

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

HOT OR NOT?

October 2017

**PROS AND CONS OF PAY PER
CLICK ADS**

**Mobile & Its Role in
Internet Marketing**

Raymond Roberson



May Marshall



TIPS FROM EXPERTS
to FINALLY
Get Internet
Marketing
Working
for YOU



**Make sure your landing
pages are attracting the
right keywords**

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Let me say it a different way...

You Don't Even Have To Say "Yes" To Get Started Right Away, Just Say "Maybe" And I'll Send Your First Lesson Instantly!

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Welcome to the **OCTOBER 2017 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.*

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- **MWM Back Story - This Financial Trader is now a High-Growth Ecommerce and Manufacturing Entrepreneur**

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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Keep your valuable feedback coming. I try to reply to every email, I appreciate your input as it helps to make **MWM** the Best magazine possible.
Email me at: **harry@harrycrowder.com**

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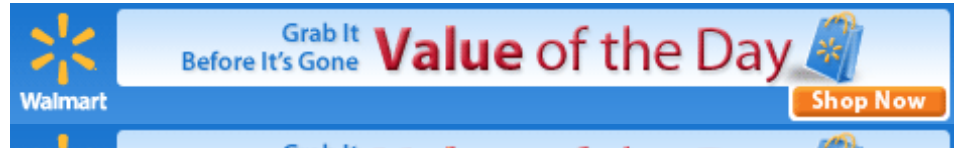
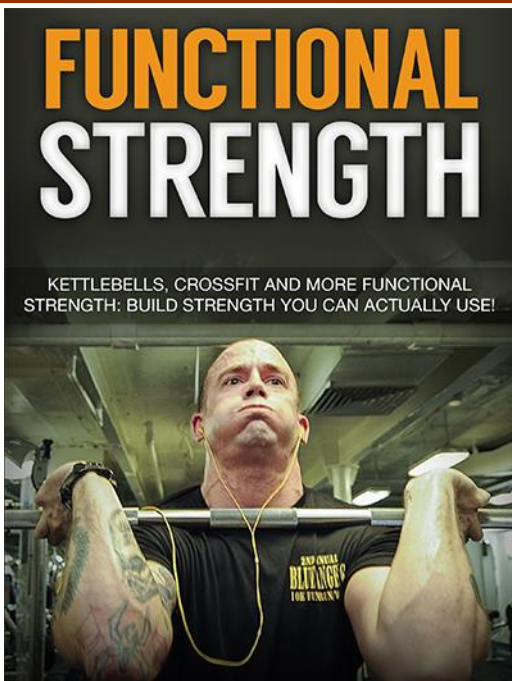
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Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

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

harry@harrycrowder.com



Halloween Costumes
Other Things Halloween
Kids Halloween Costumes
Men's Halloween Costumes
Women's Halloween Costumes
Halloween
Decorations

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SUCCESS STORIES OF INTERNET MARKETERS- HOW THEY ACHIEVED IT

By: Celia Mann

To achieve success in Internet marketing is not that easy. A lot of Internet Marketers do not see success as they are looking to earn a quick buck. It requires discipline, dedication and perseverance and not many marketers have these qualities. Some Internet marketers have achieved tremendous success and we are going to unravel their recipe for success.

Brian Dean of Backlinko

Brian started a blog in 2013 and began to write on it daily. He failed miserably to get visitors to his site and hence changed his *strategy* a bit. He started looking out for sites where no *internet marketer* had gone. He thinks 'Flippa' for great *content* ideas.

He went to the advanced search option that had sites which had more than 1000 monthly subscribers. He said that the sales page gave him an *insight* to something that he had never heard of. He feels that the content needs to be *creatively designed, exceptionally written* and *thoroughly updated*.



Noah Kagan of AppSumo

Noah was one of the early recruits of Facebook and was fired from the company soon. He says that one must accept this harsh truth and move on and that's what he did. He started organizing events where experts from the *media* industry would come and speak. He built a *network* which helped his brand in a big way.

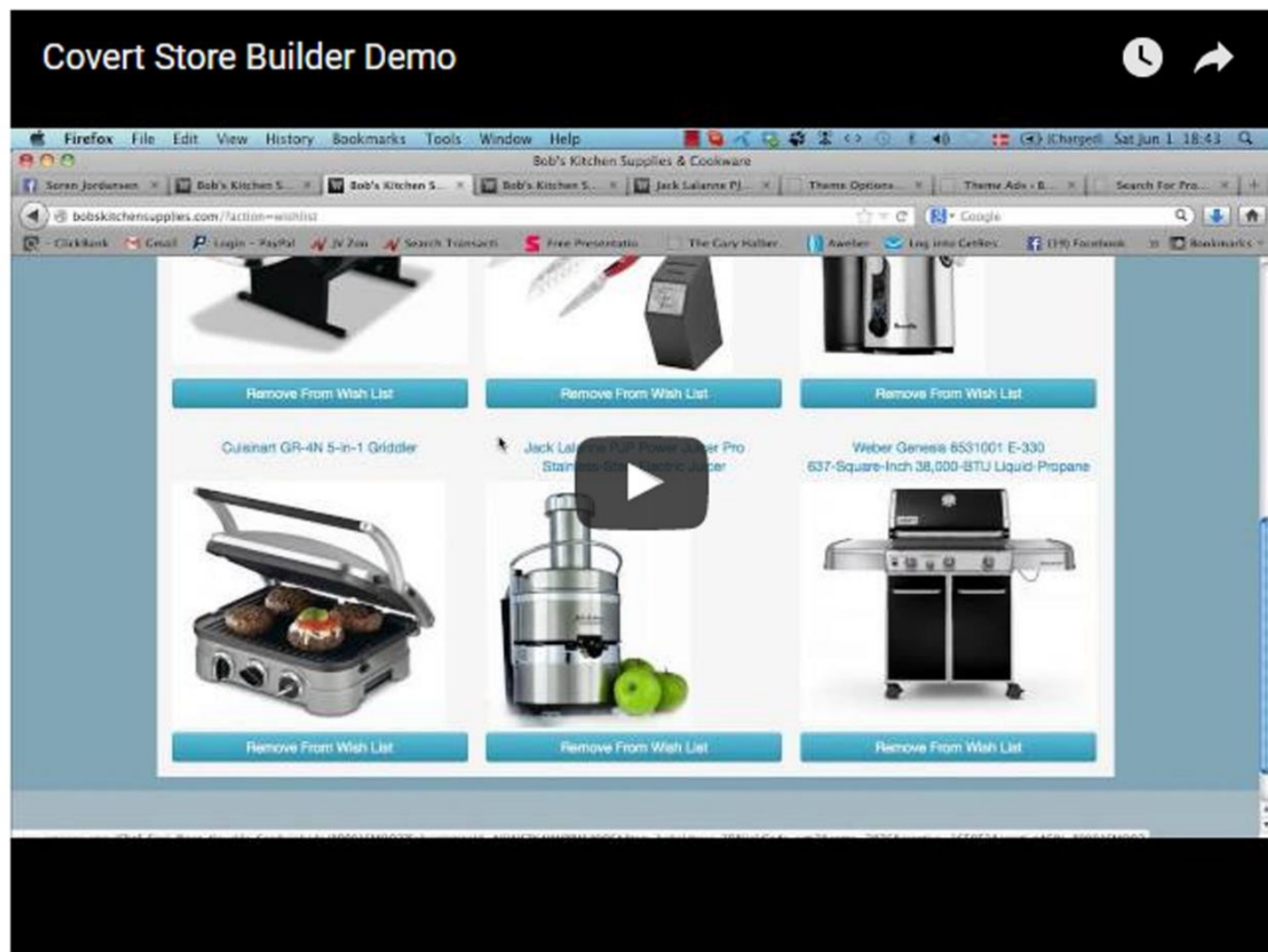
He asked a group of *digital marketers* to provide packages and deals which small time businesses were in need of. The solution was to create courses for them. They built quality courses where business owners could learn how to make money. And he created a product called AppSumo. They made 1 million dollars in the first year. He says his biggest learning comes from *people* as he built a product which they liked.



These **Internet marketers** found out what exactly they lacked and what the customers were looking for. They built their ideas around it and achieved success in a short span of time.

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Each and every month you'll get a new lesson showing you a different way to *profit with the PLR products you already have*. Each month will be a different lesson (*sometimes delivered as a step-by-step PDF and sometimes delivered as video tutorial lessons, and even sometimes a mixture of both*) that you can download, view, and then implement to **start making money with PLR content**.

This **12 month coaching program** can help you feel good about every PLR purchase you've made (*even those "junky" ones because I will show you how to polish them 'til they shine!*). The **PLR Profits Coaching Club** can justify every penny you've spent. It can make those purchases worth something to you because you can put that content to work making money for you.

[Click Here to Start](#)

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

MWM news

AMAZON ALEXA SURPASSES 10,000 SKILLS

In the midst of rapid growth, Alexa team says News & Gaming skills are the most popular categories.



Amazon has announced another Alexa-related milestone: more than 10,000 skills are now available. (A "skill" is Alexa's equivalent of a mobile app.)

The skill that helped Alexa reach 10,000 is a musical game called Beat the Intro, which invites players to guess song titles based just on the opening bars of music before the singing starts. In fact, Amazon's David Isbitski says gaming skills are the second-most popular category overall so far. Here's the top five:

1. News
2. Gaming
3. Education/Reference
4. Lifestyle
5. Novelty/Humor

With more than 10,000 skills now, the library has added about 3,000 of them since last month's 7,000-skill milestone. Overall, the skills count has more than tripled in the five months since Amazon said there were 3,000 skills available.

Amazon has been heavily courting the developer community with a developer portal and skills kit, and recently launched a hub to help marketers create voice skills.

Discovery is still a concern, though. Amazon overhauled the Alexa app last summer to make it easier to find skills, and more recently began listing them on the web at [Amazon.com/skills](https://www.amazon.com/skills). As the skills library continues to grow, it's likely Amazon will need to stay ahead of the curve and make it even easier for developers to get their skills in front of potential users.

Social media management platform provider Hootsuite has announced the acquisition of analytics firm LiftMetrix to further bolster its portfolio and give organisations greater insight into their social campaigns.

The two companies have been partners for several years, with LiftMetrix being one of the primary players in Hootsuite's open partner ecosystem – and with return on investment (ROI) practically a necessity in today's marketing landscape, the deal makes sense in terms of getting as much data as possible to customers. Hootsuite cited a study from the CMO Survey, which found only one in five marketers are able to prove social's impact quantitatively despite a huge increase in spend.

"It's critical for marketers today to prove the impact of social advertising on the company's bottom line. LiftMetrix offers a sophisticated, yet easy to use analytics solution that helps our customers make sense of data to maximise social marketing results," said Ryan Holmes, Hootsuite CEO in a statement. "LiftMetrix will be a fantastic complement to the Hootsuite platform."

"By joining Hootsuite, we will be able to offer increased value to our existing enterprise customers around their paid, earned and owned social initiatives," added Nik Pai, LiftMetrix CEO and co-founder. "It's exciting to be part of a company with Hootsuite's velocity and trajectory."

Hootsuite has certainly been busy in recent months when it comes to beefing up its capabilities. This publication covered the company's move in July last year to integrate with Dropbox, Google Drive, and other content repositories, and speaking to MarketingTech in August, Omar Kaywan, senior global product marketing manager, explained the importance of different forms of ROI.

"It depends what you're doing; sometimes social ROI could be the fact that you have a cost savings on your customer service efforts, or from a marketing perspective it's sometimes focused on delivering leads," Kaywan said. "There is no particular statistic to focus on, but from an elementary perspective, tweets, likes, retweets, shares are all important to capture."



Quotable:

"Computers make it easier to do a lot of things, but most of the things they make it easier to do don't need to be done."

~ Andy Rooney

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THE VALUE OF INTERNET MARKETING IN NEW AGE COMPUTING ERA

The rise of DOT COM companies after the sprawling sweep through of the Internet in modern age media has become more than a parallel advertising medium in conjunction to traditional advertising on radio, news papers, magazines and television. Even though companies continue to drive their sales through traditional media channels even today, effective sales strategies almost always rely on Internet Marketing to capture their market share.

The effect that Internet Marketing has created cannot be undermined due to its influential nature on the end user. The fact that consumers today rely on e-commerce for making their final purchase or for deciding on what to buy with the help of Internet promotions and reviews is more of a lifestyle rather than a mere choice. In this scenario, companies can make their presence felt only through setting up clear marketing goals that penetrate the online space through Internet Marketing.

The web and search engines, e-commerce websites, promotional and information fetching websites, exclusive online advertising websites, affiliate marketing platforms, are all engaged in marking them on the top of the search engine directories. They in turn serve as vehicles for companies to market their product effectively. Due to undue pressure from competition, companies are in a position to take advantage of the best Internet marketing platform that would drive their sales up by as much as two hundred percent.

In order to be effective, a company's sales strategy in Internet Marketing must encompass email marketing and social media marketing, in addition to web marketing.

In order to be effective, a company's sales strategy in Internet Marketing must encompass e-mail marketing and social media marketing, in addition to web marketing. While affiliate and promotional websites serve as good starting points for gaining customer interest and driving to company websites, E-mail marketing presents a more focused approach to reach targeted, prospective customers and social media channels serve as good reminder vehicles to retain customer focus and eventually raise the percentage of conversions.



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

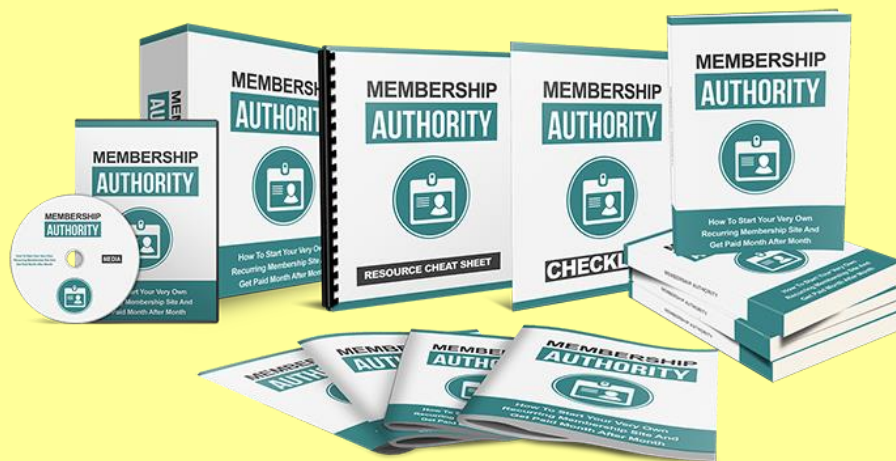
"Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

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 includes the following:

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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 success story

JUMPING FROM FINANCE TO *FASHION*

By: Michelle Rohr



Paula left the finance world to start her own vintage fashion boutique. Making the business a true success was a real struggle for her, but she didn't give up. Her persistence paid off in the form of an idea that has not only up-leveled her business but is also helping other independent fashion businesses based in the UK. Paula's story shows how problems are always opportunities in disguise.

“

Quotable:

“Computing is not about computers any more. It is about living.”

~Nicholas Negroponte

WHAT MOTIVATED & INSPIRED YOU TO START YOUR BUSINESS?

After 15 years as a currency trader in an investment bank, I left that world for a little while in 2009, deciding to use my savings to start my own vintage and pre-loved fashion boutique in Tunbridge Wells where I lived with my family. I loved fashion and working in a well-paid industry meant that I'd over-indulged for a number of years – designer handbags being my Achilles heel! I loved the idea of recycling and reusing, plus vintage was just becoming main stream and we were teetering on the edge of recession. Women were spending less on fast fashion and would rather buy quality than quantity.

I wanted to start a fabulous boutique that carefully edited its stock with the clients in mind. My plan was to encourage women to sell their unworn/unwanted items and swap (or swish) them for something else, meaning that the boutique would have a constantly changing stock. I told everyone what I was planning, did my business plan and a couple of business courses and then opened my shop in December 2009, less than 6 months after I left the city.

I have a strong work ethic so working long hours and not having holidays wasn't an issue. When it's your baby, you don't care. I networked my ass off, did social media, marketed myself and the boutique and was fortunate to land a monthly fashion column in Kent Life and lots of mentions in various glossy fashion magazines and daily newspapers. But it just wasn't enough. I opened my online business to complement the shop and broaden the demographics for my sales but soon realised that having a retail shop AND an online presence was harder than I ever imagined. I paid my bills and my staff but there was never really anything for me after all those costs.

After 2 years, I went back to the city, keeping my business going, working weekends and evenings for the next two years to keep things ticking over. But getting my little business found on Google and keeping my clients engaged when I couldn't be in the shop was proving an impossible battle. My light bulb moment came one evening when I was surfing the net and found an online dress agency that I had never heard of that was selling amazing pre-loved designer items. How could I not know about this place? The realisation that there were 1,000's of independent fashion shops all over the UK that were struggling to get themselves found kept me awake that night. The following day, the principle idea for Fashionseeker was born, although I sat on this for nearly six months before I put the wheels in motion to get going. I was still working in City full time and running the shop from a distance so the thought of starting another business was just too scary to comprehend.

TELL US ABOUT YOUR BUSINESS...

Fashionseeker (www.fashionseeker.co.uk) is a fashion portal for independent fashion businesses based in the UK. We want to be the definitive site for fashion shoppers who want to support independent fashion businesses and find unusual and up and coming brands. Through social media and PR, our business is to tell shoppers all about the independents who sign up to be on the site. They are mostly companies that can't afford huge campaigns, expensive advertising and celebrity endorsements, so Fashionseeker enables these independents to be found in one place, whether they are a bricks and mortar business, an online-only business, or both.

Boutiques can upload stock and be in control of their page on Fashionseeker, redirecting shoppers to their products so they can purchase through their websites, with us taking zero commission for the referral. Not charging commission to these businesses was important to me, making us unique in this space. My understanding of how hard independents have to work to make their businesses profitable, I know every bit of margin is essential for their survival. We also have an exclusive fashion stylist directory, making it easier for you to find stylists near you.

WHAT WERE THE FIRST FEW STEPS YOU TOOK TO GET YOUR BUSINESS UP AND RUNNING?

I had to go get my idea sanity checked. Was this as good as an idea as I thought it was!? I saw a friend of mine who owns a marketing and web design agency, Torpedo Juice, and we spent many hours specking out what Fashionseeker would/could look like and what it could do. He had some great additional ideas and was a good and honest sounding board for me to bounce off of. Torpedo Juice then set about building the site and I started doing some marketing and talking to people about going on the site – selling the dream at this stage.

My husband sold his small removals business to become the sales director and we found ourselves a fabulous, energetic PR girl to join us and take charge of social media and events. The business has been boot-strapped from the start, running on teeny over-heads and zero salaries. We signed all our businesses on for a three month trial to start, to encourage boutiques to come on board and see how hard we work. Then came the decision to sell my original business – running the two in tandem was just not a viable option.

WHAT HAS BEEN THE MOST EFFECTIVE WAY OF RAISING AWARENESS OF YOUR BUSINESS AND GETTING NEW CUSTOMERS?

Our BFF has been social media. Through Twitter and Facebook, we have raised awareness of our product, brand and ethos. We had sponsored a couple of national fashion events, run competitions with our boutiques and blogged and blogged and blogged again! Our official launch party was in June 2014, and we had a fabulous turnout. But there is no let up. You need to shout your name as loud as you can from the roof tops each and every day!

WHAT HAVE BEEN YOUR BIGGEST CHALLENGES SO FAR WITH RUNNING YOUR BUSINESS?

Getting independents to understand what we are trying to do. Fashionseeker has two types of clients. We have the businesses that we brought on-board (the fashion boutiques, jewellers, stylists, dress agencies and vintage stores) and we have the clients that we want to come and shop with us and find these amazing places they never knew existed. Successfully marketing to both sets of clients is a challenge but we are getting better at this as we grow.

HOW DID YOU OVERCOME THESE CHALLENGES?

There is always an answer. It might not hit you straight away, but I'm a great one for going back to the drawing board if need be. If you can't climb over that mountain, then you either need to go around it or build a bloody plane and fly over it!

*Work your socks off.
Network in your
industry 'til it hurts.
Do your homework.*

WHAT DO YOU LOVE ABOUT RUNNING YOUR OWN BUSINESS?

Being in control of your own destiny is pretty powerful. It's also scary. That combination keeps you on your toes (and in the hairdresser covering up the grey hairs!).

WHAT ADVICE WOULD YOU GIVE TO OTHER ENTREPRENEURS?

Work your socks off. Network in your industry 'til it hurts. Do your homework.

HOW DO YOU KEEP MOTIVATED THROUGH DIFFICULT TIMES?

I am a very self-motivated person but every now and then I have to give myself a kick up the backside. I do have some amazing friends and family though that are supportive and tell me I'm doing the right thing. Plus I am a stubborn cow – I will make it work if it kills me.

DO YOU HAVE A BUSINESS PHILOSOPHY?

You are not going to go anywhere unless you always work hard. Sometimes luck plays a part, but lazy people rarely get to where they want to be.





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MWM ask the expert

Interview with Annie Cushing @AnnieCushing from Annielytics.com



Annie Cushing is one of world's most trusted Google Analytics experts. She is an independent SEO and web analytics consultant. This super-smart woman makes data collection and analysis sound simple and fun. She has a unique gift for presenting data in beautiful ways. Follow her @anniecushing to get all her updates and insights

I thank Annie for agreeing for this interview and spending her valuable time and for sharing these wonderful tips.

ANNIELYTICS

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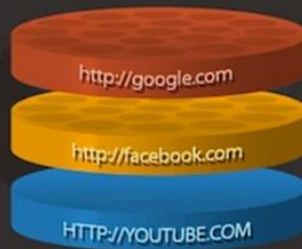
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MWM ask the expert

Q. How did you pick up your impressive statistical reasoning skills?

A. Hundreds of hours of reading every book I could find and watching every video on data and Excel I could track down.

Q. Give us more insight into 'Interests', 'Affinity Categories', and 'In-Market Segments' found under 'Audience.' *(Google analytics). How can we benefit? Please provide examples if possible.

A. These are optional dimensions. The word on the streets right now is the data is pretty unreliable. I suspect it might be more reliable with ecommerce sites, but I don't have data to back that hunch up.

Q. What is the best method to track canonical URLs through GA?

A. Remove as many query parameters as you can from your URLs using under Admin > [Choose view] > View Settings > Exclude URL Query Parameters. You should use the same logic you use for canonical URLs: If a parameter doesn't determine unique content, exclude it. The URL Parameters report in Google Webmaster Tools (Crawl > URL Parameters) is a good resource to find parameters. Filtering these out doesn't filter out the traffic; it merely consolidates your pages in content reports.

Q. Are there any tips which you can share with us to help us understand attribution modeling?

A. This resource from Google is the best you can reference to understand how to best utilize attribution modeling.

Q. What things should we test for landing page optimization and what metrics we should use for analysis?

A. Make sure your landing pages are attracting the right keywords, using GWT's Top Pages report (under Search Traffic > Search Queries). Also, monitor average page load times, bounce rates, and revenue like a hawk.

Q. Care to share any tips to increase AdWords ROI using Google Analytics?

A. Compare the keywords you're bidding on to the matched search queries (what people actually searched for). I find some of the biggest leaks here. One client (a college) was unknowingly getting a third of their traffic from porn terms. Also run your destination pages through a crawler like Screaming Frog. You'd be amazed by how many businesses spend money sending traffic to 404 pages.

Q. How effectively we can track social media ROI and what are your key performance indicators?

A. Google's added a ton of insight to Google Analytics in its spate of social reports. But they are utterly useless if you're analyzing bad data. So the first step is to read this guide I wrote on campaign tagging and pay special attention to the Fixing Your Default Channel Grouping section.

Q. Lastly, what is the newest challenge in technical analytics? Will Universal Analytics really change the present scenario of tracking?

A. I believe the biggest challenge is resolving the disconnect between last-click attribution data and multi-channel funnel data. Because they measure the contribution of direct traffic so differently (with last-click giving credit for a conversion to the last campaign visit before the conversion and MCF giving the credit to direct), there's no way for marketers to marry this essential data.

Someone from Google needs to enter the tunnel of chaos and standardize how direct traffic is credited with regard to conversions, so we can all scream, cry, write ranty blog posts with crazy conspiracy theories (as we marketers are known to do) and then move on with fully integrated data.

Thanks for your time Annie. Your answers will definitely help internet marketers and analytics savvy people.

*Make sure your landing pages are attracting the **right keywords**, using GWT's Top Pages report (under Search Traffic > Search Queries).*



e-Commerce is growing like never before!

You would be amazed to know a proven and tested system to easily and quickly create a profitable online store, and boost your profits in a hassle-free manner

Dear Online or Offline Business Owner,

I am about to disclose an important piece of information that will enable you to boost your business and leave your competitors far behind.

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

- Are you still trying to sell your products and services physically?

- Have you spent a lot of money and time, but never achieved your objective?

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

Look at astonishing stats:

- U.S. Online sales will be **\$523 Billion** by 2020

- E-Retail spending to go up by **62% this year**

- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com

- eCommerce salaries in the UK have increased by over **14,000** euros in **2015**, and by the end of 2016, grew by more than **3,000** euros.

- The average amount spent by each consumer is expected to rise from **\$1,207** per annum to **\$1,738** per person.



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

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Get Your copy of your “eCommerce Made Easy” Training Guide. Be ready to apply these really easy-to-follow strategies right away before your competitors do!

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

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HOT OR NOT? PROS AND CONS OF PAY PER CLICK ADVERTISING

By: May Marshall

It's tough. It's fast. It's ruthless. Internet based marketing is a monster that needs to be tackled in today's competitive environment for any self-respecting marketer to keep his edge. However, it's not always easy to do, and the various words gurus throw at you can be hard to understand. SEO, social media advertising, email marketing – how to decide which ones are worth the effort?

Pay per Click evolved in response to the age old idea that to snare a potential customer, one has to grab their attention when they least expect it. Every time a relaxed surfer clicks on an ad, you, the marketer, pay the search network for giving you visibility. So. Is Pay per Click for you?

Pros:

1. Pick your Geographical Niche: You decide which locales to target when you pay your search engine, meaning you can avoid expending energy on less likely customers and focus on ones who might buy.
2. Easy to Learn: Unlike SEO, which can be a college course in itself, Pay per Click is easy to understand and doesn't come with too many catches.
3. Quick Fix: Sometimes, it's important to see immediate, tangible results. For every penny you pay, you can feel like the good marketer you are – someone has clicked to your website. You are being seen.

Cons:

1. Expensive in the Long Run: When the gravy train aka payment stops, so does the marketing. And if you haven't established certain credibility using more convincing marketing by then, you might find that hole in your pocket for a longer time than you'd like.
2. Time: While there's not a lot of ways you can get Pay per Click completely wrong, it does take some time and energy to learn how to use it effectively enough for it to be a long term strategy.



DIGITAL PUBLIC RELATION (PR)

By: Anna Wright

Digital public relation is a new age public relation technique that is adopted by many. Digital PR combines the methods of traditional Public Relation and other marketing techniques as content marketing and social media. It aims at changing static news into conversation and communicating to the target audience directly.

With digital public relation large number of people can be reached simultaneously. Also the relevant audience can be targeted and the message can remain available for a longer period of time.

Depending on the type of business, its objectives and target audience one can choose a particular type of PR tactic which will yield best results. The best way to do this is finding a good story.

Also, the marketer has to find out the most appropriate media outlet for a particular brand or product. One needs to know the social media platform, which their customers read and follow.

Also, one can find out whether blogs are read more often or certain online newspapers and magazines. Also the impact of social networking sites should be studied on a particular population before choosing an outlet.

Another way of building excellent digital public relations is to be active on the social media. Being active can mean anything from participating in group discussion on social networking websites or tweeting and blogging.

Participating in the social web with an aim of public relations one will get attention for their brand. Attention on the Internet can be defined as the number of links one gets. The more number of links one gets is a proof that their posts are being noticed and liked.

Getting editorial links and links from public relations are much more powerful than links which are developed by using link building tactics. Digital public relations are important to protect and promote any sort of business online.

Finally, A Bunch of Great FREE Help!

No more Paying For Products That Don't Deliver Results!

Get Everything You Need To Know To Start A *Wildly* Successful Home-Based Internet Business!

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- Viral Marketing
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MWM gadgets & toys

Prynt

Instant Moving Pictures

- Smartphone photo printer meets video meets augmented reality
- View your photo in the Prynt app to reveal hidden video content
- Like holding a Snapchat or Boomerang in the palm of your hand
- Super easy to set up and use
- Raised over \$1.5 million on Kickstarter
- Bundled with a 10 pack of photo paper. 40 packs also available



<http://www.firebox.com/>



Miro is a new portable music and video entertainment system which is being created by a team of developers based in China and is now available to back via the Indiegogo crowdfunding website with pledges starting from \$209 for earlybird backers.

Miro is a video and sound system "born from the dream of bringing your digital entertainment into next stage, smart compact, yet powerful multi-media solution", explain its developers.

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

You want it

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

Polar H10 heart rate sensor is now

If you are a fitness buff who would like to keep track of your exercise regime while making sure that everything is on track to meet your performance standards, then you would probably eat the right stuff that suits the path to your fitness goals. Some of us might even



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

enlist the assistance of hardware and apps to aid us along. After all, if something can be measured, it can be improved, right? The Polar H10 is one such device, being a newly available heart rate sensor that is also touted to be the most accurate of its kind in the world today.

THE POKKET MINI DJ MIXER TAKES YOUR SHOW ON THE ROAD



When you have a passion for something, it's generally on your mind for about ten minutes or more every day. If it's an activity or hobby, you think of what your next project will be, or how you can work through issues that you face on the project you're currently working on. For those that live and breathe being a DJ, every moment you're awake could be spent mixing a new song or figuring out the logistics of your playlist.

For all the times that you aren't mixing your next masterpiece, you want to practice the performance side of things. Since you don't want to carry an entire pro-grade mixer around with you, this Pokket Mini DJ Mixer will do just fine for impromptu gigs. This measures 6 x 3.8 x 1.7", and can easily be put in your bag or pocket so you'll be able to put on a show at a moment's notice.

You will need to have your MP3's, iPhones, or whatever your music players of choice are, plug into your amp, headphones, and you're ready to go. The only cable you should need is for your amp, but if you don't have that from the get-go then you likely have other purchases to make before setting your sights on this \$109 device. Best of all is that you won't need to constantly replace batteries or plug this in for charging on a regular basis.

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

Did you
know



Many of the Tandy TRS-80 Model I computer games were designed so that an AM radio next to the computer could be used to provide sounds because it radiated so much interference.

The Secrets of Internet Marketing

By: Myron Lewis



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

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

Be original

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

Correspondence is the key

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

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

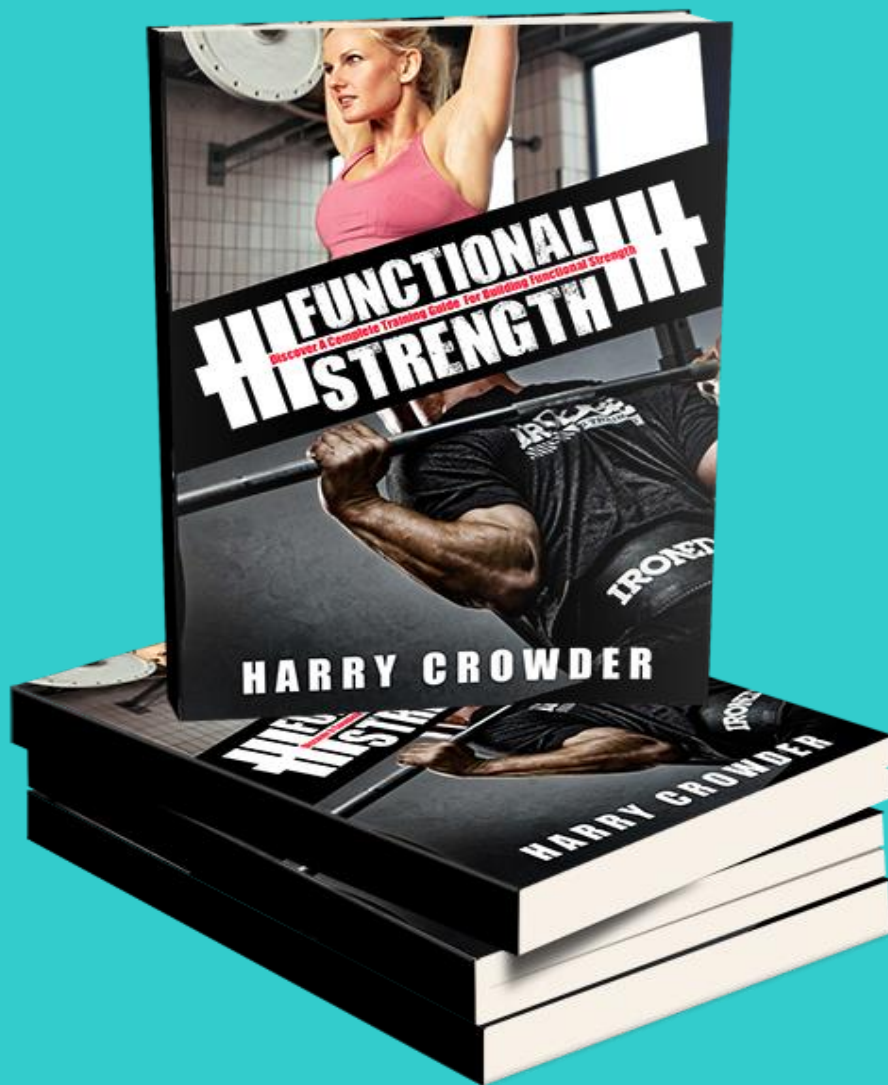
Ensure that you are present on Twitter, Facebook, and such online media where you can advertise as well as correspond with the online audience!

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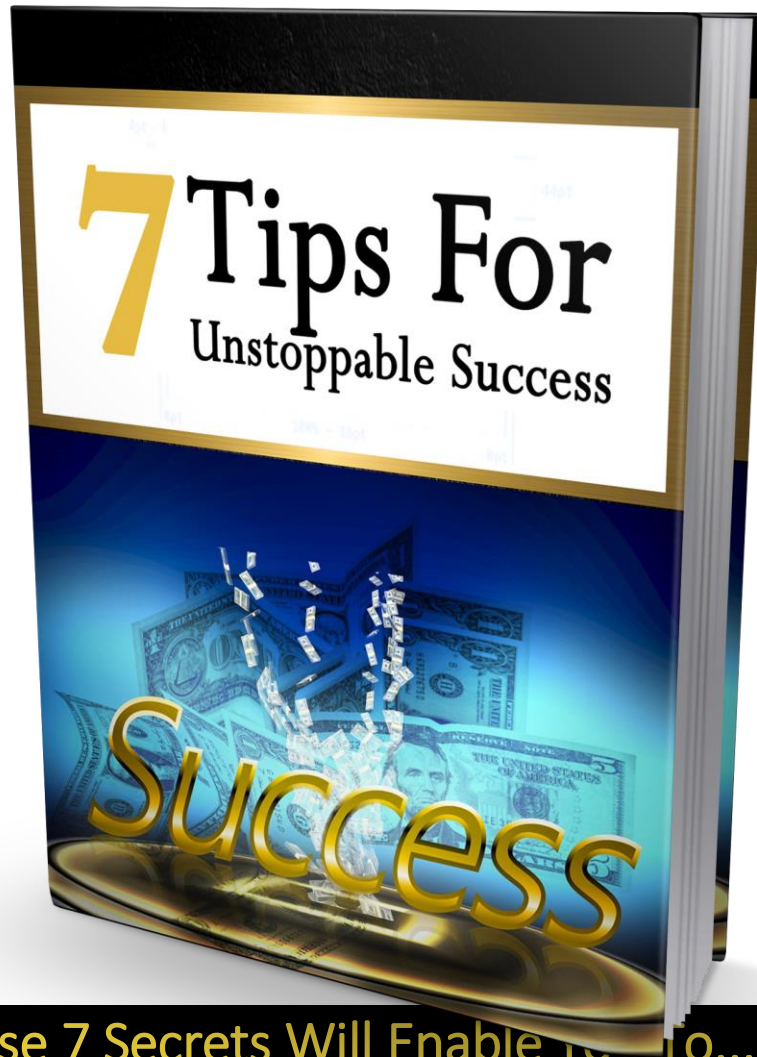
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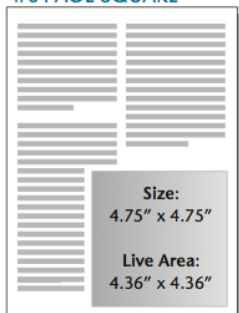


Full page, Half page, 1/3 page, 2/3 page, 1/4 page, 2 page spread

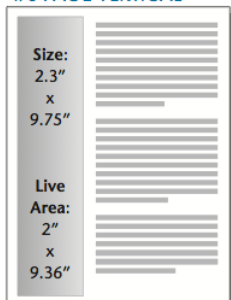
Please contact us at <http://makingwebmoney.com> to book your advertising slot,
We will match your ad size buy x 2 with Article Space about your product.

or you can book via support here: support@makingwebmoney.com

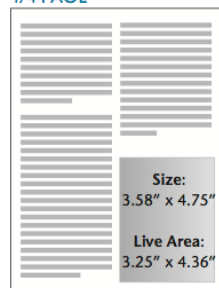
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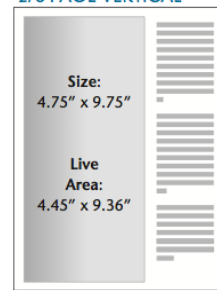
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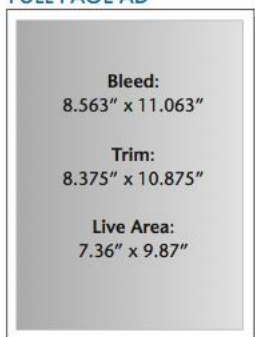
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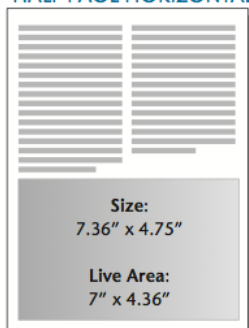
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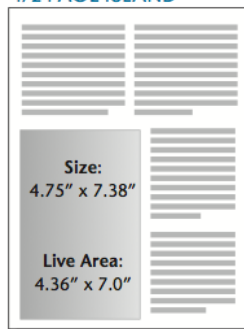
FULL PAGE AD



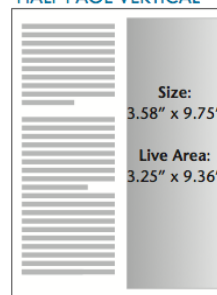
HALF PAGE HORIZONTAL



1/2 PAGE ISLAND



HALF PAGE VERTICAL



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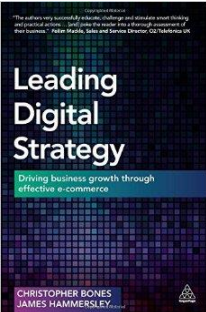
MWM tools

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Leading Digital Strategy: Driving Business Growth through Effective E-commerce

By: Christopher Bones & James Hammersley



As businesses continue to embrace digital tools and technologies to enhance customer engagement and develop digital channels, executives and leaders must understand the drivers of market success, the opportunities for change, and how enhanced leadership capabilities can help drive digital strategies.

Leading Digital Strategy explains what makes a digital operation successful and explores how to align organizational structure with wider goals and implement a customer-centric culture that supports multi-channel success. It covers key digital developments to help executives understand the consumer and media trends that are driving change.

Including strategies and input from 300 senior executives from major companies, Leading Digital Strategy gives readers the power to drive forward digital strategies and realize the lucrative opportunities for change.

Digital Marketing Checklist

by Mohan Sarma



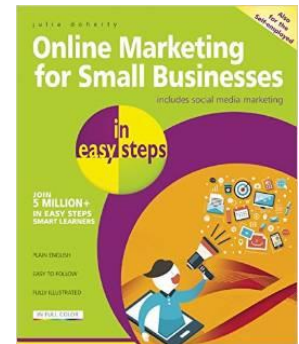
by Mohan Sarma

New for 2017!

A **Top 10 checklist** for anyone in digital marketing. Whether you are a student, entrepreneur, starting a new job in digital marketing, or an experienced practitioner, this checklist is here to help. Includes a list of digital marketing links. Based upon Mr. Sarma's ten years of digital marketing and consulting experience.

Online Marketing for Small Businesses in Easy Steps: Includes Social Network Marketing

By Julia Roberts



Online presence has become vital for all businesses; large, small or the self-employed. Whether you like it or not, if you don't take steps and manage your online presence, your customers and clients will. It's not enough to just have a website; social networking sites are the new word of mouth marketing channels and they're very powerful in spreading the word.

Online Marketing for Small Businesses in easy steps guides you through the essential steps you need to take to set your online strategy, make your website work for you, and then covers the key social networking sites to generate a stronger and more loyal customer base. It concentrates on activities that are essential and free, and steers clear of costly forms of online marketing.

This new guide in the In Easy Steps series will help you learn about online marketing in digestible chunks.

Chapter 1 will help you work out where your customers are talking and set your social media goals.

Chapter 2 covers getting the most out of your website.

Then, start working on the social networking site(s) where your customers are most active. Covers Facebook, Twitter, LinkedIn, Pinterest and Google Plus.

Did you know:

? Each day around 70 million photos and videos are uploaded to Instagram.

COVERT VIDEO PRESS

The Average Internet User
Spends *15 Minutes On Youtube Every Single Day...*
For A Total Of **OVER 2 BILLION DAILY VIEWS!**

And With This **Game Changing WordPress Theme**
You Can Cash In On This Lucrative Video Trend,
Without Ever Having To Create A Single Video



How **The Covert VideoPress Theme**
Siphons Hordes Of Traffic

From   
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Protect Your Digital Properties & Manage Members In Just A Few Clicks

"Membership Builder & User Management Software Stops Your Password-Trading Thieves Dead in Their Tracks!"

PLUS This Amazing Solution Makes it EXTREMELY Easy for YOU to Run a Password-Protected Membership Site... Even if You Don't Know PHP from a Bar of Soap!

Turbo Instant Membership Builder

A simple way to lock up your member's area and let your members - and only your members - access the password-protected part of your site...

It's So Easy, You'll Have Your Site Up and Running In LESS Than FIVE Minutes!



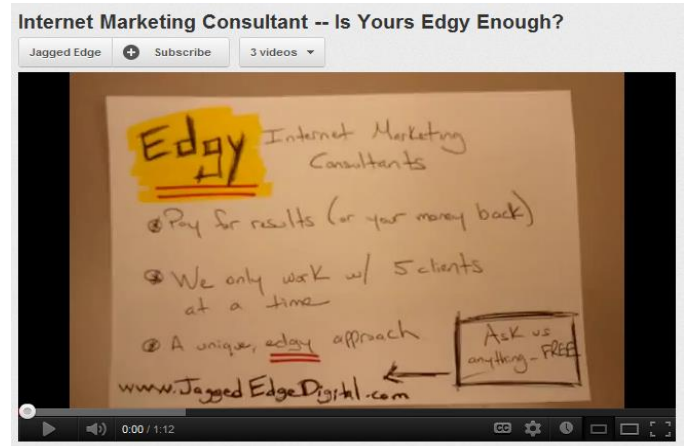
Get this simple yet powerful, secure and affordable software for running your password-protected membership sites!

[CLICK HERE NOW](#)

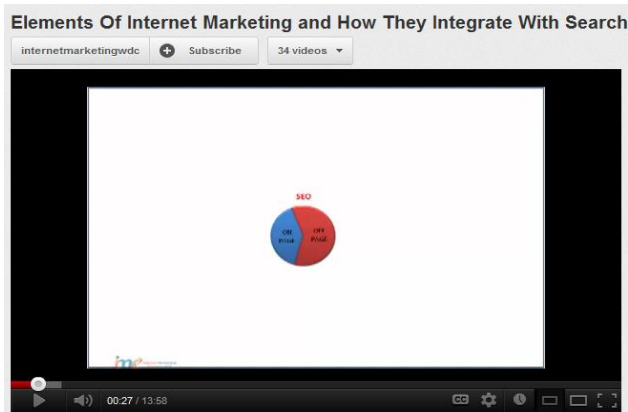
MWM videos



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



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



HOW TO MAKE INTERNET MARKETING WORK FOR YOU

By Cesar Terry

*Internet Marketing has taken over by a storm. Be it medium or large-scale businesses, everybody is relying on the internet to promote their marketing ideas. Global reach, hassle free, 24*7 availability and multitasking are only a few of the advantages of internet marketing.*

Demand for Internet Marketing

Internet Marketing has now become an indispensable part of every corporate company and self-employed business person. The entire world has become tech-savvy and spends a huge part of their schedule over the internet.

People from all across the world of different age groups and social and cultural background are available over the internet. Thus, by making promotional and marketing offers over the internet can enhance a marketer's reach, prospect base, and sales and thus profit by a great deal.

The advertisement will reach to the consumers by a myriad of online tactics such as email marketing, pop-up ads, web marketing, social media such, video-sharing sites, mobile phones, blogs, etc.

Perks of Using of Internet Advertising

As the internet lets you connect to a large proportion of buyers this, in turn, helps you up your sales. Internet marketing has a lot of benefits attached to it. Some of them are listed below:

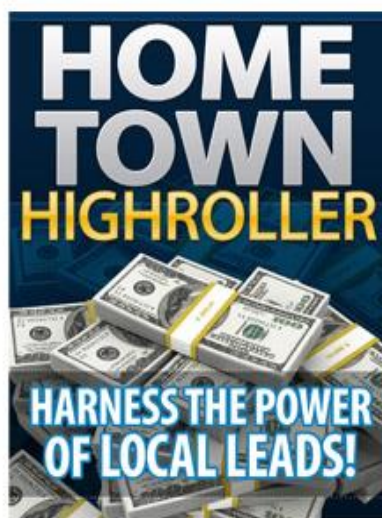
- Cost Effectiveness: Less capital revenue.
- 24/7 marketing service is available
- Can attend to millions of customers
- Even months after the campaign released, marketers and advertisers can take advantage of the residual effect of online advertising.
- You can reach out to the global market anytime and from anywhere.
- There are various which you can use to save time by promoting your marketing ideas over the internet such as display ads, blogs, etc.
- The era of exchanging and losing business cards are gone now as you can follow-up on your customers by sending them emails about any latest sale.

How to Enhance Your Selling Skills

You can easily become the most valued merchandise by providing special coupons, great discounts, gift cards, easy and hassle free home delivery options, keeping buyers updated, using catchy and relatable slogans online.

Hottest Marketing Topics Online...

[Just a few examples of our recent report packages]



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Access To The
Complete
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Currently That's
50 PLR Report
Packages...**

+ 2 Brand New Reports Each Month!

74 PACKAGES

IN THE FIRST YEAR AND NO RENEWAL FEES

[You Get Lifetime Access With Nothing More To Pay]

Don't miss this INCREDIBLE opportunity
Because every smart business builder needs great content!

As a 'Lifetime Platinum' member of **Automated List Profits** you'll be among the elite in **marketing** who can effortlessly build targeted mailing lists BURSTING at the seams with hungry and loyal buyers.

SOCI MATTIC

IMAGINE... SIGNIFICANT TRAFFIC LIKE THIS
ON AUTOPILOT FOR FREE.



THE FUTURE OF ECOMMERCE

– INTERVIEW WITH JOOST, FOUNDER OF YOAST

Our featured guest this time probably doesn't need any introduction: Joost de Valk from Yoast!

Yoast is one of the biggest players in SEO optimisation and WordPress plugins.

Joost de Valk is the founder and owner of Yoast, and spends his time as a SEO consultant, blogger, and developer of awesome SEO plugins and tools.



The biggest challenge is actually making the right choices and then just doing it. In many ways, lots of tactics will work if you actually follow through on them.

Let's see what he has to say about the future trends of ecommerce in 2015!

1. There have been many changes lately in the marketing world: Search engine algorithm changes, big changes at Google (not provided, publisher/author markup, TOS changes, G+ comments for Youtube), Facebook custom audiences, Twitter ads etc. What are your thoughts on these changes? How has the role of online/ecommerce marketing evolved in light of them?

The role doesn't really change: we need to drive traffic and conversions.

The tactics change though, which isn't a bad thing but it means you have to continually adapt. It's also more and more becoming clear that what works for company A doesn't work for B. Not everyone needs an SEO campaign, not every product is good for Facebook, etc.

That's what makes it fun too :)

2. What challenges do you think SMBs might face with online/ecommerce marketing in 2015? What can they do to overcome them?

The biggest challenge is actually making the right choices and then just doing it. In many ways, lots of tactics will work if you actually follow through on them.

3. 84% of consumers say they trust word-of-mouth the most. What are interesting/ innovative uses of word-of-mouth marketing you've seen? Any thoughts on how marketers could take advantage of word-of-mouth?

Well it starts with encouraging it, with encouraging conversations and encouraging stuff by offering, for instance, refer-a-friend type functionality.

There's a lot to do there for everyone I think :)

4. Finally, who do you think will win: Google or Facebook (whichever way you interpret the question)? Why?

They're different companies that serve different purposes.

I hope Google at some point stops trying to be Facebook and gets back into focusing on their core product: search (and search advertising).

Facebook is a social network that I can't really see go away anytime soon because of its massive scale.

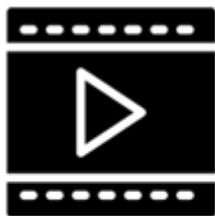
Points to ponder over:

- Although driving traffic and conversions are always important, adaptation is required for constantly evolving tactics. Every company is unique, and so the challenge is in finding out what works for your company.
- The hardest part of anything is making the right decisions, and having the determination to see it through.
- Businesses can drive word-of-mouth by encouraging conversations, interactions, and by offering rewards through referrals. Having a conducive environment like that will make word-of-mouth interactions more natural and comfortable!





For The Next **12 Months**, I Will Show You Step-By-Step How To Implement **12 Channels** To Draw Targeted Visitors To Your Site.



In Each Module You Get The Training Video, Presentation Slides, Transcript, And Your Action Checklist

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MWM useful links

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If you are an
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In order to **BEAT** your competitors today, you need to be Online and use Internet Marketing effectively for success in all facets of your business.

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[Internet Marketing Made Easy Training Guide](#)

Gift Ideas Super Site

for all your gift giving needs... coming soon

ENHANCING YOUR INTERNET MARKETING BUDGET

By: Rickey Flowers

To increase profitability, you need to distribute your budget into all the right marketing sectors.

1. **Google Analytics** – Use this free online tool to measure the quantity and source of all your sales and leads. Whether it's social media or paid campaigns, Google Analytics will help you understand what source is getting you a majority of sales. Look up the Pareto Principle's 80/20 rule: Take the top 20% of your traffic sources and see which ones generate 80% of positive results. Spend your budget mostly in these areas.
2. **Targeting** – Monitoring and targeting or keeping track of your customer bases can often spread your budget thin over many platforms. Choose sites where you are in complete control of both cost as well as targeting. This includes Facebook, Google and Bing advertising options. Your money is put to better use through platforms that you can control without other parties unduly poking their noses in .
3. **Consistency** – This has to do with your marketing message or content. Whether it's Instagram, Twitter and Google+ or Facebook and Pinterest, you need to communicate a consistent message to all of them. You can choose to use paid or free marketing campaigns to promote your service, company or product but if the message keeps changing people will stop recognizing you, which is a sure way to lose your customers and waste your budget. Change the content but maintain the core theme or primary message that you wish to convey.
4. **Cross-Channeling** – This form of marketing is essentially all about remarketing. Your refocus or retarget customers you missed on one platform by following them, within legal boundaries of course, to other platforms. For instance, suppose a potential customer clicked on an advert but didn't follow up on it. It's a potential loss for your business. But cross-channel your efforts to catch that customer on another site or portal and chances are you 'remind' them of what they're missing. You save money finding new people while increasing your chances of converting 'familiar' ones.

Whether it's social media or paid campaigns, Google Analytics will help you understand what source is getting you a majority of sales. Look up the Pareto Principle's 80/20 rule: Take the top 20% of your traffic sources and see which ones generate 80% of positive results.



MWM marketplace



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



Domain for sale

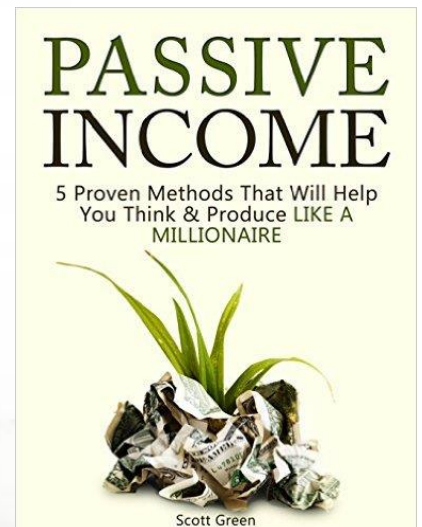
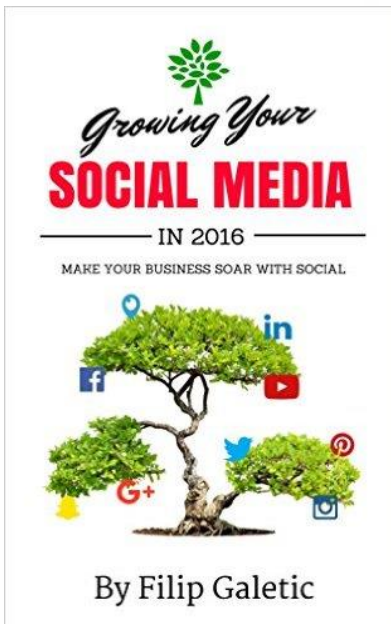
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Make an offer

A great brand name for an
internet marketing
Product or service

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Quotable:



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

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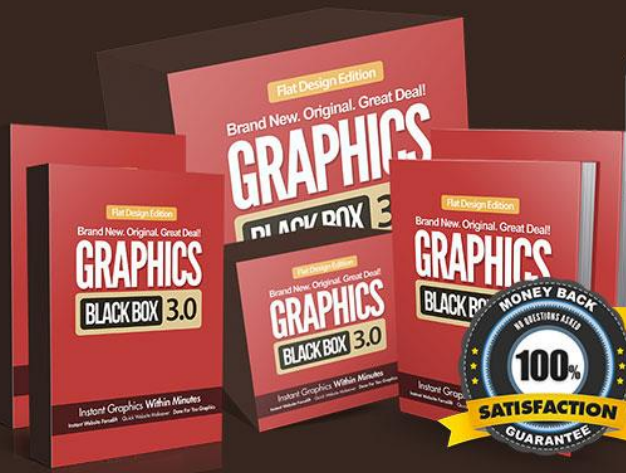
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Celia Mann has been a content marketer for over 4 years. She is very versatile and she writes about different topics, from relationships to finance.



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Iris Thomas may still be young but she knows her stuff. She enjoys helping businesspeople get ahead of curve while learning more about the field of Internet marketing.



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Jane Keats is a self-made entrepreneur. She started her small business in 2011, and she has expanded through effective use of the Internet.



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



Feature Article .

THE MOBILE AND ITS ROLE IN INTERNET MARKETING

By: Raymond Roberson

Mobile phones with 3g and 4g internet services have become forerunners in creating market base for leading companies all over the world. With the world of business at a swipe away on the smart phones the companies are trying to ensure that they are well equipped with the latest trends as far as marketing strategy is concerned.

The domination of mobiles

A survey shows that 70% of the world population depends on the mobile phones for day to day activities including business and leisure. With the world hooked to their mobile phones it has become imperative for the companies to have customised apps that are easily accessible, useful and attractive. This helps in increasing the brand value as well as generating a lot of revenue.

The plight of m-commerce

Spamming and frauds are frequent in this regard with a demonic increase in the number of hackers. Thus the companies are trying to ensure that they are secured as much as possible. The greatest advantage of m-commerce is that the customers as well as the entrepreneurs can access the mobile on the go and do not need anything more than their phones for transaction and business.

- The trajectory of the entire market has changed to a great extent since the last few years due to this effective strategy.
- The small and medium business houses as well as the MNC s are adopting this strategy to increase the market base. It provides easier way to handle customer requirements and meet their needs or address their complaints.
- Word of mouth which is one of the primitive ways of marketing has gained a huge momentum from this as well because people are likely to share their experiences with each other much easily by suggesting apps or sending in links of various sites.

In the near future

In the coming years this is going to take over a major portion of the market as suggested by analysts. Businesses have already started to act accordingly



A survey shows that 70% of the world population depends on the mobile phones for day to day activities including business and leisure. With the world hooked to their mobile phones it has become imperative for the companies to have customised apps that are easily accessible, useful and attractive.



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RULES OF SOCIAL MEDIA MARKETING

By: Iris Thomas



Internet Marketing has gotten more complicated and expanded its base to the point where it's almost impossible to be a master of every type of online platform there is. If sending email after email and constantly paying Google for its AdWords service isn't giving you the results you want, maybe it's time to try something fresh.

Social Networking burst on to the internet in the last decade and rose to popular through its latter half, quickly taking over the lives of generations to come. If you're a big Facebook buff, or if you like Twitter, perhaps marketing on these websites is a good idea.

Here are four rules to keep in mind before you get started:

1. **Specialize:** Don't waste time trying to appeal to everyone. Marketing is not what people come to Facebook for, and unless what you have is a strong brand and a clear cut message, you're not going to interest anyone enough for them to stop scrolling.
2. **Quality:** Don't have a flashy start and then a shoddy body to your marketing idea. The thing about social connections is that people can make them for no effort and subsequently forget all about them. Establish an interested base, even if it small, and wait for them to tell their friends. Which brings me to...
3. **Patience:** Social media marketing takes time. At first you're just one of the several vaguely interesting side panels. But then somebody who needs what you sell buys it, endorses it, and, as luck would have it, he's got a ton of friends who all love him and are more likely to give you a shot.
4. **Availability:** There's a fine balance. Be available online enough to answer people's questions, join discussions and create a human connect to your brand. But too much online presence takes away your credibility. 'If you're always online,' people wonder, 'what are you doing to develop your product'? You have to be accessible, but not seem desperate.

Keep these in mind while framing your campaign and get going. Before you know it, you'll be the talk of the town.

THE GROWTH AND GROWTH OF ENTREPRENEURSHIP AND INTERNET MARKETING

By: Jane Keats

It is often said that the best time to start an entrepreneurship is now. Let's first be clear about what entrepreneurship actually means. In the general sense, entrepreneurship is defined as the act of opening a business or any other activity from the scratch and to be entirely responsible for the outcome of the same, either good or bad. So how is the current scenario, the best scenario for starting it? And what are the factors making now the best time.

First and the foremost factor is the rise of Internet. The internet has made the flow of information, ideas, and services easier and away from the geographical constraints. This has also helped to advertise and market the things on the global level. The other contribution of the internet is the better mechanism for the feedback and the ease with which the changes can be brought about on a go.

The social media has also contributed to the unprecedented growth of the entrepreneurship project. The social media like WhatsApp, Facebook and Twitter etc. has made easier to remain in contact round the clock. This platform is often used by the industries to launch the products or get a feedback from the users thus decreasing the cost spend on the field research or on the organising the gala event for the same.

The last factor is the change in the people's attitude toward the entrepreneurs. They have become less wary of investing in new and innovative ideas and are investing in the project at a greater level than even. It is a win-win situation for both the sides as the new ideas will also increase the variety and will also garnish better prospect and returns for the future generation of new businesses.

The internet has made the flow of information, ideas, and services easier and away from the geographical constraints. This has also helped to advertise and market the things on the global level.





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MWM back story

THIS FINANCIAL TRADER IS NOW A HIGH-GROWTH ECOMMERCE AND MANUFACTURING ENTREPRENEUR

Tina Clark was a busy financial trader living in Hong Kong and had a collection of dresses that she needed to store, so she began searching for a nice box to put them in. After searching high and low, she couldn't find anything nice that she liked or to the quality that she was after. Clark was clearly committed to the cause, searching for two years. In the end, she decided to get some boxes custom made. After playing around with some design concepts, she made some.

At that point Clark did not envision that her future career would be heavily influenced by this moment. "I found an industrial designer and we worked together on creating a box for about six months," says Clark. "He didn't quite grasp what I wanted but finally one day we got almost there, after a long time."



By the time the first prototype was made, Clark had moved back to Sydney and started a new job with a local hedge fund which she says she absolutely hated. "I quit after seven weeks," says Clark. "I decided, I might just make these boxes! I said this somewhat naively, because at the time I didn't realise how much it would take in time and money to take them to market."

Clark says she was lucky that she met Andrew Simpson from Vert Designs soon after quitting finance; she credits him with helping her create the business that she has today. Simpson and his team took the root elementary prototype that Clark had made and turned the box into a commercially viable product.

"I had the box idea and knew I wanted to integrate some sort of stand, but I didn't know what kind of stand," says Clark. "I just talked to them and they came up with the designs which we ended up manufacturing. So the idea behind it was to have good looking storage, to create something nice enough to have it out on display. A lot of storage out there is really ugly and customers hide it, so with mine we've got really beautiful, solid walnut table tops and it looks like a beautiful piece of furniture rather than storage."



This was the birth of her new business Sagitine. Clark officially launched the first run of her products into the market in January this year. It took a year of sampling to get the products to the quality that Clark was after, but the company is already onto its second round of production for its box product and is gearing up for a new round of production for the box stands. Clark has also said that Sagitine is constantly refining its products, working on improvements. Right now Sagitine carries 22 different products on its site. This includes different size options of the core box and stand products, as well as different colours and accessories. The product is sold both online and through stockists, of which there are currently around 10.

When it comes to the research and development process within the business, the road to the initial launch of the product took around 12 months. Clark said that this was quite an expensive process, as she had quit her job and never thought that it would take so long.

"It never occurred to me that manufacturers would have so little idea about decent quality," says Clark. "So when it came to the boxes we did six rounds of samples over about a 12 month period and then with the stand it was three or four rounds."

.....
"A lot of storage out there is really ugly and customers hide it, so with mine we've got really beautiful, solid walnut table tops and it looks like a beautiful piece of furniture rather than storage."
.....

Every single time we got a sample, we would record it down and go through the processes of checking it. We documented every single issue so we were pretty textbook, 'this is what is needed to claim for R&D', I suppose."

It was via social media that Clark discovered PwC's service called Nifty Forms that helps businesses in Australia to claim the R&D Tax Incentive. The online service means that startups that are spending money on developing a product or platform for their business are able to see if they're eligible for the incentive and then, if they are, use the service to process the claim. Clark says that she was amazed at how easy the process was.



"Look, it was all just so easy, I can't tell you," she says. "Users can just go online and fill out the form on Nifty. There was quite a few rounds back and forth just providing them with more information and the detail that they needed to be able to process the claim properly. It took a little bit of time, but it was easy. The team were fantastic to deal with."

I fit the Government's criteria in terms of R&D. We also made sure we documented all our processes. Every single time we got a sample, we would record it down and go through the processes of checking it. We documented every single issue so we were pretty textbook, 'this is what is needed to claim for R&D', I suppose."

Clark says that she would recommend any startup or business that's creating something and going through a similar, often costly research and development process to look into their eligibility for the R&D Tax Incentive. Sagitine received \$12,000 back from its claim, which Clark says was an amazing boost for things in the business like cashflow.

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