
Snow White Kids Costume, Small
Overalls, Small, Large



California Costumes Teen
Titans Kids Costume, Small
Overalls, Small, Large



Secret Wishes Women's DC
Comics Kids Costume, Small
Overalls, Small, Large



California Costumes Power
Rangers Kids Costume, Small
Overalls, Small, Large



California Costumes Snow
White Kids Costume, Small
Overalls, Small, Large

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MWM editors letter



Welcome to our **OCTOBER 2014 Issue** of this month's "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and personal insights and opportunities for you.***

Advertisements By: Paulette Kelley **Web Banner Advertising** By: Ronald Mcguire **Online Ads through Chats** By: Brandon Colon **Mobile Advertising** By: Ginger Stanley **Display Advertising** By: Leland Gregory **History of Internet Marketing** By: Anne Logan **How Important is Internet Marketing** By: Bobby Perry **Importance of an Attractive Domain Name** By: Stacy Snyder **Search Engines** By: Gustavo Day, **Plus our MWM Success Story** The Journey of a Chocolatier with Oscar Baile - **Ask the Expert:** Interview with Dave Capece – Branding, Digital Marketing and Business Development Expert - **Question & Answers:** Interview with social media expert and entrepreneur Gary Vaynerchuk - **MWM Back Story** - The Entrepreneur: Anna Bance, Girl Meets Dress and much more.

For those readers having some viewing problems with the **Online Version** of "Making Web Money" to make reading **MWM** more convenient there are now **Free available PDF downloads**. I hope you enjoy this month's issue of the magazine, and as always please email me if you have any comments, contributions or feedback.

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

Harry Crowder

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Making Web Money Online Marketing Magazine

Editor Harry Crowder

Advertising See Above

Contributors

Various experts in their fields

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Press Release Software



TOP EMAIL

What is the easiest way to create an iPhone app?

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

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

What is Offline Marketing?

I keep hearing about it, but can't really find out what it is? - Connie.

Offline marketing is the opposite of online marketing. Online marketing is marketing/advertising done over the internet. Offline marketing is the traditional methods of marketing such as television/newspaper/magazine adverts, posters, jingles, etc. -Ed.

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

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

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



Did you know:

The most popular Tumblr is the official updates page for Minecraft.

MWM what's on

MarketingProfs

B2B 2014 Marketing Forum

OCTOBER 8-10 / BOSTON

MARKETING FOR WHAT COMES NEXT

OCT

8-10

Build your Arsenal

Are you armed and ready to meet the marketing challenges of today, tomorrow, and beyond? With technology and the way we live changing rapidly, B2B marketers have so many options and tools that it can be overwhelming. At the 2014 B2B Marketing Forum we will have inspirational speakers presenting on the hottest, smartest topics—giving you the knowledge you need to thrive in 2014, 2015 and beyond. Get ready to bullet-proof your marketing for the future and come out a modern marketing rockstar!

OCT

21

User
Experience
and
Persuasion
Roundtable



The User Experience and Persuasion Roundtable is your chance to share knowledge, experience and best practice on the issues, trends and developments around User Experience and Persuasion.

Attendance is limited to 12 - 16 attendees, with discussion chaired and facilitated by Econsultancy to ensure all participants get the most from the session.

what's on

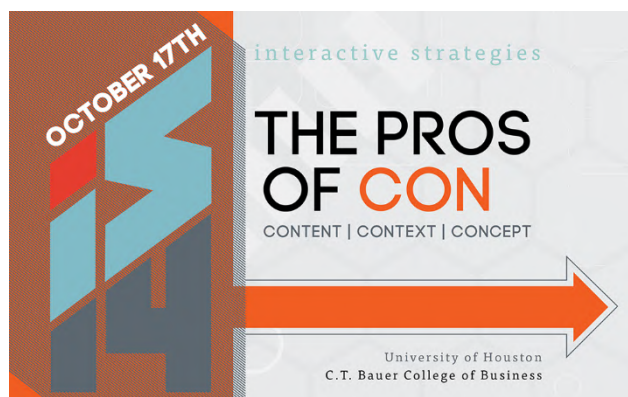


OCT

29-30

Conversion rate optimization is changing. Discover the latest strategies, including:

- 7 Ways to Make CRO a Growth Driver for Your Business
- An Unresponsive Approach to Multi-Device UX
- Writing Content for Every Stage of the Conversion Funnel
- Developing Test Ideas After You've Tested Everything
- Maximizing Conversions Through Cross-Device Retargeting



Houston's dynamic interactive marketing and design community will converge October 17, 2014 on the University of Houston campus for the 7th annual Interactive Strategies. The annual conference is presented each year by the Houston Interactive Marketing Association (HiMA). The educational summit, now in its seventh year, explores current trends and best practices in marketing, design, user experience and strategy in an environment that inspires creativity and learning.

This year's theme—The Pros of Con: Content – Context – Concept—will focus on the growing importance of content marketing, and how to plan and execute a marketing strategy that makes content visible to the right people, at the right time. Interactive Strategies 2014 will be organized into three tracks that align with the different work phases of a content plan: developing your overall content strategy plan, content development and distribution, and the role of user experience and visual design in the content marketing lifecycle.

“

Quotable:

“The Internet is so big, so powerful and pointless that for some people it is a complete substitute for life.”

~Andrew Brown



Drop 3 Dress Sizes in 7 Days?

See this amazing little tip women are using to lose weight fast. [See Tip >>](#)

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5 Veggies that Kill Stomach Fat?

Check out which veggies boost female metabolism and burn stomach fat



1 Tip for a Tiny Belly

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YAHOO PURCHASES LUMINATE TO BOOST AD BUSINESS

Yahoo has recently acquired photo ad company Luminate, which means that soon advertisers might be able to overlay Yahoo ads with mouseover text and shopping links.

In an attempt to bolster falling display ad sales, Yahoo has purchased Luminate, a start-up that focuses on interactive, image-based advertising. The move could mean better targeted display ads for Yahoo advertisers.

Luminate is a content publishing service that allows advertisers to overlay images with mouseover tabs for shopping along annotations from the publisher. The company also makes it easier for customers to share images or parts of images on Facebook and Twitter. According to their website, the service has 180 million users and more than 6 billion image views each month.

Damon Ragusa, chief executive (CEO) of ThinkVine, believes that Yahoo intends to use the acquisition to improve the company's ad offerings. Yahoo's display ad sales have fallen 7 percent from last year as the company struggles to keep up with Google, Facebook, and Twitter.

Ragusa says, "The brands advertising with Yahoo will win" as a result of the purchase because "Luminate drives better performance of display ads."

While the move seems like an advantageous one for Yahoo, it is still somewhat unclear as to what the multinational Internet corporation plans to do with the technology it has acquired. In a blog post announcing the news, Luminate said that it would be immediately pulling the plug on its in-image services. The company's 10,000 publishers have until October 1 to access their accounts until those are shut down as well.

So will Yahoo incorporate Luminate technology into its own ad offerings or will it kill the service indefinitely? We'll have to watch this space to find that one out, it seems.

It also remains to be seen whether or not Yahoo will implement Luminate's innovative payment model, which charges advertisers based on ad performance. "If Yahoo extends the pay-for-performance model," Ragusa says, "then I think the brands win twice."

In a further move, Yahoo has also launched Yahoo Recommends, which allows publishers to offer personalized content recommendations that adjust to site layouts on both PC and mobile. Recommendations are powered through Yahoo Gemini, the site's own mobile search and native ad marketplace. This launch marks the first time the platform has served ads outside of Yahoo's own site.

Yahoo's official blog says that the feature "makes it easier for visitors to discover a publisher's content and integrates an additional native advertising unit onto their site."

HANDS ON WITH THE IPHONE 6 AND THE IPHONE 6 PLUS



Reaching across the device to tap the top corner isn't uncomfortable, despite the extra screen real estate, and the screen resolution is truly impressive. The additional pixel density makes an instantly observable difference, even if it should technically exceed the ability of the human eye to discern, if you buy the rhetoric around the original Retina display tech. Whether it's improved resolution, or better color rendering and display lighting, the effect is one of an image that looks artificial – as if they'd pasted a demo screen photo on top of the showcase devices.

Playing with the new camera reveals the improvements there are also impressive. The iPhone 6 gets all the new features besides optical image stabilization, including slow motion video at 240 FPS, which is two times faster than the iPhone 5s (and so two times slower when played back). The camera's autofocus is fast and effective thanks to the addition of phase detection, and it no longer highlights the point of focus, which it doesn't really need to because of its improvements.

iPhone 6 Plus

The 6 Plus is a device that isn't for the faint of hand: its 5.5-inch diagonal face is definitely something users will have to get used to. The process is made easier thanks to the introduction of a new mode that lets people use all aspects of the OS, including apps and the Home screen, one-handed simply via a double touch (not press) of the Home button, which shifts everything down into thumb range.

The 6 Plus also offers a useful new landscape view in most apps in exchange for the bigger size – you get an inbox while looking at Messages or Mail, for instance, and detailed views in most system software. It's a big advantage for working through stuff quickly, and is comparable to what the iPad offers in many ways.

Apple's optical image stabilization also does appear to make for big improvements in the quality of captured images, though we'll have to do more extensive testing to really suss out how much of a difference there is between this and the image stabilization offered on the iPhone 6.

Overall, with both variants, this is a vastly improved device in most respects, including the responsiveness and speed of the OS in all areas I could test in a short time. The new A8 is clearly carrying its weight, and it'll be exciting to see how these apparent improvements hold up under extended testing. This could be a crucial selling point for some buyers, but it still feels like the price and size are going to make the 6 Plus a rarer device to find in the wild.



Quotable:

"I love the Internet, and I love that you can say whatever you want." ~Joan Rivers

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By: Paulette Kelley

An expanding ad is a rich media frame ad which changes dimensions upon a predefined condition such as a preset quantity of time a user spends on a webpage, the user's click on the advertisement, or the user's mouse movement over the ad. Expanding ads lets advertisers to fit more data into a restricted and definite ad space.

A trick banner is a banner ad in which the ad copy imitates some screen element users commonly encounter, such as an operating system message or a popular application message, to induce and increase ad clicks. Trick banners usually do not mention the advertiser in the ad and thus they are a type of bait and switch. Trick banners usually attract a higher number than average click rate, but tricked users may block the advertiser for deceiving them.

An interstitial ad appears before a user can access the called for content, at times while the user is awaiting for the website or its content to load. Interstitial ads are a type of interruption marketing.

A text ad is a form which displays text based hyperlinks. Text-based ads display a different form of a web page's firsthand content, or they can be embedded by hyperlinking individual words and phrases to the advertiser's websites. Text ads can also be delivered by email marketing and text message marketing. Text-based ads often tend to render faster than graphical ads and can be difficult for ad blocking software to block.

Text-based ads display a different form of a web page's firsthand content, or they can be embedded by hyperlinking individual words and phrases to the advertiser's websites.



MWM success story

THE JOURNEY OF A CHOCOLATIER

By: Yun-Fang Juan



Oscar Baile immigrated to the U.S. from the Philippines in the 1970s, with just \$500 in his pocket. He first went to Chicago, where he received a Masters of Civil Engineering from Illinois Institute of Technology. He worked for Harza Engineering Company (now MWH Global Inc.) for 30 years before leaving to pursue a new passion - chocolate-making. He is now president of Landru Chocolates, which he runs with the help of his wife and son. He spent sometime talking to Fundastic about his journey of becoming a successful chocolatier.

Quotable:

“We're still in the first minutes of the first day of the Internet revolution.”

~Scott Cook

The Start

After receiving my Masters Degree in Civil Engineering in the 70s, I worked for Harza Engineering Company. The job took me to Chile as well as Venezuela and the United States. In 2003, I left my job at Harza and started making chocolates. After a long time of making and perfecting my chocolates, my wife said to me: "you keep practicing, when are you going to start making money?" So I started to develop a business plan. I went back to Venezuela where I knew another former engineer who started a popular chocolate business from which we would buy chocolates. In this shop is where I learned how to start and manage a chocolate business.

How did you fund your business?

I was a stockholder in my engineering company. I mostly used the money I had earned from the stocks I held and put it into Landru Chocolates. We didn't use personal savings. I live within my means, and we are able to survive well.



"After a long time of making and perfecting my chocolates, my wife said to me: "you keep practicing, when are you going to start making money?" So I started to develop a business plan."

Running the business

How did you learn to run a business?

I learned largely through experience. I didn't have experience going into this, but I knew that one thing within my control was expenses. A lot of people in this business open a storefront right away and never think of saving money to operate the business. In a year or two, they will run out of cash even if they're selling product because clients don't pay when you deliver. It takes about a month before they pay you. This causes a problem of cash flow, and many chocolatiers cannot pay off their debt because of it.

Who was your first customer?

My first customer was a bakery in Newark that was on consignment. If there were any chocolates leftover, they would return them. I learned over time that this is not a good proposition; other people do not take proper care of your product, and what they would return could not be re-sold.

The most difficult thing?

The production. You always run the risk of not doing it right, and then the chocolate becomes a waste. Some of these are very difficult to make, and it's sometimes traumatic. Even though I can make these successfully, there are times that it doesn't come out right.



"I've learned that you need to control your resources; if you cannot go to the next goal with the resources you have, maybe you stop or scale down your ambition."

The most surprising thing?

How customers come across your business. There are returning customers that order annually, but every year brings a new, different set of customers that try your product.

The most rewarding part about owning your business?

That the products have proven to be high-quality. The best way to prove that you are among the best is to compete with the best. So we've competed and won awards for our chocolates, confirming their high-quality. When a famous chef in the industry tells you that your chocolates are good or gives you an award, that really means something.

What I've learned

One thing I've learned is that it's not in what you plan, it's in how you execute things. I set goals for myself - if you leap from one goal to the end goal (fame and success), it's overwhelming to endure everything in the middle. So I set goals for myself along the way.

I've learned that you need to control your resources; if you cannot go to the next goal with the resources you have, maybe you stop or scale down your ambition. At some point, you arrive to certain milestone and say: "I've been a success." When we did these competitions and won awards and prizes, that was signaling to me that we have been a success.

I've also learned that the key in any one thing that you want to build is to never give up, but you need to assess whether your goals are reachable. Just being positive isn't enough; being realistic is important. I knew I could make it in this industry because I have seen others do it before me. So when I started as a chocolatier, I saw to it that my goals were reachable. When I was working in engineering, we had projects that would be up to 15 years, so I know the patience it takes to be in an ongoing project (and not give up). I sort of treat this like a project, and as long as my goals are reachable, I will not give up on them.

What entrepreneur do you admire most?

I appreciate many successful people. One example is Steve Jobs. There is a statement that Steve Jobs mentioned, something along the lines of: you don't need to be a genius to go and change the world. I live by this, in my previous job as an engineer and in my business now.

If you could go back in time and give yourself advice as you were getting started, what would that be?

Developing a business from scratch is very hard. From a business standpoint, it makes more sense to buy a company that has started production already. I don't know if the personal satisfaction just like I enjoy will be there, but it will be easier. In the beginning, it seems that paying (for example) \$100,000 is a lot for an existing business, but what you don't realize is that you'll have to spend that much on training anyway. If you buy an existing business, then you can improve on its existing products and scale it up.

But then again, nothing can beat the personal satisfaction of starting your own business.

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MWM ask the expert

INTERVIEW WITH DAVE CAPECE - BRANDING, DIGITAL MARKETING AND BUSINESS DEVELOPMENT



I have been reading the writings of Dave Capece and have been very impressed with how practical his perspective is on social media. Dave is an entrepreneur who aspires to pioneer the world of branding, digital marketing and business development. He authored a piece on social capital that I found very interesting. Dave is a fan of BIG challenges, so he and I connected to discuss the Strengthening Brand America Project. I took the opportunity to get his thinking on the use of social media in economic development. I think you will find Dave's insights helpful as you think through the role of social media in your marketing mix.

"It's important to develop a consistent presence to demonstrate commitment to community development.

Twitter and Facebook can be used to highlight the successes in your community and to build awareness of the events and initiatives underway."



Did you know? The GIF format was invented by Steve Wilke, an engineer at CompuServe in 1987.

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MWM ask the expert

Question: Social media is a hot topic in economic development. It seems every community is experimenting with the media. What are the social media channels you would recommend be considered in a community branding effort?

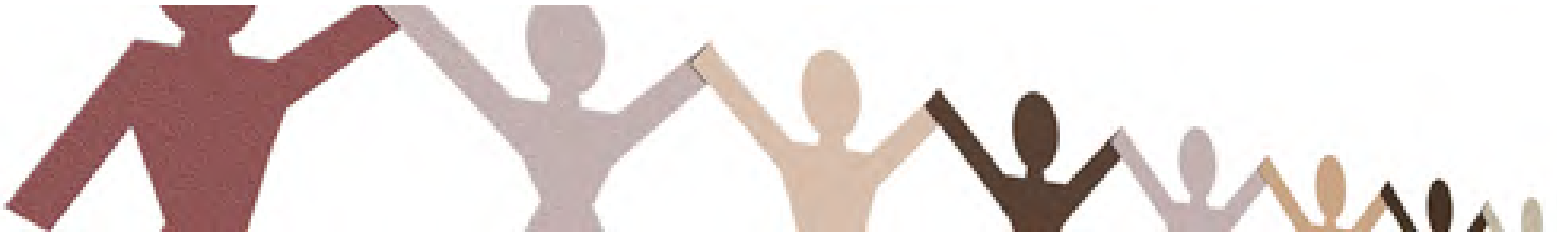
Twitter, Facebook, LinkedIn and others dominate the social media discussion. Few organizations have enough resources to blanket all of social media. It comes down to prioritizing against your goals. If the goal is to attract businesses, then you want to communicate with a business audience and showcase what's great about your community. Executives are going to look for a network of other leaders and will be impressed by local groups and meetups that demonstrate you have a vibrant business community. To share information about local initiatives, you can participate in LinkedIn Q&A, industry forums, and blog commenting. It's important to develop a consistent presence to demonstrate commitment to community development. Twitter and Facebook can be used to highlight the successes in your community and to build awareness of the events and initiatives underway.



"By prioritizing these initiatives, you will show your audience that you are tech savvy, innovative, and passionate. Passion can go a long way."

Question: You wrote a fascinating post entitled "Top 5: Social Media Lessons from PodcampAZ". Thinking back to that program, what are some tips you might offer economic development professionals to consider for reapplication in promoting their community?

The community needs to develop a compelling story about why their location is special. Stories are written by journalists or in the form of blogs. And they come to life in the form of audio and video, which has become much easier to create. Have your community purchase an HD video camera (less than \$200) and post highlights of your meetings as it relates to community development. Likewise, get footage at major events such as opening new stores or new parks. Organize all of this content in a way that is easy to find for your decision maker. By prioritizing these initiatives, you will show your audience that you are tech savvy, innovative, and passionate. Passion can go a long way.



Question: In your blog post "The Impact of the Web on Sustainability", you talk about the potential power of using the web to connect "passionate change agents to actionable initiatives". How could economic development professionals leverage that idea to help catalyze positive change in their communities?

Every day, communities are mobilizing on issues of passion. There is an opportunity for organizations to integrate real-life and web initiatives. Take for example, American Cancer Society's Relay for Life. While the event happens in real-life in the streets, event organization depends in large part on the web. From sign-up to donations to community building and event tracking, the web plays a major role. Online, you have the power of one-to-one communication to help organize and connect people. Economic development professionals can leverage meetups or online communities such as idealist and causecast to build grass roots momentum. PBS reports that local politicians are increasingly using social media to rally the community, and economic development professionals can do the same.

"Online, you have the power of one-to-one communication to help organize and connect people."

Question: How valuable is it to apply the principles of branding to managing America's global image? Does it matter what people think about Brand America?

I believe that brand positioning is more important now than ever before. Why? Because yesterday only a few brand managers and advertisers had control of the brand. Today, influencers, partners, and customers are empowered to have more conversations about your brand than ever before. With more stakeholders, it is easy for the message to get jumbled. Accordingly, the brand platform needs to be aspirational and differentiated, but also very straightforward and simple. Local leaders should develop the brand platform and educate brand ambassadors so that the brand message can be amplified by many. In today's environment, where word-of-mouth rules, all those little conversations add up.

Question: Do you believe Brand America can effectively compete with Brand EU, Brand China and Brand India, or is global brand leadership unrecoverable?

While Brand America seems to have lost its luster, I don't believe that another brand has emerged as dominant today. Brand EU continues as a strong player. Brand China appears to be surging, but they still have challenges to overcome. Brand India is working its way onto the national stage. As of 2010, Brand America is still significant. The key is to transform Brand America for a new generation of leadership. Leadership starts at the top with President Obama, extends to ambassadors in key roles across our nation, and ultimately our 300 million citizens are empowered to play a role. We need to define what makes America special and mobilize our brand to build momentum with our peers across the globe.

“Right Now...I Am Offering You FREE Information On The Top Weight Loss Programs Available That Deliver Proven Results And Success 100% Guaranteed!”

Answers to many of your weight loss questions 24/7 through these amazing diet programs! Learn how to balance your meals even after reaching your goal weight! Keep track of your goals and achievements with these incredible weight loss systems!

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WEB BANNER ADVERTISING

By: Ronald Mcguire

Web banners or banner ads generally are graphical ads displayed within a web page. Numerous banner ads are delivered by a central ad server.

Banner ads can use rich media to incorporate videos, audios, animations, buttons, forms and other interactive elements using Java applets, HTML5, Adobe Flash, and other similar programs.

Frame ads were the first form of web banners. The colloquial usage of "banner ads" very often refers to traditional frame ads. Website publishers usually incorporate frame ads by setting aside a particular space on a web page. The Interactive Advertising Bureau's Ad Unit Guidelines proposes the standardized pixel dimensions for ad units.

A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may although tend to disappear or become less obtrusive after a preset time period.

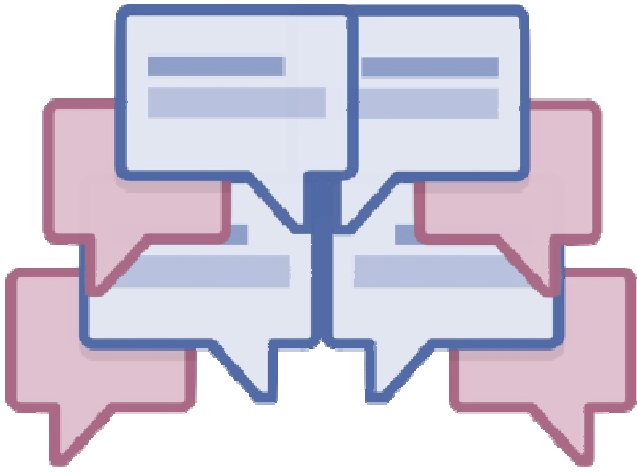
Pop ups/pop under is displayed in a new web browser window that opens above a website visitor's initial browser window. A pop under ad opens up in a new browser window under a website visitor's initial browser window.

A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may although tend to disappear or become less obtrusive after a preset time period.

Although very popular, many users consider this very annoying and distracting and therefore many soft wares are designed to block them as it also wastes bandwidth.

Recent web browsers often include options to disable pop ups and block images from selected websites.





ONLINE ADS

By: Brandon Colon

Email advertising is an ad copy consisting of an entire email or a part of an email message. Email marketing may be spontaneous, in which case the sender may give the beneficiary an option to opt out of future emails or it may be sent with the recipient's prior consent.

As opposed to static messaging, chat advertising relates to real time messages dropped to users on specific websites. This is usually done by the usage of live chat software or tracking applications which are installed within certain websites with the operating personnel behind the site who often drops adverts on the traffic surfing around the sites. In reality this is a subdivision of the email advertising but is different because of its time window.

Online classified advertising is the advertising which is posted online in a categorical listing of specific products or services. Examples include are that of online job boards, automotive listings, online yellow pages, online real estate listings and online auction-based listings. Craigslist and eBay are two salient providers of online classified listings.

Adware is software that when once installed, it automatically displays advertisements on a user's computer. The ads may show up in the software itself, integrated into web pages which are visited by the user, or in pop ups or pop under. Adware installed without the user's permission is a type of malware.

Affiliate marketing sometimes called lead generation takes place when advertisers organize third parties to generate future customers for them. Third party organizations affiliates receive payment based on sales generated through their promotion.

In this way, messengers and emails have become a prime spot for advertisers to pounce on!

**** DID YOU MISS THIS ?**

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You've heard it said that the 'money is in the list', yet your experience to date suggests otherwise. How come some Email Marketers can make upwards of 4 / 5 figures per promotion, yet you're struggling to get people to even open your emails? Well I'm here today to spill the beans on some of the greatest secrets behind list marketing success.



"Now You Too Can Build BIG Responsive Lists, Outsmart GMAIL Tabs, & Turn Every List Subscriber Into A Cash Pumping Machine Virtually Overnight"

This **PROVEN 20K+** per month system will build you a list of thousands of hyper responsive subscribers in less than 30 days... and have you making money from multiple income streams... from **DAY ONE!**

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- Compatible with with iPad, iPhone, iPod touch, Android devices, and more

Adesso Tru-Form 150 3-Color Illuminated Ergonomic Keyboard



The Adesso Tru-Form 150 3-Color Illuminated Ergonomic Keyboard can be better known as the AKB-150EB (far less of a mouthful, don't you think so?), where it was specially designed for comfort, extended use, and efficiency as it merges two unique qualities – namely an ergonomic design which prevents hand strain after multiple hours of use, and 3-color illuminated keys that have double large letters in order to deliver clarity and reduce eye strain at night.

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You want it

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

TURTLE BEACH EAR FORCE Z60 - SOUNDS JUST RIGHT

I like an immersive gaming experience, but most surround sound systems seem to place the sound about eight feet in front of the listener, which I guess, works for most TV shows and movies, but with my favorite first person shooter games the sound is supposed to be coming from my character, footsteps, breathing, and the all important, spent shells hitting the ground...

Well, the folks over at Turtle Beach thought of everything. Check out their new Ear Force Z60 headphones, designed to make your movies, music and games sound spectacular through your headphones.. Utilizing special presets, you can configure the perfect delivery of your sound experience based on just what it is you're listening to.



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

VERIZON IPHONE 6 AND IPHONE 6 PLUS GETS VOLTE



Not too long ago, Verizon kicked off its Voice over LTE (VoLTE) service with a limited number of handsets, enabling the Advance Calling feature which also made its way to the LG G2.

The list of devices also includes the iPhone 6 and 6 Plus, giving users the ability to simultaneously use voice and data over LTE. This should definitely give the new a feature a boost.

Users in possession of an iPhone 6 or the 6 Plus can make use of the Advanced Calling 1.0 HD Voice and video calling feature on their devices. All they have to do is pay Verizon's website a visit, login with their account and enable Advance calling which is free of cost.

Users also have to make sure Voice and Data are enabled from the iPhone settings. Simply head over to Settings > Cellular > Enable LTE, and tap on Voice & Data. This will allow you to simultaneously browse the web and use mobile data while being on a call.

Other devices which can make use of this feature on Verizon includes the LG G2, as well as the Samsung Galaxy S5. Verizon is also expected to enable WiFi calling in the near future, allowing users to make and receive calls; access high-speed data; and send and receive messages over a wireless internet connection.

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



The world record for fastest texter is held by a Brazilian teenager.

MOBILE ADVERTISING

By: Ginger Stanley

Social media marketing is commercial promotion which is held through social media sites. Many companies try to promote their products and services by posting regular updates and providing special offers and discounts through their social media pages.

Mobile advertising is an ad copy that is spread across wireless mobile devices such as smartphones or tablet computers. Mobile advertising may very soon take the form of static and rich media display ads, SMS or MMS ads, advertising within mobile websites, mobile search ads and ads within mobile applications and games such as interstitial ads and application sponsorships. Industry groups like the Mobile Marketing Association have made an attempt to standardize mobile ad unit terms, which is very similar to the IAB's efforts for general online advertising.

Mobile advertising may very soon take the form of static and rich media display ads, SMS or MMS ads, advertising within mobile websites, mobile search ads and ads within mobile applications and games such as interstitial ads and application sponsorships.

Mobile advertising is growing rapidly at a very high rate for several reasons. There are more mobile devices in the field than ever, connectivity speeds have improved considerably (which, among other things, allows for richer media ads to be served quickly), screen resolutions have also gotten advanced, mobile publishers are soon becoming more and more sophisticated about integrating ads, and consumers are using mobile phones more extensively than it was ever before.

The Interactive Advertising Bureau predicts continued its growth in mobile advertising with the adoption of location based targeting and other technological features that are not available or relevant on personal computers. In July 2014 Facebook reported that advertising revenue for the June 2014 quarter of \$2.68 billion, an increase of 67 per cent over the second quarter of 2013. Of which, mobile advertising revenue accounted for around 62 per cent i.e. an increase of 41 per cent as compared to the previous year.



***I Have Put Together A Series Of Amazing Newsletters
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Immediate and Instant Access To Just By Signing Up...
What Could Be Easier?***

Find out the **pro's** and **con's** to using *natural home remedies* versus *prescription medications*!

Learn what the most popular and most commonly used home remedies are!

Take a peek at the **top home remedies** used for *allergies*!

Discover what home remedies you can use for curing even the simplest ailments such as *diaper rash*, *migraines*, and *stomach aches*!

Old Arthur kicking in on you? Find out simple home remedies that will have you *up and going* in no time at all!

Tired of unwanted, irritating pimples... I've got the **4-1-1** on what you can use to clear your flare ups with the *snap of a finger*!

And thats not all, there is much,much more that I will be covering...

***What Are You Waiting
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***Be One Of The First To Get Your Hands On These
FREE Natural Home Remedies Newsletter Series!***

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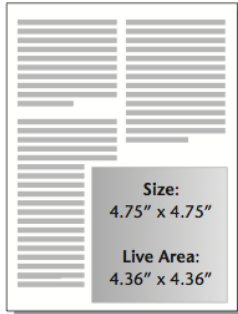
advertise in MWM

Full page, Half page, 1/3 page, 2/3 page, 1/4 page, 2 page spread

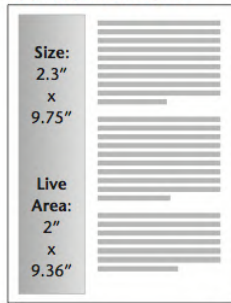
Please contact us at <http://makingwebmoney.com> to book your advertising slot,
We will match your ad size buy x 2 with Article Space about your product.

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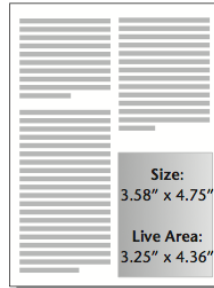
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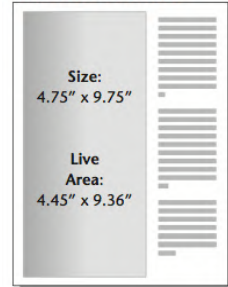
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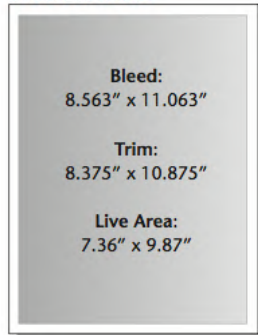
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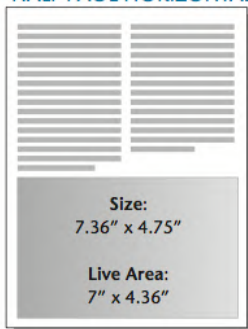
2/3 PAGE VERTICAL



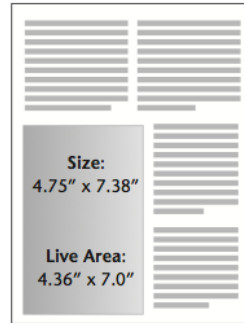
FULL PAGE AD



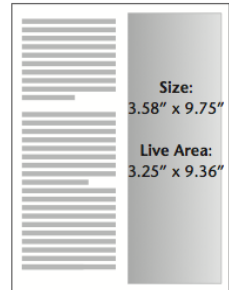
HALF PAGE HORIZONTAL



1/2 PAGE ISLAND



HALF PAGE VERTICAL



*Your ad will remain in the FREE digital back issue available from our website for perpetuity



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MWM tools

> Books, Courses, Software, Tools and other Resources to help you succeed online.

[Affiliate Marketing Business: 100% Proven Strategies For Beginners To Make Real Money Online With A Blog, Pinterest & Amazon!](#) By: Nick Logan



Ready To Earn Your First Bucks Online?

Affiliate marketing is a lucrative business. You've heard the stories about how people earn insanely high profits when they promote products online and getting sweet commissions for each and every sale.

But can you make that kind of money? The answer is, Yes, you can earn insanely high profits, too!

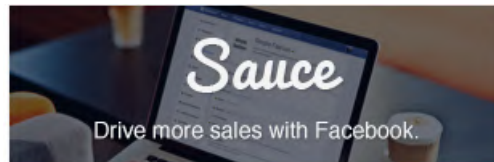
You don't believe it? This little book will convince you! You will get insights into the affiliate marketing business and you'll know it better than anyone. In fact, you'll be ready to start making money the minute you finish the book.



- ✓ Add a "contact us" webpage and popup contact widget to your store
- ✓ Customizable contact form fields (name, e-mail, phone, etc.)
- ✓ Intelligent contact form tells you where your visitor is located and what pages were viewed before contacting you

Install this app and you'll instantly have a "contact us" page and popup form for your shop. Easily get messages from visitors and customers without editing your theme or signing up with a paid service.

- Free "contact us" page for your shop which you can link to from any of your menus
- Free "contact us" optional button in the bottom right corner of each page of your site that pops up an in-page contact form
- Customize what fields you want on your contact form (name, e-mail, phone, etc.)
- Receive contact form submissions at your existing mailbox, no need to log in to a website to check messages
- Smart contact form tells you the submitter's location (city, state, country), their IP address, how they found your site and a list of pages they viewed before contacting you
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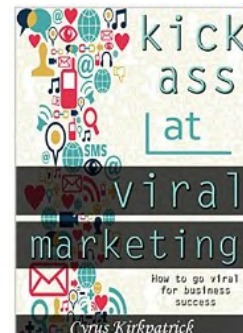
- ✓ Drive more sales with Facebook!
- ✓ Attract new customers to your store through word-of-mouth referrals.
- ✓ More sharing, more conversations about your products, higher conversion rates.

Sauce is more than just an app. We don't just provide one quick solution - we provide a suite of social apps to connect your store more closely with Facebook.

And you don't have to worry about the technical details - we take care of all that behind the scenes.

Why Sauce?

We truly believe that online shopping should be fun and social. We're passionate about reducing checkout friction, improving shopping experience, and driving new customers to your store. And we're always trying out new apps to see what works!



[Kick Ass at Viral Marketing: How to Go Viral for Business Success](#) (Cyrus Kirkpatrick Lifestyle Design Book 6)

By: Cyrus Kirkpatrick

Kick Ass at Viral Marketing: How to Go Viral for Business Success

Available now on your web browser. A Kindle is not required to read it. Enjoy the temporary low price.

Viral marketing is the new frontier for marketing in general. Constantly, the internet's most productive users are several steps ahead of businesses in terms of what's popular. How do you navigate this jungle and use it to your advantage?

In truth, there are many techniques for how to go viral. From drawing huge crowds on sites like Imgur, to uploading the perfect YouTube video. In this booklet, we explore the 10 (+1) proven viral dynamics that can be implemented as part of any marketing campaign to create a persuasive psychological boost.

Did you know:

The first registered domain was
symbolics.com.



MWM some useful links

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- ✓ <http://www.yourfreemembershipsite.com/>
- ✓ <http://www.todaysinternetmarketingforum.com/>
- ✓ <http://makingwebmoney.com/>
- ✓ <http://www.looseapound-aday.com/>
- ✓ <http://www.regeditcleaners.com/>
- ✓ <http://bigbookofhomeremedies1.com>
- ✓ <http://theinternetmarketinghelpblog.com/>
- ✓ <http://tuesdaytipster.com/>
- ✓ <http://harrycrowder.com/>

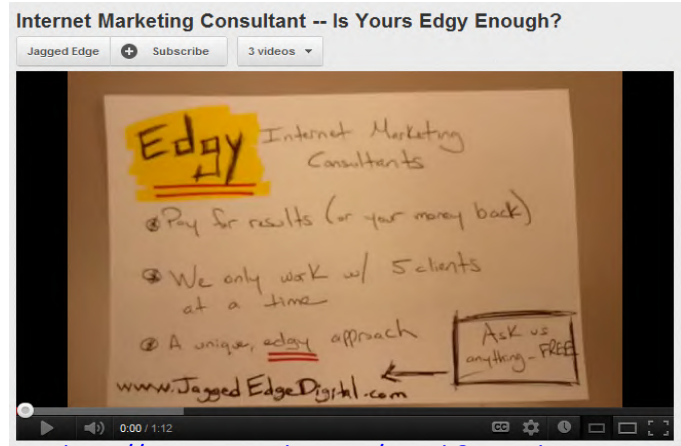
Has your WordPress BLOG Has Been HACKED?
You Need WP Security Plugins Security Suite...
I just got it myself <http://bit.ly/WPSecureSuite>

MWM videos

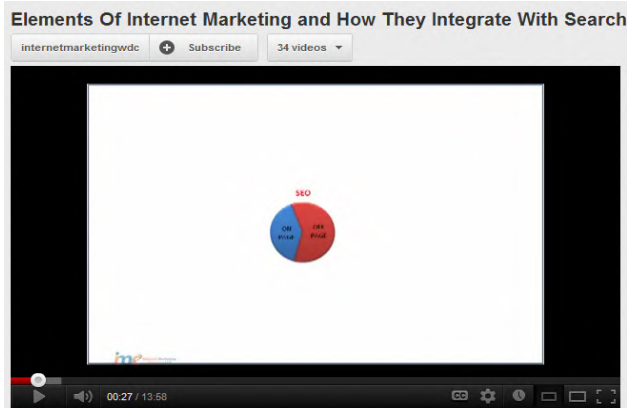
<http://makingwebmoney.com/videos>



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<http://www.youtube.com/watch?v=rzEuURaTiZU>



<http://www.youtube.com/watch?v=h5GQm55ccTk&feature=related>



<http://www.youtube.com/watch?v=0CaUclwPsH8>



<http://www.youtube.com/watch?v=EYN1BjtZ6nc>

DISPLAY ADVERTISING

By: Leland Gregory



Behavioral targeting, retargeting, and contextual advertising all are designed in such a way to increase an advertiser's return on his investment, or ROI, over untargeted ads.

Display advertising portrays its advertising message visually using texts, logos, videos, photographs and other graphics. Display advertisers frequently aim users with particular traits to increase the ads' effect. Online advertisers, usually through their ad servers often use cookies, which serve as unique identifiers of certain computers, to decide which ads to serve to a particular consumer. Cookies can also track whether a user left a page without purchasing anything, so the advertiser can later retarget the user with other ads from the site the user visited.

As advertisers gather data across multiple external websites about a user's online activity, they can create a very detailed picture of the user's interests to deliver targeted advertising. Such form of aggregation of data is termed as behavioral targeting. Advertisers also target their audience by using semantic and contextual advertising to deliver display ads which are related to the content of the web page where the ads appear.

Behavioral targeting, retargeting, and contextual advertising all are designed in such a way to increase an advertiser's return on his investment, or ROI, over untargeted ads.

Advertisers may also deliver ads based on a user's suspected geography through geo targeting.. The geographic information from an IP can be refined with other proxies and information to narrow down the range of possible locations. For example, with mobile devices, advertisers can use a phone's GPS receiver and the location of nearby mobile towers. Cookies and other data on a user's machine may provide help narrowing a user's location further.



Azon Mobile Pro

Create optimized mobile versions of your site in a few minutes

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

If you answered yes then that is not surprisingly as it becomes almost normal to use the store as just a way to have a look at the product but then buy it online. 90% of the [smartphone](#) users use their phone also for shopping activities and it is estimated that the purchases thru mobile devices will rise to \$62 billion over the next three years.

Your Reward From Me For Taking Action Today Is ...

"A Complete Amazon Affiliate Plugin Package"

Packed With Everything You Could Possibly Need To Build A Successful And Profitable Amazon Affiliate Niche Empire....Starting Today!

- WP Price Checker Plugin
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- Top Sellers Uncovered ...

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

- Amazon Walmart Target Macys Sears Overstock JC Penny HSN.com BestBuy.com

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

- Google Suggest Ebay Pulse Shopping.com Shop.com PriceGrabber.com

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

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

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

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

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

[Learn More Here](#)

MWM Q&A

INTERVIEW WITH SOCIAL MEDIA EXPERT AND ENTREPRENEUR **GARY VAYNERCHUK**



Gary Vaynerchuk has been an entrepreneur his entire life. He started his first business at the age of 12 selling baseball cards at a local mall. Later, Gary took over the family business and grew it from a \$3 million liquor store to a \$45 million wine empire. He did this by recognizing the value of eCommerce and building a powerful online presence through channels like social media and Wine Library TV.

However, Gary's passion doesn't just revolve around wine. A few years ago, he and his brother founded VaynerMedia where they've helped major brands like PepsiCo and the New York Jets develop their digital marketing and social media strategies.

Gary has shared the entrepreneurial knowledge he's gained over the years through three best selling books: *Crush It!*, *The Thank You Economy* and the recently released *Jab, Jab, Jab, Right Hook*. He's also gained a massive following on Twitter crossing the 1 million follower mark a few months ago.

"If you're an expert on social media and you didn't sell a ton of copies of your book, then you're clearly not one, because you didn't understand how to use social to drive sales of your book."

In a testament to the hustle Gary puts into his web presence, he somehow found time between running two businesses and promoting his new book to answer a few questions for us and share some of his knowledge with you.

Let's start out with something fun. We're based in Thailand and our co-founders love wine. Do you ever see Asian wines gaining acceptance on the world stage?

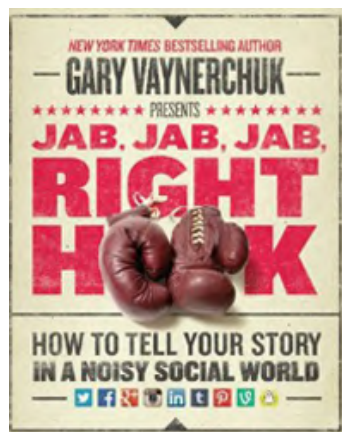
Gary Vaynerchuk: Yes! But I think it's going to be a 20-30 year process. There is still a long way to go.

A lot of small business owners don't have time for social media or think that social media isn't important enough for their time. How do you address these criticisms and what's the best way to develop a social media strategy that can be both actionable and provide a return?

I don't really address them directly, but I let my own actions speak for themselves. The way I handle it is by executing and providing my own results on social, and then from a top-line perspective, I'm writing books and giving talks. I've got no interest in convincing anybody on a 1-to-1 basis. I'd rather do what I did with e-commerce, which is let history play out.

As far as part two, I think it really comes down to reverse engineering what the business goals are. I mean you've got this enormous amount of money, time, and energy spent on marketing and equity-building in traditional channels like PR and advertising, and all of that can look just like social. So whatever is being quantified as to why you're doing PR, or why you're doing commercials, is the exact same game you can play against social. Or if you want to be more targeted, you're welcome to go ahead and create calls to action in your social media channels, which is why I wrote Jab, Jab, Jab, Right Hook: Give value, and then ask for a conversion in

"Any company, whether you're big or small, can look at the data and turn it into something actionable. If you actually learn something from your data and then turn that into a campaign or something actionable, you're then able to leverage it."



Over the past year, we've seen some big improvements with social analytics. How can small businesses leverage this data to improve their overall marketing?

Any company, whether you're big or small, can look at the data and turn it into something actionable. If you actually learn something from your data and then turn that into a campaign or something actionable, you're then able to leverage it. It's about allocating the time to actually consume the data, and then being smart enough to process it.

Which social platform do you think is the most under-rated and under-used by businesses?

I would honestly say Twitter. I still think people don't know how to use it. The search capabilities are incredible and the fact that any company can jump into any conversation and it's viewed as a good thing is absolutely incredible.

There are so many experts (or at least those claiming to be experts) active on social media. How do you build an authentic voice and add value when there is so much noise out there?

By creating results. At some level, the lowest common denominator will always bring down a sector to some degree, and all the fluffy mavens/gurus/ninjas have clearly hurt this industry to some degree. I think the best way to succeed is to actually drive results. If you're an expert on social media and you didn't sell a ton of copies of your book, then you're clearly not one, because you didn't understand how to use social to drive sales of your book.

Do you see any major changes to the social landscape for small businesses in the future?

I think LinkedIn is on the verge of making some changes that will really matter. There will be a scenario where a lot of smaller B2B companies will be able to create more results because of it.

Awesome! Thank you so much, Gary!

MWM useful links

Make a point of checking them ALL out!

- Brand Name Tennis Equipment
- The Latest Golf Equipment
- [Lawn Mowers In ALL SIZes](#)
- Caring for Your Yard and Garden
- Special Lawn Care Products
- Spring Cleaning Supplies and Tips
- Get Fit and Keep Yourself in Shape
- Ways You Can Really Loose Weight
- [Ways to Help You Stop Smoking](#)
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Learn the WEIRD trick that allowed this single Mother to climb out of debt and make over \$700 per week helping businesses with their Facebook and Twitter accounts!

Hi, I'm Annie Jones. This is my story...

Like most single parents around the world my mornings are pretty busy with the mad dash to get the kids out of bed, washed, dressed and fed in time to leave for school.

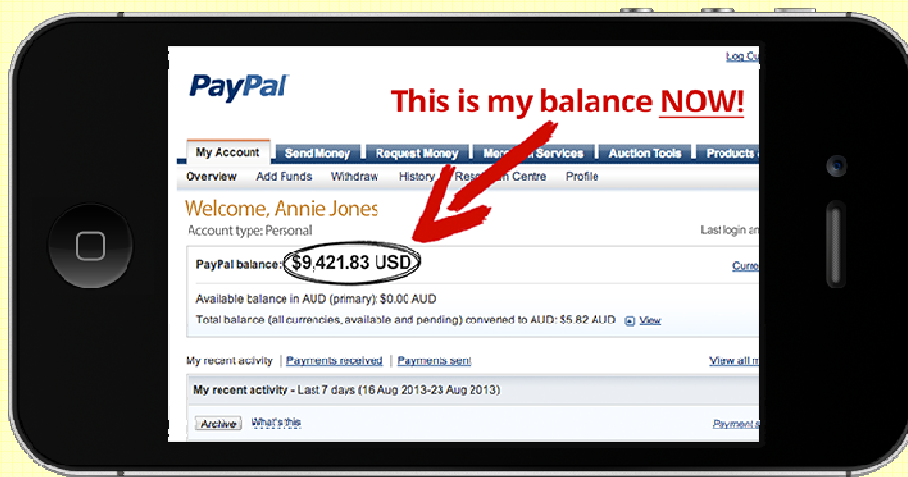
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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

Nowadays work for me involves logging on to Facebook, Twitter and YouTube, reading and replying to some comments and scheduling some posts for the day. The businesses that I do this for don't have the time to do this work themselves and it's not enough work to hire someone full time, so they pay me to do the work for them part time from home.

The best part is that ANYONE who knows how to use Facebook, Twitter and YouTube can do this 'work', and there are millions of businesses around the world hiring for these positions RIGHT NOW!

I sometimes find it hard to believe how great my life is now because it wasn't always this good...

Now I am the one earning hundreds of dollars each week just for playing around on Facebook and Twitter!



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HISTORY OF INTERNET MARKETING



By: Anne Logan

In early days of the Internet, advertising online was prohibited. The predecessor networks to the Internet, ARPANET and NSFNet, had "acceptable use policies" that banned network "use for commercial activities by for-profit institutions". The NSFNet began phasing out its commercial use ban in the year 1991.

The first widely example of online advertising was conducted via electronic mail. On 3 May 1978, a marketer from DEC, G. Thuerk, sent an email to most of the ARPANET's American west coast users, Advertising an open house for a new model of a DEC computer. Despite the acceptable use policies, electronic mail marketing drastically expanded and therefore eventually became known as "spam."

The first known non-commercial spam message was sent on 18 January 1994 by an Andrews University system administrator, by cross-posting a religious message to all USENET newsgroups. Recently, spam has evolved into a more industrial operation, where spammers use tons of virus-infected computers to send spam remotely.

Online banner advertising began in the 1990s as page owners sought additional revenue streams to support their content. The first clickable web ad was sold by Global Network Navigator in 1993 to a Silicon Valley law firm. Later web banner advertising became mainstream; HotWired, the online component of Wired Magazine, sold banner ads to companies. The first on HotWired had a 44% click-through rate, and instead of directing clickers to, the ad linked to an online tour of seven of the world's most acclaimed art museums.

GoTo.com created the first search advertising keyword auction in 1998. Google launched its "AdWords" search advertising program in 2000 and introduced quality-based ranking allocation in 2002, that sorts search advertisements by a combination of bid price and searchers' likeliness to click on the ads.

More recently, companies have sought to merge their advertising messages into editorial content or valuable services which includes examples of Red Bull's Red Bull Media House streaming Felix Baumgartner's jump from space online.

The first known non-commercial spam message was sent on 18 January 1994 by an Andrews University system administrator, by cross-posting a religious message to all USENET newsgroups.

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Quotable:

“

“The internet could be a very positive step towards education, organisation and participation in a meaningful society.”

~Noam Chomsky

*Halloween is coming ...
some of my sites where
you can get costumes
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BOO



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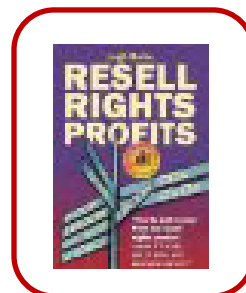
[Costumes for Any Event](#)

MWM featured products

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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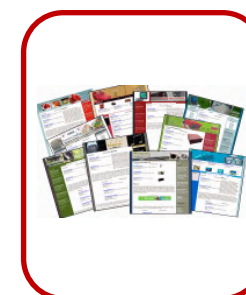
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iPad2

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

Brandon Colon

Brandon Colon is a successful businessman. He travels around the world to teach other people how to effectively run their businesses with the use of Internet marketing.



Gustavo Day

Gustavo Day has been in the business industry for more than 12 years. At present, he provides business trainings and management consulting services.



Leland Gregory

Leland Gregory is an Internet marketer with over 8 years of experience. He specializes in social media marketing, SEO and content marketing.



Yun-Fang Juan

Mother, Entrepreneur, Internet Technologist. Angel Investor. Passionate about Entrepreneurship. Time at Facebook and Yahoo. Currently co-founder and CEO of Fundastic to Bring Transparency to Small Business Financing.



Paulette Kelley

Paulette Kelley is a social media strategist. She keeps up-to-date with online trends, making sure that her clients are ahead of the curve,



MWM contributors

Anne Logan

Anne Logan is a trainer and she helps clients improve their quality of life by teaching them how to make money online. She also enjoys writing on her blog and sharing her expertise with others.



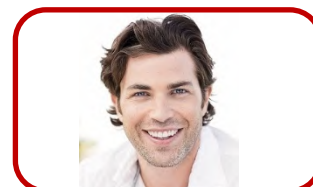
Ronald Mcguire

Ronald Mcguire is a digital marketing expert. He trains aspiring Internet marketers around the world and provides clients with amazing results.



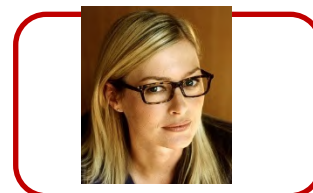
Bobby Perry

Bobby Perry is an expert in search engine optimization. He analyzes keywords and algorithms, and he provides realistic results.



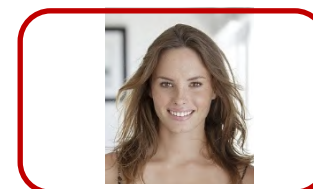
Stacy Snyder

Stacy Snyder is an SEO writer. She writes for her blog, as well as other platforms. She has been in the industry for more than 5 years and she offers services to various business.



Ginger Stanley

Ginger Stanley is an Internet marketing expert. She specializes in advertising, social media marketing and search engine marketing. She also offers web development services.



HOW IMPORTANT IS INTERNET *MARKETING*

By: Bobby Perry

There's no more stopping the Internet. You cannot deny that it has become a vital part of countless people's lives and many are foregoing other traditional media for the internet. More and more people acquire information and other requirements online so it makes sense for businesses to use the internet as a primary marketing tool. The internet can be termed as one of the most efficient and cheapest ways to promote your company and its products.

Print advertising is one of the most expensive and effective advertising media available to businesses. Print media includes magazines, phone books, newspapers and journals. Because of the rising costs of print media production, print advertising fees can be extremely expensive. TV and radio advertising reach a wider audience but just like print advertising broadcast media advertising fees are very expensive.

With the Internet, promoting a business can be done for even a tiny budget. Besides from cost efficiency, one preference of online advertising is that there are many innovative and efficient ways to advertise online. The Internet is much more elastic tool than print or even broadcast media.



Aside from static and unmovable ads, you can create active ads with sounds, motions, etc. You can have links and create interactive advertising features. There are many creative ways to bring forward your products online and they are often much more affordable than creating advertising for TV.

There are also a number of cost-efficient ways to advertise online. One method is to sign up for a click per cost scheme which means you only pay for every valid click to your ad or your link. With this theory, you don't have to pay for the ad placement unless someone actually finds an interest on your ad and clicks on it.

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[!\[\]\(9b4000408f3699de3a705e848e6ae947_img.jpg\) **click here**](#)

IMPORTANCE OF AN ATTRACTIVE DOMAIN NAME



By: Stacy Snyder

The domain you choose for your web site can have a major effect in a way that humans and search engine spiders recognize it. Domain names were once very expensive that only those wanting to safeguard a brand or those who could afford them purchased them, although now they are commonplace and if you know where to look upon, you could pick up a domain name for free!

Now that domains are much easier to obtain, it is difficult to imagine any site that does not have it's own domain name considered very seriously. Without an attractive domain name, a company is very inclined to be passed off as an incompetent or seen to want to cut arrivers to save money. If you have a business site and you still haven't got a domain name for your website, then you might surely want to think about getting one.

***Competition
for domain
names is
higher than
ever since
the average
price of a
domain fell
and so there
is a chance
that your
ideal domain
name has
been taken
by someone
else or even
your
competitor.***

If you purchase your domain with the motive that it will become the brand that you want to promote, then it is worth taking into consideration the fundamentals of the domain. Keywords can play a significant part in your brand, especially if it is specific to your business, as they will help to make your domain name memorable while enhancing your search engine rankings!

Competition for domain names is higher than ever since the average price of a domain fell and so there is a chance that your ideal domain name has been taken by someone else or even your competitor. The longer you wait before purchasing your domain, the more difficult it gets to make the changes later on.

Luckily most paid web hosting companies will need you to either use a registered domain name with the account or to register one through them; which will help to minimize these sorts of problems in the future.

SEARCH ENGINES

By: Gustavo Day

A web search engine is a software system that is constructed to look for information on the World Wide Web. The search results are usually presented in a line of results often referred to as search engine results pages. The information may be a mix of web pages, images, and other similar types of files. Some search engines may also mine data available in databases and open directories. Unlike some web directories, which are maintained only by human editors, search engines are maintained in real-time information by running an algorithm on a web crawler.

Search Engine Marketing, or SEM, is constructed and planned to increase a website's visibility in search engine results pages. Search engines produce sponsored results and organic (non-sponsored) results which are based on a web searcher's query. Search engines often tend to employ visual cues to differentiate between sponsored results from organic results. Search engine marketing mostly includes all of an advertiser's actions to make a website's listing more striking for topical keywords.

Search Engine Optimization, or SEO, aims to improve a website's organic search rankings by increasing the website content's relevance to search terms. Search engines frequently update their algorithms to penalize poor quality sites that try to cheat their rankings, making optimization a moving target for advertisers. Many vendors offer SEO services.

Search Engine Optimization, or SEO, aims to improve a website's organic search rankings by increasing the website content's relevance to search terms.





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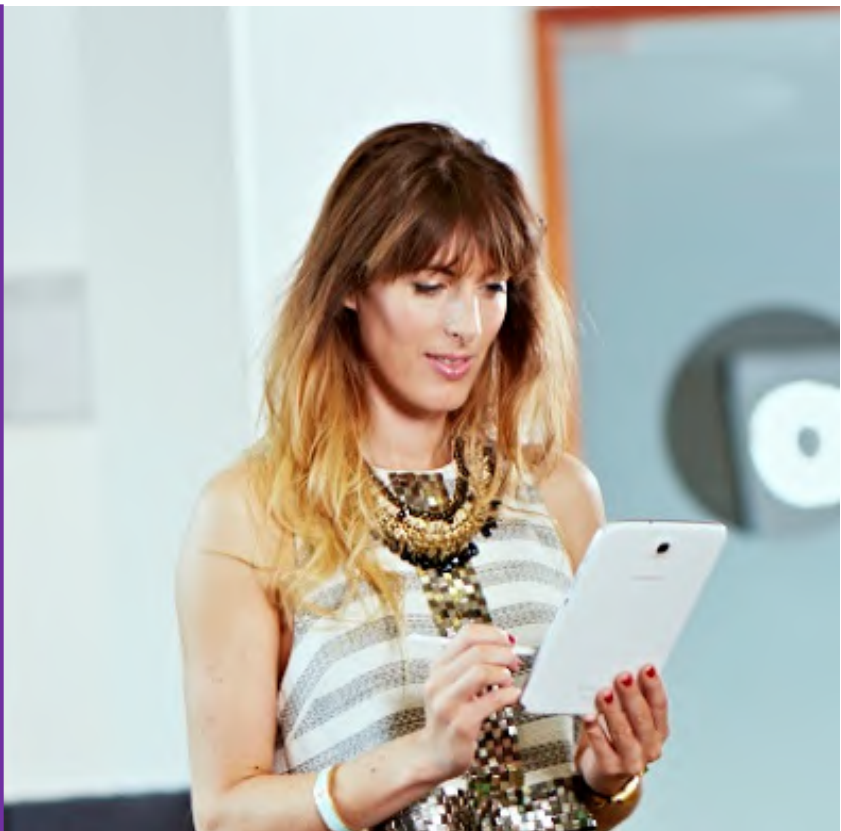
Business woman Anna Bance discusses the revolution of collaborative consumption, when to go after your start-up idea and how business success still comes down to having core values

Founder:
Anna Bance

Company:
Girl Meets Dress

Website:
www.girlmeetsdress.com

Description in one line:
Online luxury rental destination
Previous companies:
Hermes





Describe your business model and what makes your business unique:

- We are the first premium online rental service that gives millions of women the ability to hire designer dresses and accessories for up to 95% off RRP.
- We have the largest selection of dresses and accessories from 200 designers in over 50 countries.
- We bring together the best dresses from all over the world – from both UK new talent to worldwide established brands. The mix and varied selection on one site is what – hopefully – means every woman visiting will find the perfect dress no matter what her event!

What is your greatest business achievement to date?

Bootstrapping our company and raising our first round of investment funding in 2013 from Global Founders Capital; a \$200m fund from Rocket Internet's Samwer brothers and former Delivery Hero co-CEO Fabian Siegel.

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

The number of returning customers to the site. We ensure that our customers stay extremely loyal and our members rent once or twice every month!

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

We are currently in the final stages of launching Girl Meets Dress in Europe. This is the first time designer rental has been made accessible outside of the UK as Girl Meets Dress has only been shipping to the UK and Ireland since its launch in 2009. The expansion will enable customers from all parts of Europe to have access to global designer brands.

Describe your growth funding path:

- 2009 – 2013: Self-funded
- 2013-present: Undisclosed sum from a \$200m fund via Global Founders Capital

What technology has made the biggest difference to your business?

My tablet has made a big difference. Everyone is flexible now and with my tablet and phone, I'm portable and so is our staff, which is key when you're trying to grow an exciting e-commerce business.

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

Without giving anything away, Girl Meets Dress is proving to be potentially huge! We've just expanded into Europe, and we have ambitious and exciting plans for the year ahead. We want to continue to grow the collection of stock, the team, and to innovate within the wider fashion space. We also want to continue to be the leader in this emerging space and to forge a brand and quality of service that women will continue to love.

Growth challenges

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

When we started, ensuring we had a full team in place while bootstrapping was no easy feat. We were lucky to find so many hardworking and ambitious staff to stick with us and the vision. Becoming knowledgeable in so many different areas is challenging so it definitely helped to have two co-founders with complimentary and different skill sets.

What was your biggest business mistake?

Not delegating certain areas in the early days. There are many things as a founder you get used to doing yourself, or think you can do best, but it is important to trust and let go.

Piece of Red Tape that hampers growth most:

We've been fortunate to avoid too much serious Red Tape.

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

Going after an idea they know nothing about. There are exciting ways to pioneer every market, whichever field you love and you can learn about any new topic – but you also have to be able to compete with people with years of knowledge and expertise.

How will your market look in three years?

The idea of collaborative consumption is now making a big impact around the world, whether it is somewhere to stay (Airbnb) or a car (Whipcar) – and now designer clothing. We predict a steady revolution in the retail industry as more consumers go for services over ownership.

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

Don't over think it. There will never be a perfect time to leave your secure job, risk your salary decrease, take a chance on an idea which might not work – but what's the worst that can happen? You'll go back to your previous role until you come up with the next idea!

Personal growth

Biggest luxury:

Starting a business means you don't buy luxuries for a while!

Executive education or learn it on the job?

It's not really the choice between the two, but a mixture to suit each business.

What would make you a better leader?

I'm always looking to build on my leadership skills, and always being able to talk things through with my co-founder Xavier to get a different perspective is crucial as he is fantastic at that.

Business book:

Never Wrestle with a Pig by Mark H. McCormack. Drawing upon 40 years of experience, this book features some great tips from McCormack on a range of topics. He understands that doing business in today's climate still involves the same basic elements of human interaction, intelligence, creativity, and efficiency – which have always meant the difference between success and failure.

“There are exciting ways to pioneer every market, whichever field you love and you can learn about any new topic – but you also have to be able to compete with people with years of knowledge and expertise.”





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Catwoman, Medium



Secret Justice Batman
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Catwoman, Black, Medium



Disguise Marvel's Avengers
Worm Black White
Avengers Costume, Medium



Disguise Marvel's Avengers
Worm Black White
Avengers Costume, Medium



Disguise Marvel's Avengers
Worm Black White
Avengers Costume, Medium



Secret Justice Batman
Worm Black White
Catwoman, Black, Medium



Batman Dark Knight Returns
Costume, Black, Medium



Disguise Disney's Frozen
Blue White Girls Costume,
4-6X



Catwoman Costume, Women
Adult Costume,
Catwoman, Medium



Disguise Disney's Frozen
Blue White Girls Costume,
4-6X



Star Wars Darth Vader
Costume, Black, Medium



Secret Justice Batman
Worm Black White
Catwoman, Black, Medium



Catwoman Costume, Women
Adult Costume,
Catwoman, Medium



Disguise Marvel's Avengers
Worm Black White
Avengers Costume, Medium



Disguise Marvel's Avengers
Worm Black White
Avengers Costume, Medium



Catwoman Costume, Women
Adult Costume,
Catwoman, Medium

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