

# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

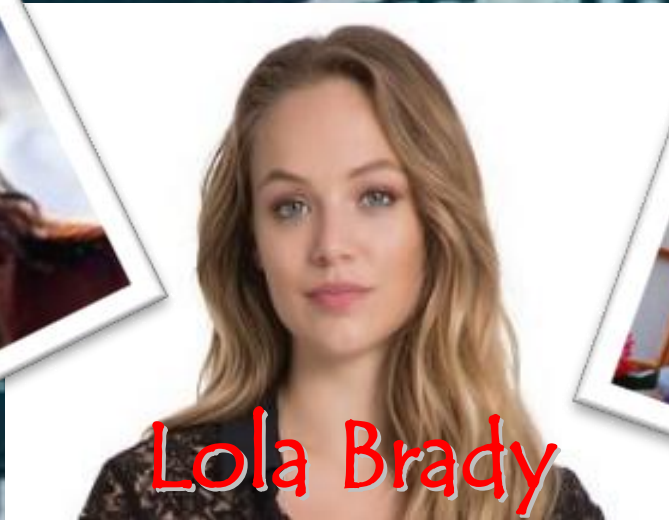
## Four Key Benefits of Internet Marketing

OCTOBER 2016

MEET JENNIFER LEBRUN,  
ULAT DRYER BALLS

Jennifer Lebrun

Florence Cobb



Lola Brady



## On Understanding the Three Essential Components of IM



Arthur Rogers

Online Marketing  
on a Low Budget

MATT GOMEZ  
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**Regular Columns**

- 6 Editor's Letter**  
Welcome to the October edition.
- 7 MWM Inbox**  
Got something to say?  
Tell us what you think.
- 8 What's On**  
Seminars, Expos and  
Summits, oh my!
- 10 MWM News**  
Stuff you should know about.
- 13 MWM Success Story**  
Meet Jennifer Lebrun, Ulat Dryer Balls
- 16 Subscribe**  
Subscribe for free to win an iPad.
- 17 MWM Ask the Expert**  
Blockbuster Content Marketing Success:  
Xerox Marketing VP Jeannine Rossignol
- 25 MWM Gadgets and Toys**  
You know you want them.
- 28 Advertise in MWM**  
Be seen by potential customers.
- 29 MWM Tools**  
Books, Courses, Software etc.
- 31 MWM Videos**  
Watch useful videos on internet  
marketing etc

**13 Jennifer Lebrun****34 David Rodnitzky**

- 34 MWM Q & A**  
David Rodnitzky – Founder and CEO of  
3Q Digital
- 37 MWM Useful Links**  
All the links in one handy place.
- 39 MWM Marketplace**  
Buy & Sell domains and websites.
- 41 Featured Products & Contributors**  
The people and products that helped  
make this edition.
- 49 MWM Back Story**  
Meet Matt Gomez, Soil Mate

# MWM contents

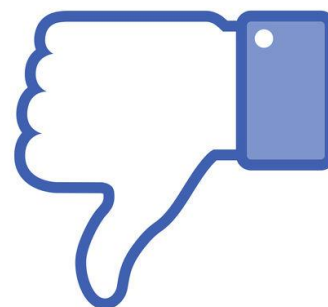
[ OCTOBER 2016 ]

## Features

- 12 Understanding the Three Essential Components of Internet Marketing**  
By: Lola Brady
- 22 Conversion Rate Optimization**  
By: Arthur Rogers
- 23 Four Key Benefits of Internet Marketing**  
By: Florence Cobb
- 26 How successful is Myntra's App-Only Move?**  
By: Florence Cobb
- 32 Internet Marketing & Everything It Has To Offer**  
By: Shelia Sullivan
- 38 Online Marketing with Low Budget**  
By: Arthur Rogers
- 42 Contributors**
  - 44 Quick Insights Pertinent To Internet Marketing and Its Crucial Components**  
By: Ryan Thomas



## 22 Conversion Rate Optimization



## 47 Things Not to Do while Marketing Online

- 46 Things about Amazon You Never Knew**  
By: Sophia Boyd
- 47 Things Not to Do while Marketing Online**  
By: Ryan Thomas



Welcome to the **OCTOBER 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.*

## Understanding the Three Essential Components of Internet Marketing

- By: Lola Brady - **Conversion Rate Optimization** - By: Arthur Rogers - **Four Key Benefits of Internet Marketing** - By: Florence Cobb - **How successful is Myntra's App-Only Move?** - By: Florence Cobb - **Internet Marketing & Everything It Has To Offer** - By: Shelia Sullivan - **Online Marketing with Low Budget** - By: Arthur Rogers - **Quick Insights Pertinent To Internet Marketing and Its Crucial Components** - By: Ryan Thomas - **Things about Amazon You Never Knew** - By: Sophia Boyd - **Things Not to Do while Marketing Online** - By: Ryan Thomas

- **MWM Success Story** - Meet Meet Jennifer Lebrun, Ulat Dryer Balls

- **MWM Ask the Expert** - Blockbuster Content Marketing Success: Xerox Marketing VP Jeannine Rossignol

- **MWM Q&A** - David Rodnitzky – Founder and CEO of 3Q Digital

- **MWM Back Story** – Meet Matt Gomez, Soil Mate

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

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Editor Harry Crowder

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# MWM what's on

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## what's on



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**Quotable:**

**"Reading computer manuals without the hardware is as frustrating as reading sex manuals without the software." ~Arthur C. Clarke**

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## FACEBOOK'S ADVERTISER COUNT SURPASSES 4 MILLION BRANDS, WITH 20% BUYING VIDEO ADS

*More than 20% of Facebook's 4 million advertisers have created a video ad in the past month, and 40% have created an ad using a phone or tablet.*

Back in March 2016, you might remember Facebook announcing that three million businesses actively advertise on its social network. Well, now that number is four million. That's one million advertisers added in less than seven months.

For comparison, Facebook's main current rival in the social advertising space, Twitter, claimed more than 130,000 advertisers in the fourth quarter of 2015 (Facebook's real main rival, Google, no longer says how many advertisers it has). And Facebook-owned Instagram announced last week that more than 500,000 brands buy its ads each month, up from 200,000-plus in February 2016.

In addition to Facebook's advertiser base growing, the role of mobile for those advertisers is growing as well — but in a different way than you might expect. You already know that more than four-fifths of Facebook's advertising revenue is from ads shown on smartphones and tablets, but did you know that 40 percent of Facebook's active advertisers have created an ad using a smartphone or tablet? It's true.

What might also surprise you, also in a different way, is how many of Facebook's active advertisers are buying its video ads: more than 20 percent. That might surprise you, given how much attention Facebook and people outside of Facebook have put towards its video ads business, particularly since it rolled out autoplay video ads and in light of the recent hysteria over some erroneous video ad measurements.

But the stat doesn't necessarily signal that Facebook's video ad business is overblown. More than four million new video ads were created on Facebook in the past month. Instead, the fact that the majority of Facebook's advertisers aren't buying its video ads may have to do with the fact that more than 70 percent of those advertisers are outside of the US, and Facebook's adding the most advertisers in southeast Asia, where people are most likely checking Facebook on poor cell signals that are served better by Facebook's slideshow ads or text-and-photo ones than video spots.

Facebook's ad business in Vietnam, in particular, appears to be booming. Not only is Vietnam among the countries whose advertiser bases experienced the highest growth rates in the past year — along with Indonesia, Greece, Ukraine and Philippines — but it now ranks alongside the US, Brazil, Mexico and the United Kingdom among countries where Facebook added the most advertisers in the past year.

## SALESFORCE LAUNCHES ITS COMMERCE CLOUD

*The newest cloud, based on the recent Demandware acquisition, positions the tech giant for handling transactions in physical stores as well as online.*

In June, Salesforce announced it was buying e-commerce platform Demandware and creating a Commerce Cloud.

Today, the marketing/sales tech giant launched the new cloud, which already has 1,800 commerce sites spread out over more than four dozen countries, including Adidas, Lands' End and Pandora.

Interestingly, the platform is built for physical stores, as well as for online, which gives Salesforce a firm position straddling the two worlds. The creation of integrated experiences that span retailers' online and real-world selves is one of the major competitive fronts for marketing and sales vendors. As Salesforce noted in its announcement, about 90 percent of all purchases are still made in brick-and-mortar stores.

Shelley Bransten, SVP of retail at Salesforce, told me that Commerce Cloud can be white-labeled and fully branded by a retailer.

As an example of a retailer that is integrated with Salesforce's other clouds, Bransten cited Amsterdam-based Suitsupply, a men's fashion brand. Customers can buy a suit through a social channel or conduct a video chat session with a stylist via Service Cloud, and the commerce platform is utilized in the retailer's physical and online stores.

The new cloud offers support for Apple Pay on mobile devices and provides several capabilities through the company's new Einstein layer of artificial intelligence, which is embedded throughout Salesforce's platform.

These capabilities include personalized Product Recommendations for shoppers, Predictive Sort for arranging a user's search results based on the products that will most appeal to his or her profile, and Commerce Insights to inform physical and online store planning.



Quotable:

**“Nanotechnology will let us build computers that are incredibly powerful. We'll have more power in the volume of a sugar cube than exists in the entire world today.” ~Ralph Merkle**

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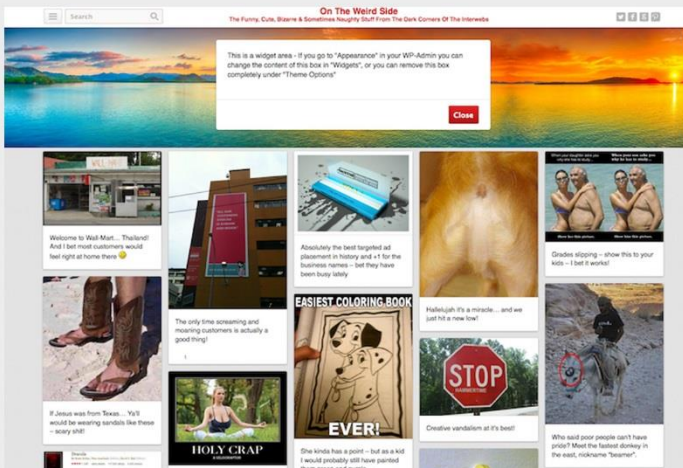


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# UNDERSTANDING THE THREE ESSENTIAL COMPONENTS OF INTERNET MARKETING



By: Lola Brady

*Content strategically means every piece of work circulated with a chief purpose to help people to understand more about your business.*

Internet marketing involves promoting a business using online tools to connect with the potential target audience. There are hundreds of online tools and the every marketing resource your business chooses comes with its set of positives and negatives.

However, the strategy your business comes up with has a lot to do with the outcome of a marketing campaign. Small businesses especially commit a lot of trial and errors in the process of utilizing the internet for developing brand awareness.

Many small businesses randomly employ different marketing tools without any concern for the manner, which later ends up a failure. Effective internet marketing comes with developing intelligent marketing strategies and most importantly delivering value to customers.

Bear the following pointers in mind to make maximum utilization of internet marketing.

- **Social Media Marketing**

People nowadays spend maximum time over social media platforms, interacting and constantly engaging with their respective social circle. Thus, targeting your customer audience from one of these social platforms proves to be a win-win strategy. Nowadays, many social platforms provide independent ads services at budget friendly prices which make things all the easier for a business to reach out more people.

- **Content Marketing**

Many businesses often misunderstand the word "Content." Content is not fancy written works displayed over your website in the About Us section column. Content strategically means every piece of work circulated with a chief purpose to help people to understand more about your business. Content includes everything right from the video, photos, media, links, and more. Develop engaging content and stay ahead.

- **Email Marketing**

Everything fascinating about the internet is communication. The only task that internet does is that it breaks the barriers and allows people to communicate beyond boundaries. Emails are the most useful tools when it comes to communication. Business can make use of emails to drive more traffic, elevate the sale conversions and interact with the audience at extremely budget friendly prices.

# MWM success story



## MEET JENNIFER LEBRUN,

Mechanical engineering isn't the first thing that comes to mind when you think of wool, but that didn't stop Jennifer LeBrun of ULAT Dryer Balls. When demand for her handcrafted laundry dryer balls spread to overseas markets, she enlisted the help of BCIT's engineering students to automate her manufacturing process to help scale-up her operations.

Though automated manufacturing is usually associated with larger companies, Jennifer's calculated risk paid off. She took a handcrafted wool product and turned it into an expanding business that has been nominated for the Small Business BC Awards for two years in a row.

By applying new world technology to an old school material, Jennifer has been able to leverage her forward-thinking into scalable growth.

**She used technology to enhance, not replace, the human input component, allowing her to increase output while keeping the handcrafted charm that made her business so popular to begin with.**

### Quotable:

“

**“In 1983, before computers came along, it wasn't easy to do electronic basslines and rhythms.”**

**~Gillian Gilbert**

## Embrace Technology

Automated manufacturing can be intimidating to many small business owners and entrepreneurs, as it can seem too expensive or complicated for growing businesses. But automation can offer a definite competitive advantage. It increases productivity and reduces production time, costs and human error. However, it's an important and sometimes expensive decision that should be evaluated carefully to make sure it's right for you.

In Jennifer's case, implementing a machine into her manufacturing process was a smart move. She used technology to enhance, not replace, the human input component, allowing her to increase output while keeping the handcrafted charm that made her business so popular to begin with.

## Find the Right Partner

Jennifer reached out to a local institution to match consumer demand because her business is "committed to the Canadian community and early on identified ways to continue our Canada-first values." For her, enlisting a BC school to create an automation prototype stayed true to her business values while still being cost-effective.

Though there are many ways to automate manufacturing, such as outsourcing internationally or commissioning an expert, it's essential to choose a partner that's a perfect fit for your business values, as well as your budget.

## Collaborate from Start to Finish

Any adjustment to a production process can impact the product, so it's important to be involved in the changeover process to ensure future quality and consistency.

Jennifer worked closely with the mechanical engineering students throughout the prototype's development, from preliminary reviews to the unveiling. By collaborating in-depth during the project, the ULAT Dryer Balls team was able to create a prototype in less than a year that both parties were happy with.

***Though there are many ways to automate manufacturing, such as outsourcing internationally or commissioning an expert, it's essential to choose a partner that's a perfect fit for your business values, as well as your budget.***





## Create Something New

Because there was nothing suitable on the market, Jennifer said that her team was “left to their imaginations and our team brainstorming sessions that enabled them to explore some non-traditional concepts that eventually produced a prototype.”

Many businesses can automate with existing machinery, but unusual or new products may require a prototype. Exercise your creativity by experimenting with new designs and concepts to see what works. There are also programs and resources available to support you, such as articles on how to transform an idea into a product, commercialization programs and information on how to patent your idea with the Government of Canada.

## Maximize Your Marketing Opportunities

Jennifer attributes part of her business’ growth outside of BC into the Canadian and international markets to her 2014 Small Business BC Award nomination by stating that “Small Business BC and the Small Business BC Awards have provided a respected and supportive arena to delivery and demonstrate the uniqueness of ULAT Dryer Balls... we are thrilled Small Business BC and the Small Business BC Awards assist in propelling ULAT Dryer Balls mark in Canada and beyond”

Taking advantage of marketing opportunities like the Small Business BC Awards is crucial for small businesses, especially small businesses looking to increase their customer base and fund automation.





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A portrait of Jeannine Rossignol, a woman with long brown hair, smiling, wearing a red top and a necklace. The background is a blurred office setting.

*"I work with amazingly talented people to tell stories that start conversations with the right people."*

## BLOCKBUSTER CONTENT MARKETING SUCCESS: XEROX MARKETING VP JEANNINE ROSSIGNOL

**By: Lee Odden**

Everything is bigger on the silver screen: hopes and dreams, heroes and villains, successes and failures. Simple human drama can become mythical when projected onto a giant movie screen. We go to the movies to laugh, cry, and gasp along with our fellow moviegoers, all of us sitting in the dark together sharing the experience. It's a powerful example of how great content can create an experience that not only informs, but makes you feel. Creating those experiences is a whole crew of specialists, actors, director and producers, each playing their part.

Similarly, every successful content marketing program has a team of people working behind the scenes to create quality content that connects with customers. One trailblazing example of a marketing leader creating great content experiences is Jeannine Rossignol, VP of Marketing for Large Enterprise Organizations at Xerox.

**Did you know:**



**IBM 5120 from 1980 was the heaviest desktop computer ever made. It weighed about 105 pounds, not including the 130 pounds external floppy drive.**

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I connected with Jeannine to talk about content marketing strategy, top challenges facing content marketers, and content marketing lessons to be learned from Charlotte's Web.

## CAN YOU SHARE A LITTLE MORE ABOUT YOUR ROLE AT XEROX AND WHAT YOU ENJOY MOST ABOUT IT?

At Xerox I lead demand gen, content marketing, digital, social and sales enablement globally for our Large Enterprise Operations division. I work with amazingly talented people to tell stories that start conversations with the right people. I get a rush when I think about all the changes that have happened to the practice over the past few years and can't wait to see what the future holds... and maybe even help shape it a bit.

## HOW DO YOU DEFINE CONTENT MARKETING?

Content marketing provides our clients and prospects with the insight they need to make a decision. It doesn't have to be the decision to buy. The key is that the content – whatever form it takes – provides insight, and valuable information they need. Otherwise, we'd simply keep calling it marketing brochures (collateral). When you're elbowing for position in the early stages of the consideration, good content marketing works hard. It creates brand awareness, differentiation and credibility.

It seems many brands' approach to content marketing has focused mostly on creating more content with a recent emphasis on better quality content. What do you think are the major drivers for content marketing strategy and approach to content?

I have a hunch that the brands producing the most content are often the ones that lack a clear content marketing strategy. A clear strategy should include who you target, what their buyer's journey looks like, and most importantly, what are the questions they need to answer to move from one stage in the journey to the next. Every piece of content should go back to that strategy.

When it comes to approach, never forget the customer is in charge. Be engaging. Add humanity.

*"The key is that content provides insight, and valuable information they need."*

## HOW DOES CONTENT MARKETING RELATE TO THE OVERALL MARKETING PIE?

Content is the golden thread that brings marketing together, not just marketing but marketing and sales. It isn't a separate program, but rather an integral component of every aspect of marketing.

Content marketing is growing for two reasons. 1) Many disparate marketing components are now taking roles within a larger content marketing strategy. With some adjustments and refocus on customer interest, they have become content marketing tools. 2) Content marketing is also taking on a bigger role because so much of it can be tied to measurable results.

## HOW IMPORTANT ARE NON-TEXT CONTENT MARKETING ASSETS TO YOUR MARKETING? FOR EXAMPLE: AUDIO, VIDEO, AND INTERACTIVE.

Critical. We have to recognize that not everyone wants to consume information the same way. Just as important as understanding the type of content your audience wants, you also have to know what format they prefer it in. Added to that, we are a visual society. Memes. Instagram. BuzzFeed. Pinterest. Emoticons. They help us connect in ways that can often feel more real than words. Which is great news for international marketers, by the way.

**“We have to recognize that not everyone wants to consume information the same way.”**

## **DO YOU HAVE ANY ADVICE FOR MARKETERS WHO FEEL OVERWHELMED BY THE CHALLENGE OF CONSISTENTLY PRODUCING A VARIETY OF ENGAGING CONTENT?**

- Don't do it alone! Partner – internal SMEs, 3rd party experts, your agencies, trusted business resources, analysts, etc.
- Editorial calendar – map it out for the year, it won't seem as overwhelming
- Remember at the end of the day it is a person reading your content. Make sure it is interesting and has a point.
- Never be afraid to fail. In today's digital world it is easy to make course corrections, but you can't correct (or learn from) what was never done.
- Great technology can't fix bad content, nor can great content deliver results without technology.

What are some of the biggest content marketing challenges facing large companies today? Or the biggest misconceptions. What should they do about it?

Content marketing can expose your “ugly baby.” If you have a product or service that doesn't have a unique value prop or truly meet the needs of the marketplace, coming up with insightful content will be near impossible.

Great technology can't fix bad content, nor can great content deliver results without technology.

Data hygiene is critically important. The best content is highly targeted and relevant. But if you can't trust your data, you can make some silly mistakes on a massive scale.

Forgetting the first rule of content marketing: take your brand out and put the customer in.

## **COMPANIES SEEM TO BE MOST CHALLENGED BY MEASURING CONTENT MARKETING PERFORMANCE AND ROI. WHAT ADVICE CAN YOU SHARE?**

Marketing went from not being able to measure anything, to being able to measure everything. It is overwhelming, but pick a place to start... pick one question you want to answer and go from there. Get it roughly right, and keep refining.



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# CONVERSION RATE OPTIMIZATION

By: Arthur Rogers

Spending a lot on advertising while marketing on the Internet and not getting expected returns? In general, lacunae exist within your control boundaries which can be rectified if paid little attention. And that's where Conversion Rate Optimization (CRO) comes into the picture. This is a technique which increases the conversion of mere website visitors to actual site user or a prospective buyer.

## How does it Matter?

CRO is relevant as it focuses on points which are missed out while running hard in the rat race. Businessmen pay for the traffic they have on their website, and a higher conversion rate automatically translates to a better return on investment.

Another thing to be considered here is that rather than acquiring more and more visitors, it is better to convert the existing visitors to future customers. Downloading your app or subscribing to your newsletters or even signing up on the website, all these can be counted as a conversion.

For instance, if the conversion is defined as app download and a site has 1000 visitors per day and 100 of them downloading the app, then it has a conversion rate of 10 % and improving this rate is what CRO emphasizes on.

How to implement?

- **Is your Call to Action easy to find?** It means if you insist on app download, the download button should be prominently visible on the website page.
- **Is Security a top concern?** If it is about online transactions, hassle-free and secure transactions are a must.
- **Is the website Usable?** A lot of unnecessary objects or advertisements or a long and tiring check out process can make customers go far away from you. Make sure people quickly find what they are looking for.
- **How easy it is to provide Feedback?** Websites with reviews and feedback options enabled are more trustworthy as users trust other users more than they trust you.

As they say, it is better to have an accurate measurement rather than a hundred expert opinions. CRO is all that you need to measure precisely.



**It is better to have an  
accurate  
measurement rather  
than a hundred  
expert opinions.**





# FOUR KEY BENEFITS OF INTERNET MARKETING

By: Florence Cobb

Back in the days, after making a substantial investment in advertising strategies such as outdoor banners, newspaper printings, and other advertising tactics, a company gained moderate scope to spread awareness and develop brand recognition.

However, with the internet ruling the world today, marketers are now able to reach accurate potential customers with minimal investments. The parameters introduced with Internet marketing allow businesses to market their products and services in the most detailed manner.

So, here are few benefits of utilizing internet marketing to promote your business.

- **Hassle Free Procedures**

Internet marketing just redefines the word convenience. With online tools, your business need not depend on any potential service provider as you can yourself figure out things. Promoting your business on the internet makes it available to the whole world in one shot. It also becomes easy for customers to take a sneak peek of what your business has to offer.

- **Global Reach**

The best thing about internet marketing is that it knows no boundaries. With the web, the whole world becomes your playground, and you are free to influence your target audience in whichever way you prefer. Your business gains the power to make sales at any given time and from any part of the globe.

- **Budget Friendly**

Internet marketing is cheap. Your company may be operating at any particular level, but that doesn't matter when you choose to market it online. The resources provided for every business falls the same and rates associated with it prove to be extremely budget friendly and affordable.

- **Better Bonds**

The way a company has started developing a connection with its customer audience has dramatically changed with internet marketing. Companies are now in a position to develop relationships beyond boundaries. The entire process of engaging and building trust is done over social media platforms that offer excellent resources.



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# MWM gadgets & toys

## SCOSCHE BOOMBOTTLE H20+ LETS YOU LIVE IN WATER WITHOUT ANY WORRIES

The Scosche BoomBottle H20+ has been specially optimized for outdoor use, otherwise you would not be using it to its full potential. It comes in a rugged, durable construction which has been drop tested to meet or exceed military standards, all the while not compromising with its delivery of high quality audio alongside up-firing Omni-directional sound that can send music in all directions.

The Scosche BoomBottle H20+ will boast of a 12W 50mm high quality speaker alongside passive subwoofer which can produce rich, clear sound. It does not matter whether you are relaxing your day away on a beach or setting up camp on a mountain, it will still be able to handle whatever tunes you throw at it.



<http://www.coolest->



## DESTROY YOUR CHILD'S TRUST BY TRACKING THEM WITH THIS WATCH

The Moochies mobile watch will make your kids feel like a secret agent, making phone calls from their wrist. For parents, you get peace of mind by not only being able to call your kids wherever they are, but also tracking their every move via GPS.

<http://www.gizmodo.com.au/>

# You want it

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

## Blue Raspberry Portable Condenser Microphone Unveiled

Microphone manufacturer Blue has unveiled a new addition to their range of portable condenser microphones with the launch of the Blue Raspberry, which is compatible with PC, Mac and iOS devices and will be launching in the UK priced at £169.99.

Whether you are recording voice or instruments on your mobile or desktop computer the Blue Raspberry condenser microphone has been created to provide 24-bit studio quality sound using the companies patent-pending Internal Acoustic Diffuser (IAD) design. That "resembles treatments found in studios and concert halls", says Blue.



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

## KEEP YOUR PLANTS ALIVE WIRELESSLY WITH THE PARROT POT



If, like us, you're terrible at gardening, then you'll like the sound of this: a plant pot that monitors the health of your shrub, automatically waters it when it needs some sustenance, and tells you when you need to move it into and out of the sun. This is everything that the new Parrot Pot does, and it'll even tell you exactly how your plant is surviving over Bluetooth.

The successor to the Flower Power, the Pot has the same sensor suite — soil moisture, fertiliser quality, ambient temperature and light intensity — but also integrates a 2.2-litre water reservoir and four tiny jets in the pot's rim, which you can manually or automatically water your plant with. The automatic mode can be set either to promote maximum growth or just to maintain a plant's current levels, which Parrot says also acts as a convenient holiday mode to conserve water while you're away.

The real appeal of the Pot, though, is in the fact that it will learn how much water your plant needs in whatever environment it's in. A couple of days and a few watering cycles later, all the Pot's sensors will work out the optimum moisture level for the soil, whether it's in (literally) freezing or Death Valley desert heat. And then your phone will tell you whenever you need to refill the water reservoir, add fertiliser or do a little bit of preventative pruning.

Those Bluetooth smarts come courtesy of Parrot's Flower Power app, which gives you a fitness tracker-style dashboard that shows you temperature, sunlight, fertiliser and water status, with a catalogue of over 8000 plants with bespoke maintenance advice and food and fertiliser recommendations for each. It'll also handle up to 256 Pots at a time, which is more than enough considering a single one will cost you \$229.99 in Australia when it launches in October.

<http://www.gizmodo.com.au/>

Did you know



NASA has successfully beamed Wi-Fi Internet to the Moon.

# HOW SUCCESSFUL IS MYNTRA'S APP-ONLY MOVE?

By: Florence Cobb



***A simple logic here is that things look better on a large screen, hence easy to scrutinize products before buying.***

A revolutionary step in the world of e-commerce was taken up by Myntra in May 2015 when it declared to go app-only and shut the website. This happened after Myntra was acquired by another e-commerce giant Flipkart.

According to the company spokesperson, 90 percent of their traffic came from the mobile app and around 70 percent of sale was because of mobile devices. Their analysis concluded that most of the shoppers were active through mobile devices during the office as a large chunk of Metro users got their products delivered at their office addresses.

Contrastingly, an article published in The Economic Times says that Myntra opted for this to decrease the sales to limit its losses. But another viable alternative to doing this was much simpler. Just increase the prices! It is also rumored that Myntra doesn't want customers to compare the prices which are less convenient on mobiles as compared to desktops.

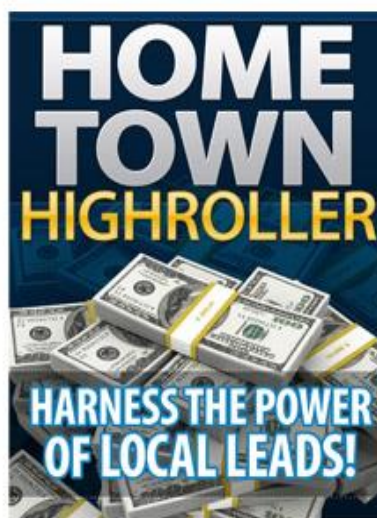
Unfortunately, this choice didn't come out to be a wise one. A 10 percent drop in the sales was recorded within a week of shutting down of the website. Myntra's clarification encouraged mobile shopping experience, but it did not explain the cause of closing web marketing. It failed to explain why app and website can't coexist as people are never going to stop using computers.

After the massive failure of this bold experiment, expecting a 15-20 percent sales growth, Myntra re-launched the website with product browsing enabled but purchase limited to the app only. But still, most of the users expect the full website version to be launched back. A simple logic here is that things look better on a large screen, hence easy to scrutinize products before buying. Slow mobile internet connectivity in our country is also a major hindrance for this app-only plan.

With the launch of Reliance Jio, this debate again took a sharp turn favouring the app-only business. The high-speed mobile internet might get business turned toward Myntra app. Expectations are supposed to get a proper shape by the end of the year 2016.

# Hottest Marketing Topics Online...

[Just a few examples of our recent report packages]



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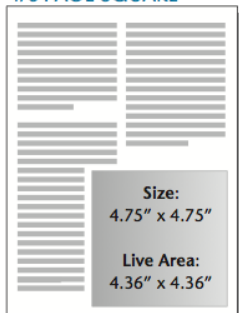


Full page, Half page, 1/3 page, 2/3 page, 1/4 page, 2 page spread

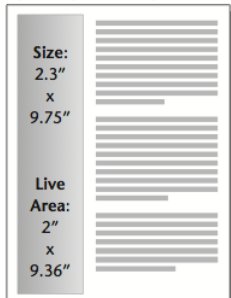
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We will match your ad size buy x 2 with Article Space about your product.

or you can book via support here: [support@makingwebmoney.com](mailto:support@makingwebmoney.com)

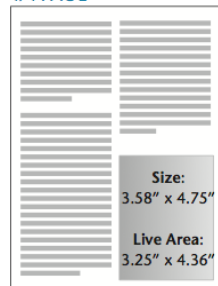
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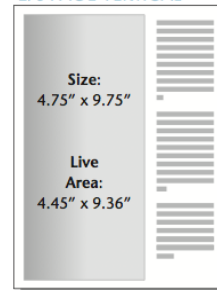
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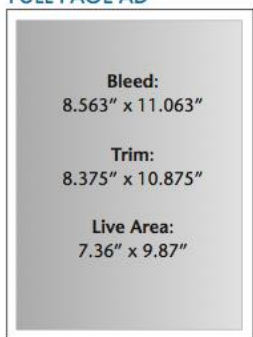
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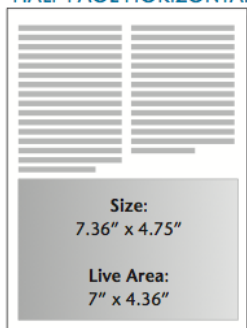
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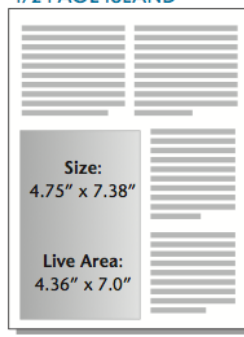
FULL PAGE AD



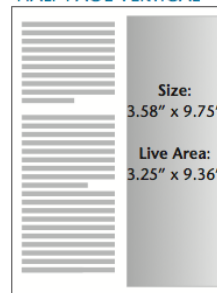
HALF PAGE HORIZONTAL



1/2 PAGE ISLAND



HALF PAGE VERTICAL

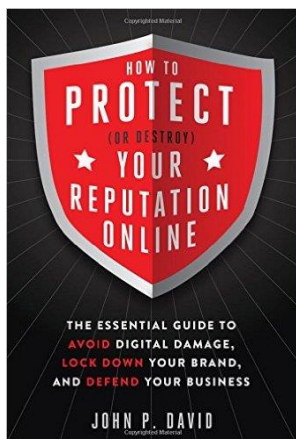


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<http://makingwebmoney.com>

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



### How to Protect (Or Destroy) Your Reputation Online: The Essential Guide to Avoid Digital Damage, Lock Down Your Brand, and Defend Your Business

By: John David

With virtually nonexistent oversight, the internet can easily become the judge, jury, and executioner for anyone's reputation. Digital attacks and misinformation can cost you a job, a promotion, your marriage, even your business. Whether you've done something foolish yourself, are unfairly linked to another's misdeeds, or are simply the innocent victim of a third-party attack, most of us have no idea how to protect our online reputation.

How to Protect (Or Destroy) Your Reputation Online will show you how to:

- Remove negative content from search results.
- React and respond to an online attack.
- Understand and manage online reviews.
- Use marketing strategies to both improve your online reputation and bolster your bottom line.

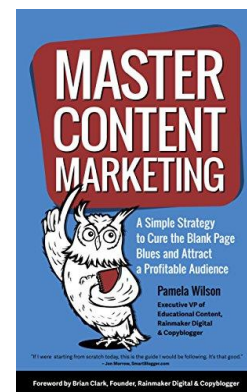
### Master Content Marketing: A Simple Strategy to Cure the Blank Page Blues and Attract a Profitable Audience By: Pamela Wilson

#### Are You Afraid to Hit Publish?

Content marketing is how marketing happens today. You know you want to use it, but you're unsure about where to start. You may not feel confident about your writing abilities, either.

Master Content Marketing is a step-by-step journey through the content marketing process. Pamela Wilson manages Copyblogger, one of the most-respected content marketing blogs in the world. Her 30 years of marketing experience infuse the guidance in the book.

"Scores of people profess to be content marketing experts. Who can you trust? You can trust Pamela Wilson." – Brian Clark, CEO Rainmaker Digital and founder of Copyblogger



- ✓ Get your SEO issues fixed by an SEO expert
- ✓ Improve your shop's visibility on popular search engines like Google, Yahoo, and Bing
- ✓ Drive organic traffic to your shop and increase sales



- ✓ Automatically tweet your bestsellers for more traffic & sales!
- ✓ Easy to customize Tweet message, how often to send and when to send.
- ✓ 350+ Tweets sent for happy Shopify merchants so far!

### Did you know:



If the human brain were a computer, it could perform 38 thousand trillion operations per second and hold about 3,584 terabytes of memory.



# "Discover How To Start, Build and Launch Your Own Digital Product Business Without Breaking The Bank..."

Find Out How To Create Your First Digital Product For Sale And Start Getting Sales On Autopilot!



What you'll discover in this eBook:

- You'll have an idea for the type of digital product you want to create and what the strengths and weaknesses of each option are
- Understand what makes digital products sell and how you need to design your creation in such a way that **people will be eager to buy it**
- Know how to **quickly and cost effectively** create the type of digital product you want

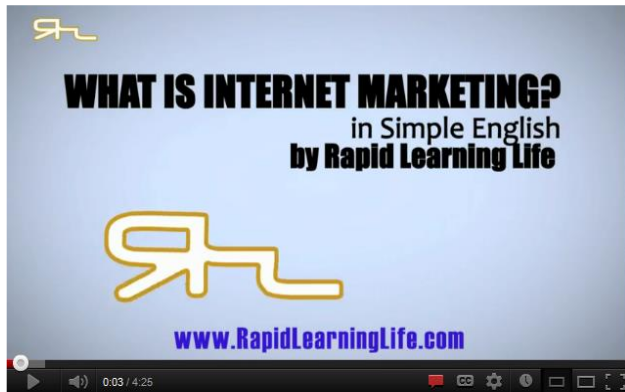
**How to create a potential hot-selling eBook**

- 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!

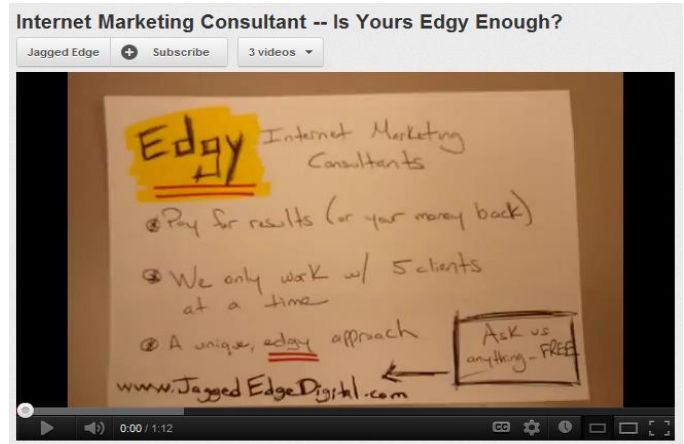
This is the ultimate guide to **How To Launch a Digital Product Business!** You'll discover all the steps, tools and resources to help you become a successful digital marketer!

**[Get your copy today!](#)**

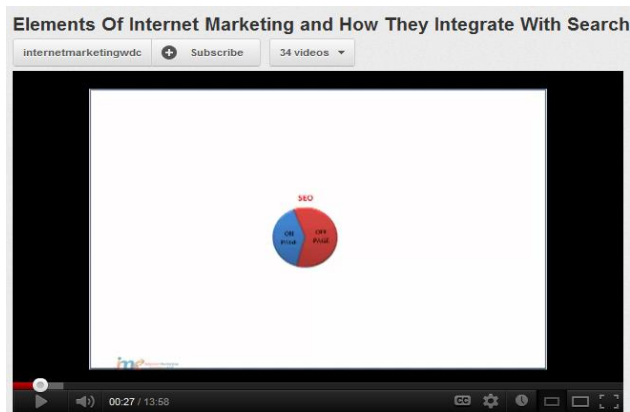
# MWM videos



<http://www.youtube.com/watch?v=RSkWqI7M3Ts>



<http://www.youtube.com/watch?v=6t6ba6Cj690>



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



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



<http://www.youtube.com/watch?v=0CaUcIwPsH8>



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

# INTERNET MARKETING & EVERYTHING IT HAS TO OFFER

By: Shelia Sullivan



Back in the days, businesses had a physical presence, and every aspect pertinent to the business such as its reach and scope to make profits were down to certain limitation. But, today, companies have become invisible and so is marketing, all thanks to Internet Marketing.

The term Internet Marketing goes synonyms with numerous other umbrella terms such as Digital Marketing or Online Marketing. Regardless of what people refer it to as Internet Marketing comes down to the promotion of business using online tools.

Internet Marketing has revolutionized the concept of marketing. With IM, companies need not personally walk down to their customers. The internet becomes the playground to headhunt potential customer audience, and accordingly, it becomes easier for businesses to promote.

## Engagement

With online marketing, having a face to face conversation or building a personal relationship with your target audience becomes complicated as every activity is done behind the computer screen. However, this doesn't mean that you cannot touch the lives of people.

Online marketing makes room for engagement and engaging your audience determines how effectively you market your business. Simply aspects such as regularly keeping your audience updated with fresh and original content can take your business a long way.

## Better Scope

While many may think that lacking the element of connecting with the target audience personally may be a disadvantage but digging deeper will leave you bewildered. The range for internet marketing is boundless, and this is where things get interesting.

When you choose to market your business online, the whole globe becomes your playground to hunt audience and turn them into potential sales. You can make sales half way around the world or at your vicinity without any hassles.

## Affordable

Internet Marketing becomes more exciting when business starts understanding every factor that it has to offer. And, the best part of making online marketing a main strategy is that it costs less and helps businesses to make enormous profits. Minimal investments, Maximum returns is the mantra for Internet Marketing.

# COVERT **PIN PRESS**

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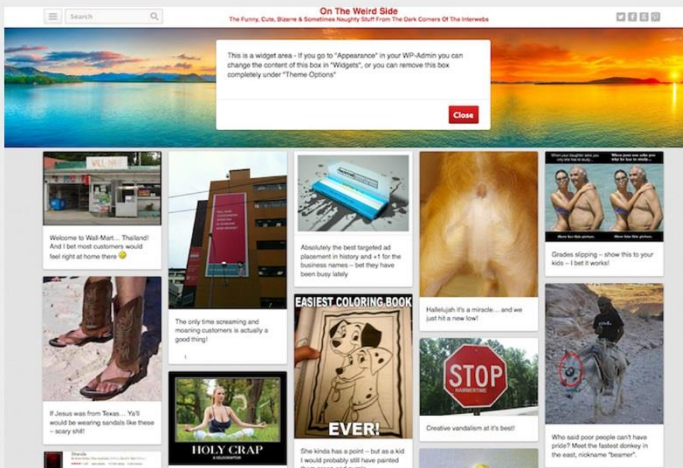


# Fully Monetized

## Making It

# SUPER EASY

## For you To Profit From Your Free Traffic!



Use the Covert  
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build pin sites  
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you want!



## DAVID RODNITZKY – FOUNDER AND CEO OF 3Q DIGITAL

David Rodnitzky is founder and CEO of 3Q Digital, a position he has held since the Company's inception in 2008. Prior to 3Q Digital, he held senior marketing roles at several Internet companies, including Rentals.com (2000-2001), FindLaw (2001-2004), Adteractive (2004-2006), and Mercantila (2007-2008). David currently serves on advisory boards for several companies, including Marin Software, MediaBoost, Mediacauses, and a stealth travel start-up.

David is a regular speaker at major SEM conferences and has contributed to numerous influential publications, including Venture Capital Journal, CNN Radio, Newsweek, Advertising Age, and Search Engine Land, Media Post, and Search Marketing Standard.

David has a B.A. with honors from the University of Chicago and a J.D. with honors from the University of Iowa. In his spare time, David enjoys salmon fishing, hiking, spending time with his family, and watching the Iowa Hawkeyes, not necessarily in that order.



### Where did the idea for 3Q Digital come from? What does your typical day look like?

Six years ago I quit my last job and was spending time in a coffee shop trying to figure out what to do next. I was working on a few Web site ideas but I kept getting calls from people asking me if I could help them with their online marketing. So I started doing some consulting and pretty soon I realized that I couldn't handle all the incoming work, so I hired someone, then that person got booked up, so I hired another and, and so on, today we have 105 people and manage \$300 million a year of ad spend.

My typical day is a mashup of phone calls (potential clients, existing clients, partners, team members), and lots of email. I try to get in around 9 and get home by 7 so I can spend a few hours with my family.

### How do you bring ideas to life?

I like to ruminate around ideas for a long time. I generally don't tell anyone about the idea in the earliest stage but will sometimes ask leading questions to people I trust that help me validate the idea. Once I feel like it is worth acting on, I'll put something down on paper – sometimes this can be a blog post, a presentation, or just a quick email. I then build consensus around me to try to get my team to execute against the idea.

**“Once I feel like it is worth acting on, I'll put something down on paper – sometimes this can be a blog post, a presentation, or just a quick email.”**

# "PAY IT FORWARD."

## **What's one trend that really excites you?**

First party data. Most companies have email lists, customer databases, phone numbers, etc and all of this data can now be integrated into marketing channels like Facebook, Google, and Twitter. I think this is going to be really powerful for advertisers and of course provide highly relevant ads to consumers.

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

I like to build things. Since I was a kid, I've enjoyed building with blocks, building a fort, whatever. The same is true today for business – I get excited about growing my business and I think this rubs off on people around me.

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

I worked for an incredibly smart guy who had a small consulting firm. Problem was, he had an almost unkind stance toward employees – he basically saw employees as people who he could abuse and who would steal from him if given the opportunity. So I left after less than three months and I was the most tenured employee when I left. Had he nurtured and respected employees, he could have had a much, much bigger business.

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

Charge more early on and probably be a little more aggressive about marketing. I made the mistake that I think a lot of entrepreneurs make – thinking that all you need is a good service or product to win. You don't get what you deserve, you get what you negotiate (or market).

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

Ask for outside advice. I think its very easy for founders to become myopic about their business and industry. Getting a fresh perspective (and being open to constructive criticism) has helped me evolve my company as my industry evolves.

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

Pay it forward. I love giving people advice and helping other entrepreneurs, regardless of whether my interaction is going to result in direct financial benefit to me. As a result, I have been lucky to develop a lot of "net promoters" of me and 3Q Digital who constantly refer us new clients, in large part because of the free help we gave them along the way.

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

In the early days of my company, I didn't have any cash reserve, meaning that whatever profit I had left over at the end of the month, I just distributed it to the partners. At some point I realized that if I continued doing this I wouldn't have any "rainy day fund" money to cover my expenses if I had a few bad months. Fortunately I built up the cash reserve before it was too late!

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

I think someone should invent a pillow/mattress that analyzes your sleep patterns to find out what your optimal body temperature should be to get deep sleep. It should then adjust the heat of the pillow/mattress to ensure your body is at that temperature all night long.

## **Tell us something about you that very few people know?**

I've never ridden a horse.

## **What software and web services do you use?**

Marin Software, Salesforce, TinyPulse, Gmail, HootSuite.

They make life easier and measurable.

## **What is the one book that you recommend our community should read and why?**

The Loyalty Effect by Fred Reicheld (sp?). If you want to build a successful business, you need to create a community of customers that love you and advocate for you.

## **What people have influenced your thinking and might be of interest to others?**

Fred Reichheld, Steve Blank, Al Ries, Seth Godin, Reed Hastings



## Drop 3 Dress Sizes in 7 Days?

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

VenusFactor.com



## 5 Veggies that Kill Stomach Fat?

Check out which veggies boost female metabolism and burn stomach fat



## 1 Tip for a Tiny Belly

Lose a bit of your belly everyday by following this weird little tip

venusfactor.com





✓ 60-DAY NO QUESTIONS ASKED MONEY BACK GUARANTEE
✓ 100% SECURE ORDER
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# 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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- [Ipod Music Sources](#)
- [Jewelry Deal Store](#)
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- [The Twitter Effect 2.0](#)



**Feature Article .**

# ONLINE MARKETING ON A LOW BUDGET

**By: Arthur Rogers**



Among a myriad of problems businessmen deal with, the lesser budget for promotions is a prominent one. Your product is new and unique, so why not the marketing techniques especially when it's a constrained budget scenario? An ideal businessman knows how to get the most out of the minimum. You can learn a lot from his business tactics in a small budget situation with a few of them discussed ahead.

## **Optimize the Website**

The first thing through which the customer gets to know about your brand is your website. It isn't a mandate to invest harder in your site, but with small improvisations here and there; things can get better.

Boost up the website's mobile-friendly features as Google provides the higher ranking to sites supporting more and more mobile devices. Having an Android or iOS app is not always a necessity. Going "app-first" is recommended only if you are providing something which cannot be offered well on a mobile website.

## **Targeted content marketing**

Content for your website should be developed with the fact that someday it will generate income for your site. Ensure that whatever content your brand presents is relevant to the audience and it inspires him to dig out more about your brand.

Business blogs might say email marketing is incompetent; still, we daily receive promotional emails, and this proves a focused and well-written email surely matters. User generated content which includes reviews, testimonials and polls is also a point to be focused on.

## **Endorsement by a local celebrity**

Local celebrities are closer to the general audience, and they can enhance your brand recognition. Anyone who is into something constructive and notable and is promoting your brand is surely capable of bringing business to you.

## **Use Blogs**

Not every brand can afford to be on a cover of a top magazine, but being on a popular blog is for sure affordable. You can offer a small amount of your service or product free of cost to the blog owner or their audience. Also, your comments on other related blogs and forums can enhance your visibility.

# MWM marketplace

Domains, Websites & Products For Sale.



**Your Ad here**

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[ads@makingwebmoney.com](mailto:ads@makingwebmoney.com)

**ContactUs**

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



**Domain for sale**

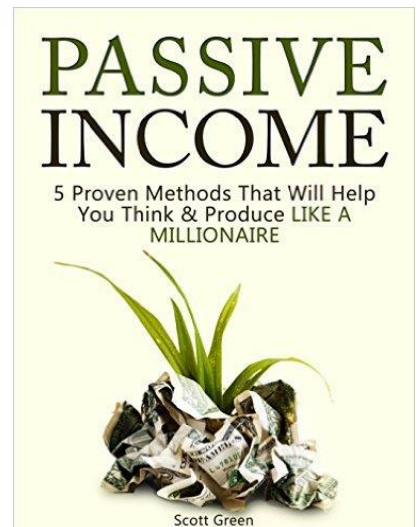
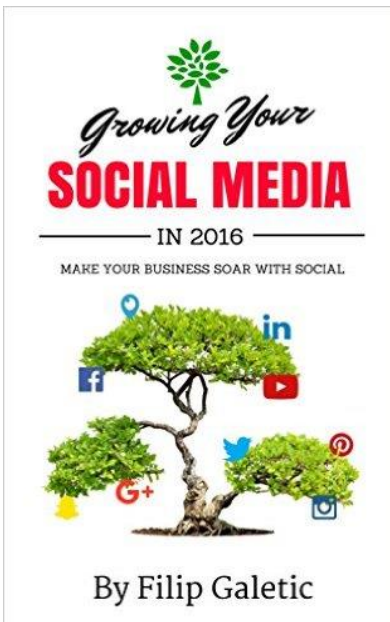
**Contact:**

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**Make an offer**

<Great brand name for an  
internet marketing  
Product or service

**[ViralInternetMarketing.com](http://ViralInternetMarketing.com)**



**Quotable:**

“

“In almost every technology area that we're ahead in, we're ahead in because the United States leads the world in computers.”

~W. Daniel Hillis

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

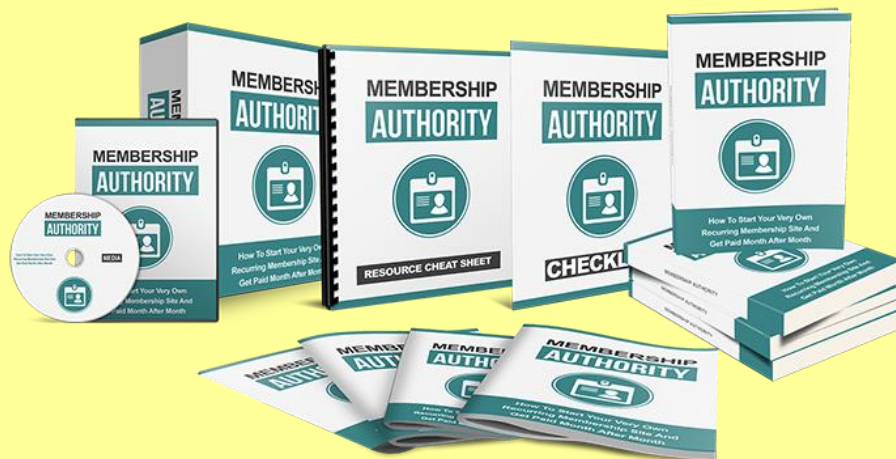
# "Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

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

## Why Should You Create a Membership Site?

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

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



## Membership Authority which includes the following:

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

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

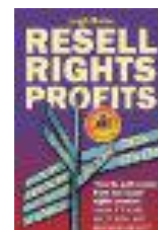
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# MWM featured products

## 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.



## WPMemberSite.com

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

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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.



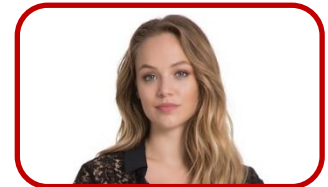
## **Sophia Boyd**

Sophia Boyd finished her degree in Journalism in 1995. In 2001, her career shifted when she left her job in the newspaper company and focused on content marketing. She now writes for different business and manages her own blog.



## **Lola Brady**

Lola Brady is the name to call when it comes to SEO and PPC marketing. She works in a digital marketing company based in Melbourne. During her free time, she enjoys playing with her 2 kids.



## **Florence Cobb**

Florence Cobb is an expert content and social media marketer. She travels around the world, sharing her skills through trainings and workshops.



## **Lee Odden**

Lee Odden is the CEO at TopRank Marketing - Digital Marketing Strategist, Author, & Speaker



# MWM contributors

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## Arthur Rogers

Arthur Rogers enjoys working at home. He manages his own Internet marketing company, which helps many businesses stay visible in the online world.



## Shelia Sullivan

Shelia Sullivan is a nurse by profession but when she discovered Internet marketing, she decided to work full-time creating SEO content.



## Ryan Thomas

Ryan Thomas may be new in the online business, but his skills are unquestionable. He spends most of his time checking Google and for fun, he enjoys playing footy.



# QUICK INSIGHTS PERTINENT TO INTERNET MARKETING AND ITS CRUCIAL COMPONENTS

By: Ryan Thomas

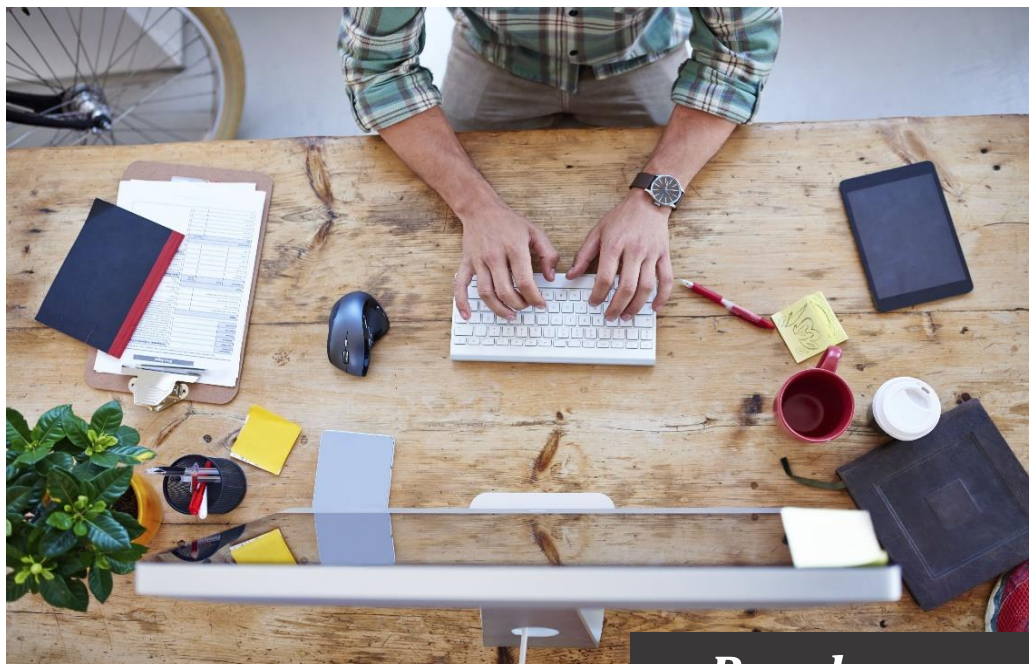
Internet marketing is huge in today's informational age. The benefits associated with internet marketing can be of great use to promote your business especially when you are on the lookout for cheap marketing plans.

There are many ways to make your brand or business recognizable to your target audience. However, the charges associated with different promotional means may suck the money out of your bank account. This is where internet marketing steps in the scene and does what even the most efficient advertising/promotional tool may not be able to do.

Your business can instantly gain recognition with the push of a button. The arena of internet marketing is vast, and there are many crucial aspects that pop up. The following are some of the essential internet marketing tools to help you elevate your business presence.

## 1. Blogging

Internet marketing is all about engaging with your customer audience, and blogs go a long way in keeping your audience entrained and informed. A well-written blog post with pictures and infographics will work wonders in ways you couldn't even imagine. People are hungry for information, and if your business strikes the chords right then, the in-flow of customers will be humongous.



## 2. Pay Per Click Campaign

A Pay per Click Campaign is assured path to successful marketing. These drives provide utmost flexibility to marketers to choose the budget of their choice and then start with the marketing process. There are several parameters given to the marketers to narrow down their audience and be as accurate as possible. Your business shall get charged only when a customer clicks on your ads and gets redirected to your official portal.

## 3. Press Release Submission

Press Releases are written content that provides nook information about your company and its nature. There are hundreds of press releases directories over the web and finding one and making regular submissions will help people to know more about your business and also elevate your SEO rankings.

*People are hungry for information, and if your business strikes the chords right then, the in-flow of customers will be humongous.*



# My Coconut Oil Shop

*Best Coconut Oil Products and Benefits*



## FIND OUT:

- The Truth About Coconut Oil
- Get to Know the Benefits of Coconut Oil
- The Ultimate Multi-Purpose Product: 5 Ways With Coconut Oil
- Coconut Oil Is Truly A Wonderful Product And Can Also Be Beneficial For Your Overall Health
- How to Use Coconut Oil for Personal Care



# THINGS ABOUT AMAZON YOU NEVER KNEW

By: Sophia Boyd

Amazon very aptly called the king of e-commerce, is the most trusted shopping website. Whether it's about easy returns or a personalized user experience or a reputable customer service, Amazon wins at all. Apart from logging in, searching the required products and making a purchase, there are a lot of bullet points a customer should know about Amazon. Listed ahead are a few of them which can make your Amazon experience much better.

## **Amazon Vine**

If you like to review products, then this is something interesting for you. For a few elite reviewers, Amazon sends out invitations for the 'Vine' club. These reviewers are asked to select two products out of the list Amazon carries them, and they can keep them if they provide the review within thirty days. And Amazon even has an algorithm, based on quality and consistency, to find out the best reviewer.

## **Amazon Locker**

In New York, Seattle, California, and London, you can use Amazon Locker to get your packages delivered and pick up later anytime. It is a 24/7 facility and to get the package; the user just has to enter a code received through SMS or email.

**WITH KINDLE  
DIRECT  
PUBLISHING, YOU  
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BOOKS PUBLISHED  
FOR FREE AND SET  
ANY SELLING  
PRICE. THE ONLY  
CATCH HERE IS  
THAT AMAZON  
KEEPS 30% OF ALL  
ROYALTIES.**



## **Amazon Flow**

A new twist in online product search comes with Amazon Flow. Instead of typing the product name or scanning the barcode, here you just need to upload a picture of your product and Amazon Flow automatically adds it to your shopping list. It is available as a standalone app.

## **Amazon Kindle Store**

This feature comes as a godsend for upcoming writers. With Kindle Direct Publishing, you can get your books published for free and set any selling price. The only catch here is that Amazon keeps 30% of all royalties.

## **Amazon Smile**

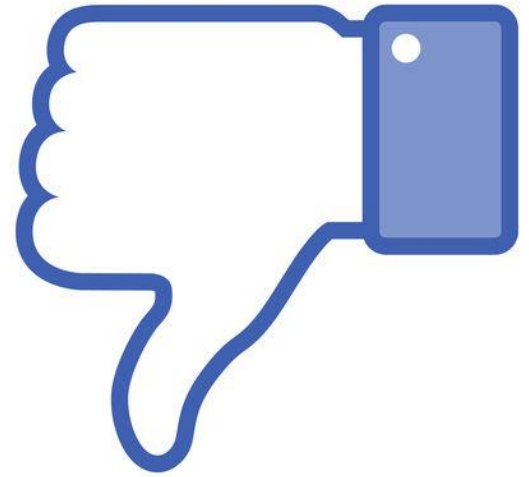
If the customer buys a product falling under the category of Amazon Smile, 0.5 % of the total cost goes to a charity of the choice of the client. It costs nothing extra to the buyer. Amazing Amazon, isn't it?

# THINGS NOT TO DO WHILE MARKETING ONLINE

By: Ryan Thomas

As easy it may seem, there are constant threats and challenges businessmen face while marketing online. Pouring up whole your content on your website or Facebook page or even blog is not called internet marketing. One must be careful enough to figure out what are the things not to be done because elimination of garbage always leads to accuracy and exactness.

- Never publish your website unless it is complete. Firstly it gives a more negative first impression. Secondly, chances are very rare that the viewer will wait and revisit your site after completion. Rather he would opt for other available websites.
- Never get distracted from your target audience. It's good to expand your horizons but forgetting the actual target audience while trying to acquire new ones is not recommended. For instance, how would you feel if all that you see in your Facebook news feeds are advertisements only and a one or two updates from your friends? You would never log in again.
- User registration before you let him visit your website is not always beneficial. In general, viewers do not prefer sites which make registration a mandate unless your offered content is exceptionally unique. And if the registration is something you cannot avoid, try to keep it as simple as possible requiring minimum user data input.
- Never use black hat SEO techniques to improvise your web page rankings. Be it keyword stuffing or invisible text or page swapping, punishments could be severe once the techniques are detected.
- Do not use a large number of technical jargons while talking about product features. Not everyone needs these many technical specifications. Keep your language as simple as possible.
- Never make everything too automated on your website. A general concern of users while using customer care facilities is that when they want an actual human being to listen up to their problems, all they get is an automated program asking them to provide information with the assurance that they will get back soon to the user.



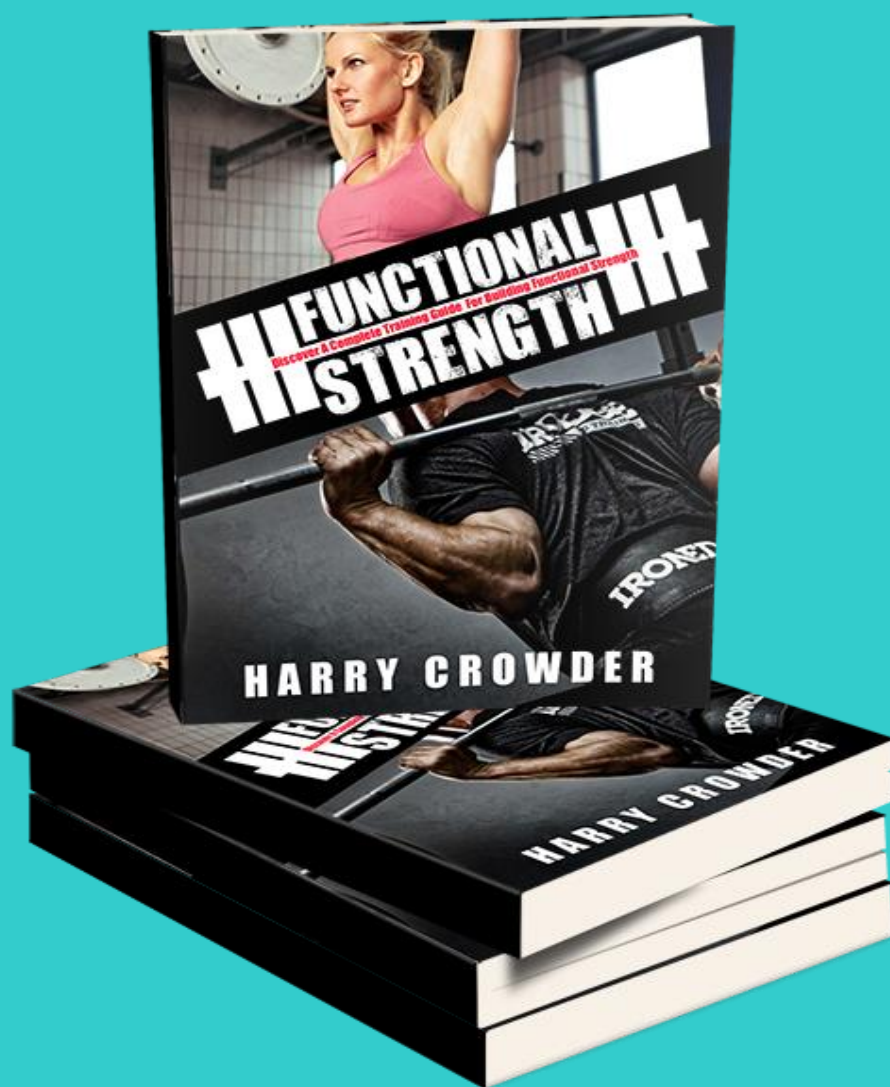
***Never use black hat SEO techniques to improvise your web page rankings. Be it keyword stuffing or invisible text or page swapping, punishments could be severe once the techniques are detected.***

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**Matt's success goes to show that entrepreneurship isn't always straightforward, and that good business can still have a sense of humour.**

## **MEET MATT GOMEZ, SOIL MATE**

Matt Gomez's resume is full of surprises, from running an international airport to teaching English to rainforest inhabitants and Buddhist monks. His latest venture is just as unexpected. As Soil Mate's Founder, Matt created a comprehensive online resource that connects consumers with local food and drink producers and the restaurants that support them using smartphones, tablets and computers, and the business is growing fast.

Soil Mate is a little over one year old, but it has already received a Small Business BC Award in the Best Concept category in 2014, and has been featured across North American media outlets like the CBC, Huffington Post, Global News and Shaw, among others.

Matt's success goes to show that entrepreneurship isn't always straightforward, and that good business can still have a sense of humour.

## Bring a Fresh Perspective

Unlike many business owners' single-minded career path, creating an app wasn't always Matt's end goal. In fact, despite its success, Matt notes that he wasn't "a student of entrepreneurship" and that his approach was "generally pretty cavalier".

Matt's business began after he travelled around the world and became interested in the positive connection between food and communities. When he saw how hard it was to copy this connection at home, he decided to make sourcing local food and drink easier with Soil Mate.

Not all entrepreneurs start at a young age or have a formal education in business. Matt embraced his unique background and experiences to bring a new perspective to his industry.

**The biggest lesson Matt learned with Soil Mate was that even the best entrepreneurs don't know all the answers when they're first starting out.**

## Ask Questions

The biggest lesson Matt learned with Soil Mate was that even the best entrepreneurs don't know all the answers when they're first starting out.

Before Matt launched his business, he had very little knowledge about sourcing local food and how to run a business, and was hesitant to look like he didn't know what he was doing. But after making a few avoidable mistakes, he learned that it's always better to ask questions first.

As he says, "Be respectful, courteous but also direct about what you need help with, and you'll find what you need."



## Use Your Resources to Get Momentum

Matt made the most of the business resources available to him from the very beginning, which accelerated Soil Mate's growth. After six months, Soil Mate was operating in every state and province in North America, and had already helped tens of thousands of customers find and buy local food and drink.

He chose to grow his tech startup with Accelerate Okanagan's Venture Acceleration Program, and then was nominated for Small Business BC Awards' Best Concept Award. After winning, Matt capitalized on the Small Business BC Awards prizes, including the Premier's Prize of \$1,500 cash, professional business mentorship, an All-Access Pass to Small Business BC education and experts and invaluable marketing and PR opportunities.

By knowing his business and how to leverage available resources, Matt was able to get the momentum he needed to expand his business fast.

## Know What Works for You

Knowing what you're good at is crucial to excelling in business. Matt's wholehearted dedication to trying new things and learning new concepts make him an adventurous entrepreneur. This was crucial to his unreserved enthusiasm for his business concept and use of acceleration programs and awards that helped grow Soil Mate so quickly.

Above all else, Matt's strength is his passion for making buying local and understanding the values and quality of food convenient for consumers.

The UK-born Founder adds jokingly, "Plus, I have an accent – people seem to like that."



***Above all else, Matt's strength is his passion for making buying local and understanding the values and quality of food convenient for consumers.***

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