

# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

SEPTEMBER 2015

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

May Marshall



**MOMPREENEUR  
SPOTLIGHT:  
FOUNDER  
OF STELLA  
AND DOT  
JESSICA  
HERRIN**

Jessica Herrin



**DAILY JOCKS**

**Is the Perfect Example of How  
Content Marketing Can Help  
Scale an Ecommerce Business**

Orville Douglas



**Three Basic Tips  
To Success  
in Email Marketing**



Nicholas Egonidis

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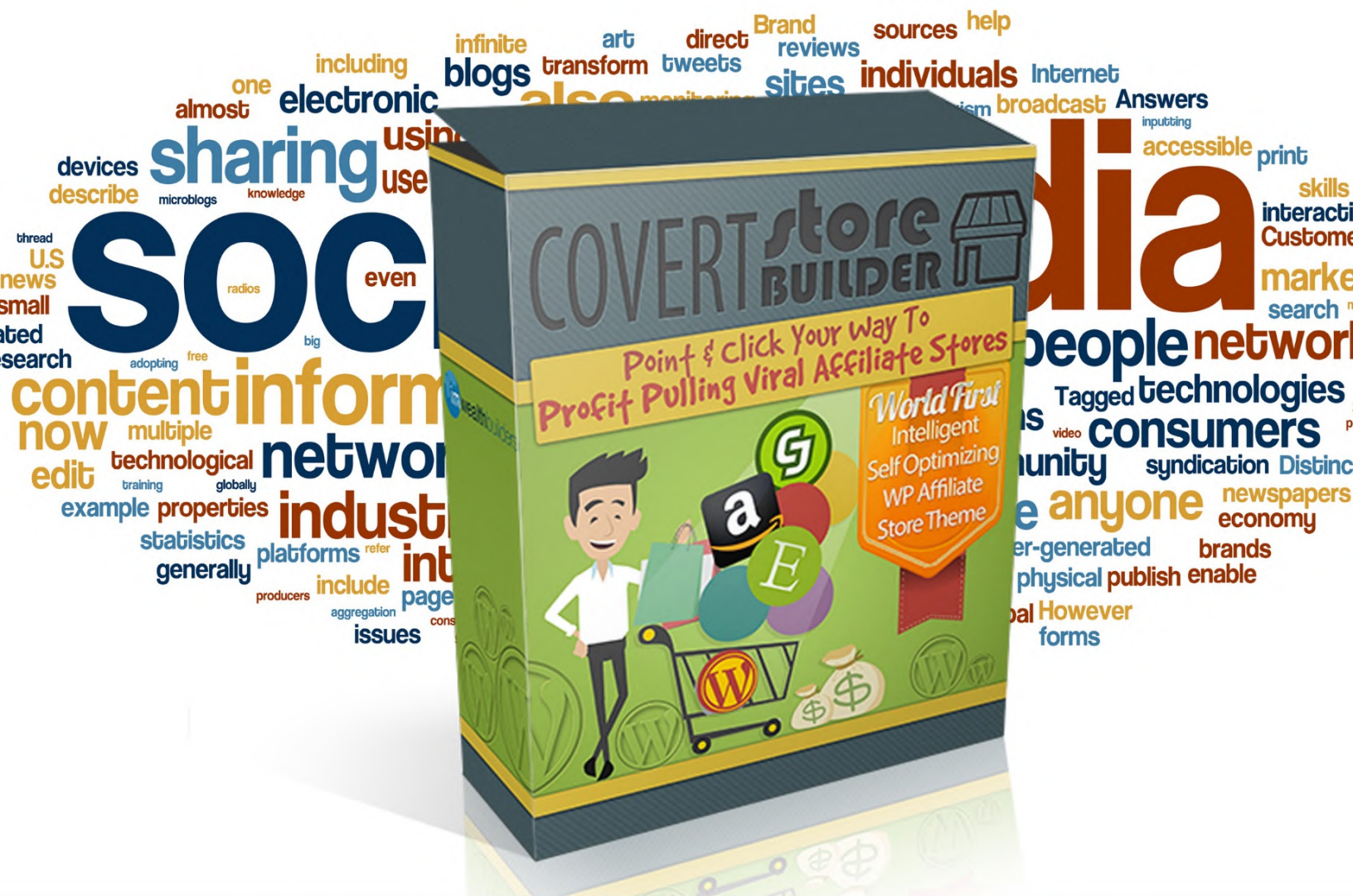
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Welcome to the **SEPTEMBER 2015 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and personal success insights, interviews, plus ONLINE opportunities for you.***

**- Four Internet Marketing Strategies Worth Paying For By:** May Marshall - **Hot or Not? Pros and Cons of SEO Based Marketing Strategies** By: Maurice Parsons - **Hot or Not? Pros and Cons of Pay per Click Advertising** By: May Marshall - **How to Move From Flyers to Internet Marketing** By: Wilma Cruz - **Internet Marketing: Tips to Get a Beginner Started** By: Orville Douglas - **Rules of Social Media Marketing** By: Iris Thomas - **Three Basic Tips to Success in Email Marketing** By: Orville Douglas - **Top Five Strategies to Make you a Better Internet Marketing Strategist** By: Iris Thomas - **Twenty Things to Remember While Using SEO based Internet Marketing** By: Maurice Parsons - **MWM Success Story** Momprenneur Spotlight: Founder of Stella and Dot, Jessica Herrin - **MWM Ask the Expert Interview** with Stuart Walker @NicheHacks from NicheHacks.com **MWM Q&A** Interview with Marie Ennis, Social Media Expert **MWM Back Story** Daily Jocks Is the Perfect Example of How Content Marketing Can Help **Scale an Ecommerce Business.**

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



## Talk to me

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

Write to me at: **harry@harrycrowder.com**

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**Making Web Money Magazine  
Published**

**12 times per year.**

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Marketing Magazine**

Editor Harry Crowder

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## What is the easiest way to create an iPhone app?

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

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

TOP EMAIL

## What is Offline Marketing?

I keep hearing about it, but can't really find out what it is? - Connie.  
*Offline marketing is the opposite of online marketing. Online marketing is marketing/advertising done over the internet. Offline marketing is the traditional methods of marketing such as television/newspaper/magazine adverts, posters, jingles, etc. -Ed.*

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

I usually use Dreamweaver for web design, but it needs to be more simple than that. A client wants to be able to make small changes and add info to the site himself in the future. Any suggestions for software or an online service that would give me design freedom and control, yet be easy for him to edit? It would be best if it is cheap or free and it has to be able to run on a mac and a pc. Thanks in advance!. - Ken.  
*For this type of setup, you really can't go past Wordpress. You setup Wordpress, do the initial design for your client and then give them the information to access the backend, and show them how to create pages and posts.. - Ed.*

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 magazine.

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

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## Press Release Software



Did you know: Dell Inc. DELL was originally called PCs Limited.



# MWM what's on



A Content Marketing Institute Event

Content Marketing World is the one event where you can learn and network with the best and the brightest in the content marketing industry.

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A one-track, action-packed two days of sessions from some of the best and brightest minds in the world of conversion rate optimization and online marketing. Don't expect a standard conference here. There will be a ton of non-stuffy networking opportunities sandwiched in between a ton of learning.

## what's on



Digital Summit Detroit will feature dozens of speakers and leading digital thought leaders who are excited to share their insight with you on the latest strategies, trends and best practices. You'll hear from the experts at top brands including Zappos, NBC Universal, BuzzFeed, Netflix, Microsoft, AOL, StumbleUpon, HubSpot, Salesforce, Booz Allen Hamilton and many others. They'll be covering all the topics you'll need to help your digital marketing succeed in 2015



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

INBOUND's purpose is to provide the inspiration, education, and connections you need to transform your business. This September, we will host thousands of marketing and sales professionals from almost every industry imaginable and from all corners of the globe at the Boston Convention & Exhibition Center. In 2014, we had 10,000+ attendees from all around the world and we're excited to be bigger than ever this year.

Through inspiring keynotes, innovative talks, educational breakouts, hands-on lessons, and tons of networking, you will learn how the INBOUND experience, and especially our content, is truly remarkable. Past keynote speakers included Arianna Huffington, Seth Godin, Nate Silver, and Scott Harrison.



Quotable:

**"Supercomputers will achieve one human brain capacity by 2010, and personal computers will do so by about 2020."**

**~Ray Kurzweil**



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



# MWM news

## AUTO-PLAY ADS COMING TO FACEBOOK AUDIENCE NETWORK

Facebook has just made app advertising a little bit easier by offering new features to its Audience Network including carousel ads and desktop video app ads.

Facebook is now offering carousel ads and click-to-play ads to its Audience Network.

A year ago, Facebook created its Audience Network in order to offer their advertising features to better target ads to apps. Now, Facebook has introduced three new products to its lineup: mobile app carousel ads, which allow advertisers to feature up to five images in a single ad unit; dynamic video product ads that will retarget based on products users have visited in the website or app; and click-to-play video ads.

While it's obviously beneficial for developers to gain access to Facebook's video advertising tools, the move could actually be a bid to show less ads in the newsfeed, says, Tessa Wegert, manager of marketing and communications for Enlighten, a digital marketing strategy agency.

"What's key to note about this announcement is that it's actually a step toward showing fewer ads on Facebook itself," Wegert says. "Like most content publishers, Facebook has always faced some measure of consumer backlash to its ads. By upping revenue on its Audience Network, it can decrease the number of ads in the News Feed and offer a less cluttered, distracting, and invasive site experience."

The new ad products could also be a challenge to rival Google ads products in light of Alphabet as well, according to Matt Rednor, chief executive (CEO) and founder of Decoded Advertising.

"Fewer ads is what they're claiming, which would be nice, but that's not the only reason," Rednor says. "It makes Facebook's ad network even more valuable as it helps grow their reach and influence beyond just the Facebook platform, providing another threat to Google's digital ad supremacy."

And while Facebook may be angling to show fewer ads, Wegert doesn't think that should be taken as a sign that users are averse to video ads.

"Everyone wondered how consumers would react to autoplay video ads on Facebook, but users are now watching billions of video streams a day," she says. "With Twitter also running autoplay video now, it's probably only a matter of time before consumers consider it status quo."

The updates are available for both iOS and Android.

## HOW SHOES.COM BECAME VISUALLY SEARCHABLE

When consumers take pictures of any pair of shoes, whether in-person or on a billboard, Shoes.com's visual search partner Slyce scans the site and presents its closest pairs.

Through a partnership with visual search platform Slyce, Shoes.com can now provide consumers with the shoes most similar to those in pictures they submit.

Consumers can use the site's camera button to snap a picture of any pair of shoes, whether they're featured in a magazine or being worn by someone on the bus. Slyce's mobile image-recognition software then scans the website's inventory - which includes popular brands such as Michael Kors, Nine West and UGG - and presents the closest approximations. The search results are product pages, making purchases as easy as possible.

According to Roger Hardy, co-founder and chief executive (CEO) of Shoes.com, this integration makes online shopping more of a real world experience.

"Whether customers are inspired by a pair of shoes while browsing Instagram or out for lunch with a friend, this platform will allow them to be taken from inspiration to discovery within a matter of seconds," he says. Hardy adds that visual search has the potential to be a game-changer, particularly in a visually-oriented world like retail.

"Visual search technology is giving customers a convenient and engaging means of discovering new products," Hardy says. "These types of next-generation shopping experiences will bring more customers to Shoes.com, increasing online penetration within the footwear category overall."

Nii Ahene, co-founder and chief operating officer at CPC Strategy, thinks this new feature could help Shoes.com hold its own against other retailers and even Google. When Google bought price comparison website Like.com in 2010, it also acquired Visually Similar, which works the same way. However, Visually Similar is part of Google Shopping rather than a standalone feature.

Zappos got into visual search six years ago, when the items on the page would arrange by similarity based on which products consumers clicked. Macy's and Nieman Marcus also have visual search components within their respective apps, the latter of which is also powered by Slyce.

"It's a good feature, but total impact might be muted since most implementations of this sort of feature have been pretty clumsy," Ahene says. "I'm definitely a fan of visual search from a consumer standpoint, though, especially in the apparel and footwear categories."

The integration has already rolled out on Shoes.com's mobile site. Though the Canadian e-commerce brand caters to men, women and children, the visual search feature only applies to women's shoes for now.



Quotable:

**"Computers are magnificent tools for the realization of our dreams, but no machine can replace the human spark of spirit, compassion, love, and understanding."** ~Louis V. Gerstner, Jr.



# COVERT PIN PRESS

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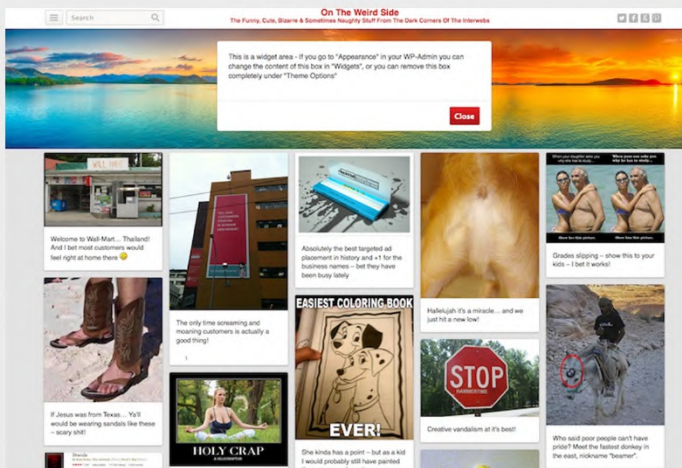
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# FOUR INTERNET MARKETING STRATEGIES WORTH PAYING FOR

By: May Marshall



Swift, sharp and cunning, the internet is a hard platform to figure out and an even harder one to master. As social media platforms pop up like daffodils in spring, Google gets more and more confusing and SEO becomes the lingua franca for all your competitors, marketing has never been harder. The internet moves at lightning speed and it's a tempting, sometimes even rewarding strategy to think short term and improvise on your feet. Internet marketing is not, however, a betting casino. Not all marketing vehicle with price tags attached need to be bypassed. ROI is not only possible, it's also preferable if you want to rise above the rat race and master the internet platform for the foreseeable future. Here are four paid advertising strategies that you shouldn't cut costs on:

## 1. Pay Per Click Advertising

Yes it's expensive, but if wielded well, you could garner a huge viewer base in a matter of days. Do not underestimate the power of a popular website or blog. A good idea needs a place in the sun, and pay per click advertising is the best way to bask in it and enjoy curious passersby.

## 2. Market Surveys

They cost money and take time to execute.

**Don't** succumb to the temptation to **skip this crucial step** though. Learning about the market mood could prove invaluable to the building of your business plan for the best returns.

*Do not underestimate the power of a popular website or blog. A good idea needs a place in the sun, and pay per click advertising is the best way to bask in it and enjoy curious passersby.*

## 3. Hiring a SEO Consultant

This one is a bit tricky. Look at what you're trying to market and get a sense of how much extra visibility would help your case. Cap the time spent paying him/her for your first trial and review performance before you make this decision for the long term.

## 4. Customer Blog

This isn't too expensive though it takes some time and energy. If yours is an expensive product with lots of competition, it's a great idea to start a blog where customers can exchange views and experiences and lure more people into becoming long term clients. Nothing builds trust like community spirit!

## **MWM success story**

# **MOMPREENEUR SPOTLIGHT: FOUNDER OF STELLA AND DOT, JESSICA HERRIN**

**By: Anjali Varma**



When Jessica Herrin had her "aha moment" she was standing in an elevator full of Mary Kay saleswomen after they had just attended their annual sales conference. In that short elevator ride, Herrin was struck by the women's excitement and affinity towards the brand they were selling. "It was clear to me that it wasn't just about the product, it was about being an on-ramp for women in the workforce. It was an instrumental moment for me when I realized this is my calling."

### **Quotable:**

“

"Be daring, be different, be impractical, be anything that will assert integrity of purpose and imaginative vision against the play-it-safers, the creatures of the commonplace, the slaves of the ordinary." ~Jessica Herrin



She spent the next few years analyzing the direct sales model, and realized there were improvements that could be made to the way that the current providers were utilizing this model. "I thought, it should not work this way, it should be multi-channel, it should be the best product, it should be customer obsessed, it should be tech and socially fueled."

Herrin set out to create her own model which she dubs "social selling." Herrin states, "I wanted to come up with a better answer for democratizing entrepreneurship. I wanted to build a business that was a bit more profitable and bullet proof for the average person who wants to do this on a flexible basis and not have to go all in on the risk category or the time category and somehow be financially better off."

Herrin differs from most entrepreneurs in that her product was secondary to her mission. She sought to empower and inspire women, and provide an opportunity for moms, moms-to-be (like she was at the time) and women who were looking for flexibility and/or supplemental income to thrive. And with over \$200 million in sales and 30,000 stylists globally, she has not only accomplished that mission, but also developed an iconic brand worn by women across the world.

I sat down with Herrin to discuss how she came up with the concept for Stella & Dot, her tips for current and aspiring entrepreneurs, and how she juggles work/life balance as a successful mompreneur.

## 1.) How did you come up with the concept for Stella & Dot?

This idea had been ruminating in my head for so long before I started this business and I think that is a really good thing for people to know....my gestation period for my business was way longer than my gestation period for my human babies. Business babies take longer to gestate! I had this idea at Wedding Channel (her first company that she founded at 24 years old) but didn't start for four years.

I looked at DIY crafting b/c that was a big trend at that time. But then I kept simplifying the idea until it narrowed down into jewelry. It was initially customizable charm necklaces and beading kits but I soon realized that selling fashion jewelry was much simpler and more profitable. I started making jewelry in my living room.

It was the perfect solution because in addition to people needing a platform for success, which includes the tech, distribution, customer care, the training, life coaching, inspiration, they also need an effective way to be an advocate for something that helps them with confidence. Jewelry is a public product which makes it easier to share and sell because you are overtly showing it as you go about your life... it is something that women compliment each other on and feel confidence from.

## 2.) What makes you a successful mompreneur?

I've done this business the whole time as a mother and that makes me so much more efficient. With Wedding Channel I had endless hours to give, and now, I pretty much have to go at all times! My children are so insanely adorable that my opportunity cost is high. So, I ruthlessly master my time. I don't think of it as time management, I think of it as time mastery. I'm always assessing: What is my best use? Am I doing what matters? Otherwise I should be at home baking cookies! I shouldn't be doing something if I don't think it will result in something that is impactful for the business. And I think being a mom has made **me a much better, more effective person.**



### 3.) Any other tips for work/life balance and juggling the worlds of motherhood and entrepreneurship?

People are so intrigued by time management and confidence. The first thing is to dispel the myth sold to women that "we should have it all". No, you should have what you care about most and that you choose to prioritize. The idea that you are crazy busy and your time is not something that you are in charge of is really disempowering to yourself. You really need to own the fact that no one has ever done anything with anything more than 24 hours 7 days a week - nothing, no other construct of time. It's just choices! So you need to choose wisely, not spend time on guilt, and make sure you are living your time in line with your priorities. I never schedule meetings after 5!

So many women think they don't have time for themselves and I think that is the biggest fallacy. If you don't take time for yourself you will be a crappy mother, wife and manager. If you deplete yourself, you can't overflow on anyone else - I don't skip myself and I think that allows me to be efficient and effective the rest of the time.

### 4.) Do you think as an entrepreneur it is harder or easier to balance these worlds? I often feel that as an entrepreneur there are more hours and stress but one of the biggest benefits is the flexibility. Would you agree?

I think flexibility is the key. And that is my what my passion is - reinventing the very nature of work for women. Flexibility is essential to happiness. I work a lot, there is no getting around the fact that having a business is going to take time, but I will still be the person who decides when that time is.

### 5.) What are your tips for aspiring and current entrepreneurs?

You have to be doing something that you are truly passionate about because being an entrepreneur requires some other p's like persistence - you won't be able to persist bc its not going to be easy. if you are not passionate about what you are doing it is unlikely you will stick with it. The first thing you should do is authentically listen to what you want.... put your ear down to your heart and make a plan.... then create a plan that aligns with that passion so that you can persist.

I think it is also about pivoting. If you have a plan and you start with it you have to have open ears and mind and evolve what your business concept is....mostly by listening to your customers..... go out there and listen to your customers and evolve your idea. A trap that many entrepreneurs fall into is being very close minded about what it is they are doing. This often happens when they are focused on a product instead of a problem. You have to focus on who are you serving, what is their need, and how you might fulfill that need. You have listen to that and make sure you are not coming up with a solution to a non-problem.

And finally, it takes patience. I was a driven person when I started my first business. When I started my second I'm glad that I tempered my own pace. When I'm on my death bed I'm certain that what flashes before me will not be a growth curve, it will be my daughters. Patience is about what really matters to you in life and being comfortable about that.

### 6. What is you Mompreneur Mantra or the one piece of advice or quote that you would share with aspiring and current entrepreneurs?

Herrin selected a quote by Cecil Beaton:

"Be daring, be different, be impractical, be anything that will assert integrity of purpose and imaginative vision against the play-it-safers, the creatures of the commonplace, the slaves of the ordinary."

**"I THINK FLEXIBILITY IS THE KEY. AND THAT IS MY WHAT MY PASSION IS - REINVENTING THE VERY NATURE OF WORK FOR WOMEN."**



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# MWM ask the expert



***“Go niche, go niche some more, and then go niche again. Then, decide which very particular type of person you want to focus on.”***

Howdy fellow marketers! Today we're talking to Stuart Walker, Niche Guru and owner of Nichehacks.com. Niche Hacks is a blog that focuses on helping readers and marketers to find profitable niches for their own websites and blogs. It also focuses on strategies that need to be executed for a successful of the niche blog.

A big thanks to Stuart for spending the time in answering my questions!

Did you  
know:



**While it took the radio 38 years, and the television a short 13 years, it took the World Wide Web only 4 years to reach 50 million users.**





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**PRIOR TO NICHEHACKS.COM, BRIEFLY TELL US ABOUT WHAT YOU WERE DOING AND HOW YOU GOT STARTED IN INTERNET MARKETING?**

*I graduated from university with some useless degree and went backpacking. I got the travel bug.*

*After that, it's all I wanted to do, so I would take dead end call centre or office jobs to get money, save up, quit, then go travel again until the money ran out.*

*After a while, I realized this wasn't going to work, so I had to find something new.*

*I started risk-free and low-risk online casino betting and sports betting. There, I made decent money for a while and traveled some more.*

*Eventually, I stumbled across "Internet marketing" and realized this is what I should be trying. Took a while to make any meaningful money from it, but I got there in the end.*

**Niche Hacks is a huge success. How did you accomplish this in such a short amount of time?**

*The site is doing well. We've been live for 18 months, but I wouldn't call it a huge success just yet. There's a lot still to be accomplished.*

*I dedicated my full attention to it and work on it non-stop 6-7 days a week and often 12+ hrs a day, especially during the beginning.*

*Now, I have a full team of staff – a VA, a writing team, 4 or 5 researchers, etc who help run it. I couldn't do it all on my own.*

**What are some strategies you learned during niche site marketing that you can recommend to Internet marketing companies?**

*Go niche, go niche some more, and then go niche again. Then, decide which very particular type of person you want to focus on.*

*When your website or business is all tailored around a very specific and focused topic and aimed at one very particular type of person, you have a much higher chance of success as you literally become the go-to person / website for that type of person.*



**Tell us more about Niche Hacks and how it is different from other similar blogs.**

*I don't know any other blogs revealing niches....let alone the thousands we have revealed and analyzed.*

**From one of your previous interviews, I learned that you generate most of your website's traffic via email list. Could you please share some of your strategies in building a quality email list? Also, how do you keep your audience and email subscribers engaged?**

*Category based lead magnets that solve my audiences #1 problem. So, if you're on a blogging post you get offered a lead magnet about blogging and so on.*

*Your blogs must solve a real pressing problem the visitor has. Be relevant and solve it instantly.*

*And just really focus on collecting emails. You can't just have some cute little side bar saying "subscribe for updates" because no one wants your updates. They want their problems solved.*

*Then, you follow up with more relevant information, in my case, a series of the most popular blog posts related to what they just subscribed for, mixed in with email exclusives and the odd promotion message.*

*I've just added in sales funnels to each opt-in. So now, whenever anyone opts in they instantly go through a sales funnel. The increase in revenue has been staggering and all on auto-pilot once the initial work is done.*

# "IF I WAS DOING IT ALL MYSELF, THERE'S NO WAY IT COULD BE WHERE I AM NOW."

**I have seen many niche sites that rank with the help of PBN. What are your thoughts about using PBN for niche sites and do you think it's easy to rank in a short time for a competitive set of keywords?**

*I've never used a PBN in my life and pay much attention to SEO.*

*The type of "niche sites" I create are probably not what the majority people think of when the word "niche sites" is used. To me, a niche is just a very specific topic. Every site has a niche.*

*SurvivalLife.com (run by legendary marketer Ryan Diess) is in the survival and preppers niche. They are the #1 site in their niche and do \$1 million in sales per month.*

*So they are both niche and authority.*

*To me, a "niche site" is a meaningless term. Most people think of those 5-10 page product review style sites plastered with affiliate links. I don't make those types of sites.*

*NicheHacks is not and never has been about that. We barely cover it on the blog. Most of the posts and the most popular ones are about blogging.*

*I'm always telling people to create an authority site or blog, as it's more long term and sustainable than a 5-page affiliate site.*

**At TechWyse, a majority of our clients are interested in using blogs to attract traffic and generate leads for their more traditional products. Do you think small and medium-sized businesses can duplicate your level of success in their market?**

*I don't see why not. As long as there are people interested in their product or niche, then I can't see why a blog wouldn't work to generate subscribers and customers.*

**MOVING FORWARD, HOW MUCH IMPORTANCE WILL YOU GIVE FOR BUILDING YOUR OWN PBN. IN THE LONG TERM, WHAT ARE YOUR THOUGHTS ABOUT INTERNET MARKETING COMPANIES USING PBN?**

*As I said above, I don't use PBNs and don't know much about them. I wouldn't think it's a good idea for companies to get into using them, since it's risky business if they rely on rankings and Google finds out*

**What are the biggest challenges you faced at Niche Hacks since the beginning? How have you overcome them?**

*The amount of work it takes to run a successful blog – it's staggering. If I was doing it all myself, there's no way it could be where I am now.*

*The cost too. I spend over \$5K a month in expenses to run the blog.*

*Hiring staff has been challenging, but I'm finally getting my processes in place and have a good team who work well and know what they are doing.*

*Content creating was totally burning me out. If I didn't hire writers, I'm not sure if there would be a NicheHacks.*

*Systemizing everything that can be too. It's amazing how much time you can save if you have a system and process in place.*

**Finally, are you an advocate of work/life balance? How do you balance both?**

*I'm not the best manager of my time. Sometimes, I end up working far too many hours a day because I have set unrealistic deadlines or been unproductive on a day.*

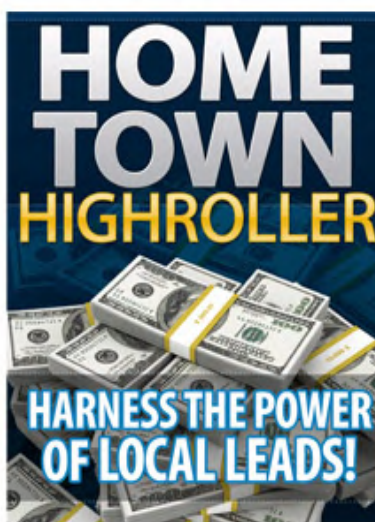
*I'm getting better and have been working less recently as I improve on my time management and processes.*

*Hiring staff has helped. I was spending a couple hours a day dealing with emails and other small tasks recently, but have hired a VA now (from my own tribe, he's been a supporter of the site for a long time) to deal with it.*



# Hottest Marketing Topics Online...

[Just a few examples of our recent report packages]



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**IN THE FIRST YEAR AND NO RENEWAL FEES**

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

# HOT OR NOT? PROS AND CONS OF SEO BASED MARKETING STRATEGIES

We've seen flyers turn into phone calls, and then to swiftly changing TV advertisements, but there's never been a marketing platform so challenging as the internet.

From pay per click advertising, to flashing neon lights around pop ups. From social media to email. And from website designs to picking the right words, there's not a trick in the book internet marketers haven't adopted and optimized to keep a steady stream of customers coming in.

Long term marketing strategies are often talked about, but there's value in the short term as well. Sometimes, we just want a failsafe method to up the stats for a little energy booster. SEO, or Search Engine Optimization, is one of these tools. Let's quickly look at the pros and cons.

## Pros:

1. **Better Visibility:** Being top pick on Google, Yahoo or Bing makes you automatically the first clicked when customers are looking for something in the general area of your expertise. A logically high Return on Investment ensues.
2. **Better Credibility:** It's not just visibility. Pop up ads do that. What SEO does is make you the favored pick of trusted search engines that have come to people's aid several times. Good guy to have on your side, wouldn't you say?
3. **Long Term:** Once an SEO smart marketing ad, always an SEO smart marketing ad. Make the effort once and keep on reaping the rewards.

Hard as it is to believe, there are some drawbacks.

## Cons:

1. **Hard to See Tangible Results:** Statistically SEOs provide higher ROI, but it can take a while to see this and it may not always be obvious. Marginal value adds up, but it's hard to always see that.
2. **Time:** It takes a ton of time to learn SEO and it's hard to beat the competition. People sometimes hire SEO experts in desperation, and there is a case for why it's just not worth all that trouble.

**By: Maurice Parsons**

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***Once an SEO smart marketing ad, always an SEO smart marketing ad. Make the effort once and keep on reaping the rewards.***

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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.

***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.***



***I Have Put Together A Series Of Amazing Newsletters That Are Filled With Revealing And Detailed Information On Natural Home Remedies That You Can Gain Immediate and Instant Access To Just By Signing Up... What Could Be Easier?***

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

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

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

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

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

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

***What Are You Waiting For... GRAB IT NOW!***



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# MWM gadgets & toys

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- ✓ Introducing the ultimate Star Trek prop replica collectable
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<http://www.firebox.com/>

## RFID-Enabled Feeder Makes Cats Work for Their Meals



What's the point of training a cat if you can't also train them to use high-tech gizmos?

Ben Millam understood this more than most, and built an RFID-tracking device that automatically feeds his cat, Monkey, when triggered. All Monkey has to do is track down a couple wiffle balls that Millam's hid around the house.

The actual device is fairly simple. It includes an RFID reader, a remote antenna, some relays, and an Arduino to run the code that tells the automatic feeder that its time to do its thing. Monkey drops an RFID-tagged ball in the top, they roll down an incline past the reader, and boom. Instant food.

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

## HOW A BRAILLE ENABLED SMARTWATCH LETS USERS FEEL THE TIME



America doesn't have the market cornered on great start-ups. A South Korean company, Dot, has a brilliant idea for a new wearable. Through a series of dots that mechanically raise up, it can give visually impaired users the time, allow them to read their text messages via a Bluetooth connected phone, translate Tweets to braille, and even work with some e-readers.

The watch will retail for around \$300. In addition to providing the time and text readouts, it also features navigation help, alarms, and alerts. The company also aims the watch toward those visually impaired people who've yet to learn braille, hoping it can serve as a helpful tool in learning it.

The Dot is far from the only gadget hoping to become a smart braille reader. But it's the latest in a line of gadgets that hope to bridge an accessibility gap, something that can easily get lost in the noise of other tech.

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

Did you  
know



Floppy disks in the late 1970s were  
8 inches in diameter.

# HOW TO MOVE FROM FLYERS TO INTERNET MARKETING

By: Wilma Cruz

The three most important things to remember about marketing are traffic, traffic and oh. Traffic. There is often a direct correlation between how well your product sells and how many people see that your product exists thanks to the nature of the internet platform – full, fast and fleeting. What grabs attention is what sells.

But it's hard to know how to transfer from your friendly neighborhood cookie sales business model onto the monster that is the web. Why is it necessary to make that transition? And how do you go about it?

## Why?

Moving your marketing online has a veritable goldmine of benefits. To summarize a few:

- Less Overhead Costs
- Direct links to sales of products in case your company sells online, which these days most do
- Less of a potential customer's attention span required to market a product online
- Customer feedback opportunities that help build trust and awareness among consumers and provide targeted areas for improvement by businesses
- Can combine marketing of a product and promotion of special offers more easily

## How?

1. Start by Networking: Try to pass the word on through customers who already trust you, friends and family that you are expanding on to the internet. It's a great way to gain publicity, and certainly a better idea than cold calling and annoying everyone that can be found in Yellow Pages.
2. Mix Online and Offline Marketing: A good transition uses the old to move on to the new. Print your website's name on your flyers, stationery and other merchandise. Make sure you're doing everything in your power to get customers aware and interested.
3. Don't Try too Hard: SEO is good, but it needs to be complementary. Slow down and use your common sense. All internet marketing requires is an understanding that the audience is different and appropriate adjustments. Don't go crazy trying to learn all the tricks in the book, or you'll waste time you could use to appeal to basic human emotion.

***A good transition uses the old to move on to the new. Print your website's name on your flyers, stationery and other merchandise. Make sure you're doing everything in your power to get customers aware and interested.***







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Start Making Money Today  
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Did you know everyday Gaming companies pay big bucks to people like you and me just to know what we are thinking? It's true! They are desperate to understand how you think and shop and why you buy certain Games or Products because this helps their companies improve their products, and they in turn they pay YOU good money for your opinion. They Need You! Right now, I have hundreds of market research firms and game companies looking for **video game tester**, survey takers and beta testers. If you are looking for working full time, or want to make some extra cash, Gamingjobsonline.com is your ticket to fun, easy money.

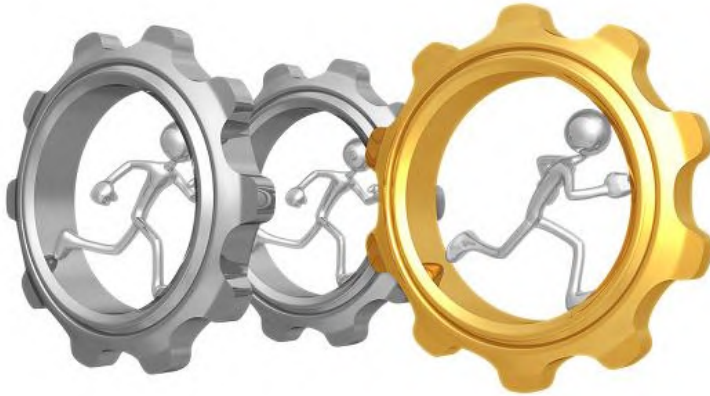
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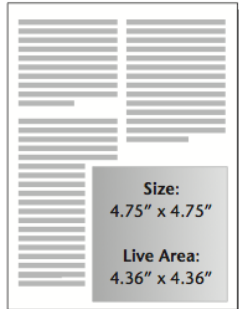


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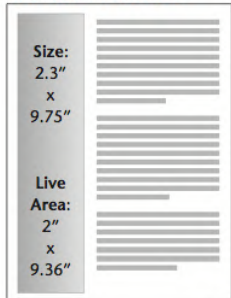
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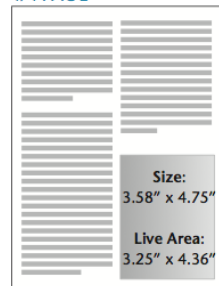
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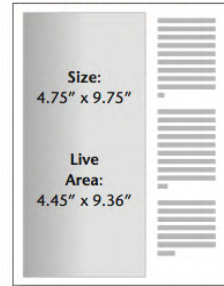
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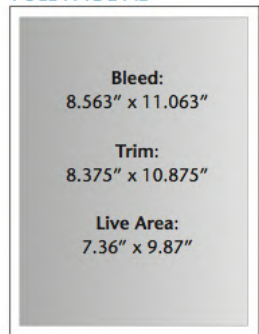
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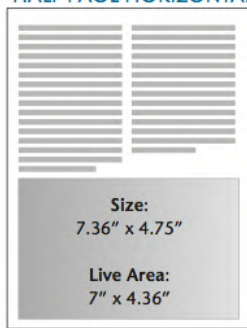
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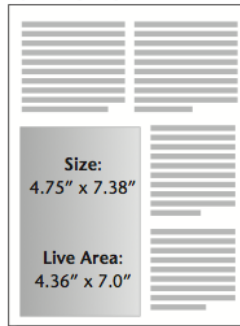
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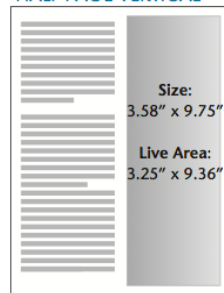
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# MWM tools

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

## 20 Minute Cash Machines

Make Up To \$50 Within 20 Minutes Or Less



**20 Minute Cash Machines Make Up To \$50 within 20 Minutes Or Less 3 Easy Methods Working Online**

*"This Super Easy Copy And Paste System Will Make You Up To \$50 Within 20 Minutes Or Less. Even If You're Dead Broke, Have No Website, No List, No Skills, No Experience, NOTHING! All You Need Is A Computer And An Internet Connection!"*

No Matter Who You Are Or Where You're From.. You Can Make Super Easy And Quick Cash To Pay The Bills, Get That Gift For Your Loved Ones, Or Fund Your Business!

Before I tell you what Cash Machines is about, let me tell you what the System is not about.

It is not about:

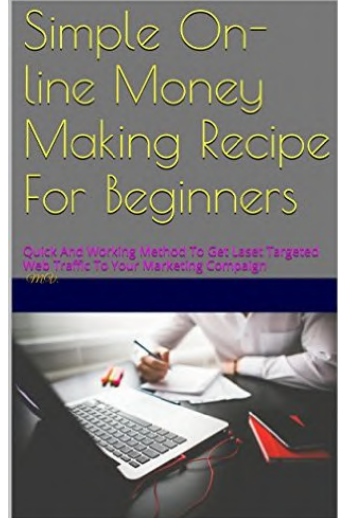
- SEO
- Facebook Marketing
- Pinterest Marketing
- PPC
- PPV
- Article Marketing
- Youtube Marketing
- CPA
- Teespring
- Fiverr
- And many,many more

The 20 Minute Cash Machine System is a step-by-step formula that shows you how to make money in 20 minutes or less using three brain-dead simple methods that require very,very little effort on your part.

**Simple On-line Money Making Recipe for Beginners: Quick And Working Method To Get Laser Targeted Web Traffic To Your Marketing Campaign by M.V.**

If you are a newbie to the Internet Marketing world and want to earn money in a faster way then this e-book is definitely for you. This book teaches you on how to get laser targeted traffic for your niche marketing using a unique

and simple method. You do not need to build websites or any hosting on this, but you will be creating a blog from free sources to be used as a landing page. Nevertheless, if you already have a website, you can use it as a landing page. Moreover, this method works in 2015. Getting a sale is a very easy, but what this book really needs from you is to take action on it to get results. If you have already tried various methods and did not get any results out of them, I would recommend you to try this and am sure you will get results. Many internet marketers have tried this method and got benefited.



- ✓ Easily collect and display customer testimonials and reviews from your social media pages
- ✓ Automatically prompt customers to leave a review after purchase
- ✓ Engage with reviewers, improve search ranking with Google rich snippet and increase sales



- ✓ Recruit high quality affiliates to promote your products
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**\*\* AUTOMATED Passive Income - Hands Free Automated Solution To Building Affiliate Sites and Niche Blogs**

**\*\* AUTOMATED Content Curation - Publish content from the hottest sources on the net and create content filled niche affiliate sites.**

**\*\* True All In One Amazon Affiliate Software With the power to do what normally requires multiple plugins you get everything in one easy to use control panel.**

**\*\* BEATS The Competition ( hands down ) - AssociatePress Has More Features Than WP Robot and WP Zon Builder COMBINED**

**\*\* AUTOMATED Traffic Generation - With AssociatePress's Automatic RSS Submissions, you will generate traffic directly to your post on complete auto pilot.**

**\*\* EASY Niche Site Creation - Use AssociatePress today to start your niche site empire – Create 10, 20, 50 or more content-packed sites a day**

**\*\* WORKS With ALL The Big Networks - AssociatePress integrates with Clickbank, Amazon, ShopZilla, Commission Junction and Linkshare.**

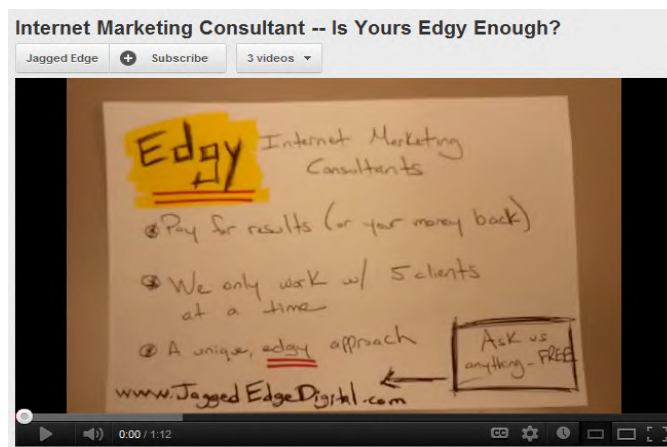
**\*\* AssociatePress does so much you have to check out the video !**

# MWM videos

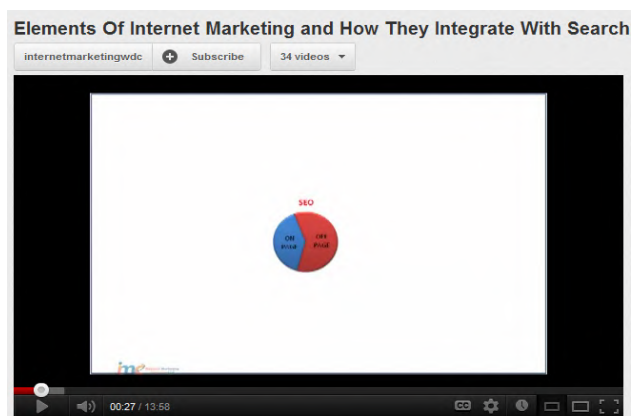
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# INTERNET MARKETING: TIPS TO GET A BEGINNER STARTED

By: Orville Douglas

With the introduction of a new space for communication comes a new marketing platform to conquer. The internet moves at the speed of light, and so must a good internet marketer. Below we summarize the four things you have to keep in mind as a beginner marketer struggling to tame the monster that is the internet.

## 1. The Customer is God

The final word in your marketing strategy comes from customer response. Do not get too attached to the product you are advertising, or how pretty your marketing pitch looks. Stay focused on grabbing the customer's attention and keeping it there, and you'll do better than most of your competition.

## 2. Think Long Term

A great marketing structure is one that isn't afraid to invest in order to gain returns that may not be immediate, but keep you well fed for far into the future. Creating a mind blowing marketing campaign might be a good idea for a quick, bright firework and a quick paycheck. But to really keep your clients interested involves planning for the long haul. This includes using Pay-per-Click and other Paid Advertising Channels wisely.

## 3. Brand + Story

It's not enough to tell your customers what your product does. That's only the second step. The trick is to get the customer to believe they are interested in the product, when in reality they have been drawn in by the incredible context, narrative and lifestyle that you have built up around it.



## 4. Email/Social Media Marketing

I know. You're thinking 'spam'. A good marketer knows how to prioritize the human touch in his email marketing campaign and personalize the product sale so the customer's mouse hovers over 'delete' but ends up not clicking. Similarly, tailor your marketing to fit different social media platforms by bearing in mind the mood of a potential customer while he's scrolling down one.

**The trick is to get the customer to believe they are interested in the product, when in reality they have been drawn in by the incredible context, narrative and lifestyle that you have built up around it.**





## Drop 3 Dress Sizes in 7 Days?

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

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## 5 Veggies that Kill Stomach Fat?

Check out which veggies boost female metabolism and burn stomach fat



## 1 Tip for a Tiny Belly

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

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# MWM Q&A

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## INTERVIEW WITH MARIE ENNIS, SOCIAL MEDIA EXPERT



**FOR THIS INTERVIEW, WE WANT YOU TO GET TO KNOW MARIE ENNIS O'CONNOR, HOW SHE CHOSE THIS CAREER PATH, HER HOPES FOR SOCIAL MEDIA IN HEALTHCARE, AND MORE...**

*"As the Internet increasingly becomes the medium of choice for researching health information, social media has become an important channel for connecting with patients and expanding the reach of healthcare information."*

Marie, we'd like our readers to get to know you. You are Irish. You studied history at university in Ireland and have pretty much lived in Ireland, except for your recent sabbatical in Australia. You have pursued a career in communication.... How did all of the above lead you to health care social media?

Over a decade ago I started my career as a communications executive working in the public affairs department of an Irish university. My career path seemed mapped out for me. But then in 2004 my career trajectory was hit with a curve ball when I was diagnosed with breast cancer. I was lucky that I worked for an organization with a good sick leave plan in place, so that I could return to my old job when cancer treatment finished. Except, there was no old job for me. In my absence, job restructuring had taken place and I was moved to a new department. Maybe it was the fact that cancer changed my outlook on life, or maybe the new job position didn't excite me, but I found work less fulfilling than before my illness.

Happily I discovered a new passion outside work, when I joined Europa Donna, a European breast cancer patient advocacy group in 2006. Social media was still in its infancy back then, but I quickly fell in love with its potential to reach patients, caregivers, and healthcare professionals. Fast forward to 2015, and that cancer curveball became a springboard to a new and fulfilling career as a social media consultant. My patient advocacy work, which is still a strong component of what I do today, led me to work with health care professionals, helping them to understand and use social media in new ways. I now have a varied and interesting working life – one that is fuelled by passion and creativity.

**Can you tell us what you include in the term “healthcare social media”? The general platforms like Facebook, YouTube, Twitter, and also the specialized communities that you may find on any digital health service these days?**

The term “healthcare social media” seems to be everywhere these days, but it's more than just a marketing buzzword. As the Internet increasingly becomes the medium of choice for researching health information, social media has become an important channel for connecting with patients and expanding the reach of healthcare information. Social media encompasses social networking sites (such as Facebook, Twitter and Google+), blogs, online communities, and user-generated content sites (such as YouTube and SlideShare). Each of these platforms can be used to reach patients, but it's important to know where your audience congregate so you can tailor health content more effectively. For example you'll find millennials on Snapchat, an increasingly older demographic on Facebook, and women dominate Pinterest. One of the most interesting ways in which social media is evolving in healthcare is through the medium of tweet chats. It's a dynamic meeting point for patients, providers, developers and other healthcare stakeholders and I recommend tweet

***“Social media has great potential to be that point of intersection where health professionals, patients, developers and industry can meet and learn from each other. It is a radical shift in the way we communicate.”***

**All of us who are involved in healthcare social media have high hopes for what can be accomplished with it. Can you share yours with us?**

That's such a great question! For me it's about using social media to create transparency and build trust and credibility in the healthcare industry. We can do this if we tune in and listen to the conversations that are happening on social media. And not just listen, but act on patient concerns and patient needs. Equally, patients can listen and learn from health providers too. It's a great way to humanize healthcare. Social media has great potential to be that point of intersection where health professionals, patients, developers and industry can meet and learn from each other. It is a radical shift in the way we communicate. What I find so exciting is that the healthcare conversation is no longer a one-way narrative; it's evolving into a global, participatory discussion facilitated by social media.

**What would you say are some of the most outstanding successes achieved so far by healthcare social media? Facilitating the encounter of patients with those who understand their situation, for example?**

Healthcare social media has been transformative in breaking down barriers to health information, which were traditionally beyond the patient reach. The story of Dave de Bronkart (aka ePatient Dave) is well-known as an example of how access to information via social media can be the difference between life and death. Given 24 weeks to live, Dave joined an online cancer patient community, through which he learned of a clinical trial for a powerful drug which he credits with saving his life. He famously observed it's impossible for any one clinician to keep track of every new development, but an army of patients connected through the internet may do a better job collectively.

**Besides saying that “more has to be done”, you're also interested in the efficacy of healthcare social media. For example, organizations, businesses, professionals who use healthcare social media, are there any common errors that when corrected, can start generating results fairly quickly?**

Sometimes I think it's less about “more has to be done” and more about taking a step back and evaluating where you are going. Probably the biggest mistake I see is the tendency to jump on the social media bandwagon, setting up accounts on as many platforms as possible. After the enthusiasm wanes, you are left with a social media presence with not much going on but tumbleweed. It's actually a far bigger mistake to have inactive accounts than it is to have no social media accounts at all



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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.



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## Quotable:

“

“Your computer needn't be the first thing you see in the morning and the last thing you see at night.” ~Simon Mainwaring

## Learn the WEIRD trick that allowed this single Mother to climb out of debt and make over \$700 per week helping businesses with their Facebook and Twitter accounts!

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

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

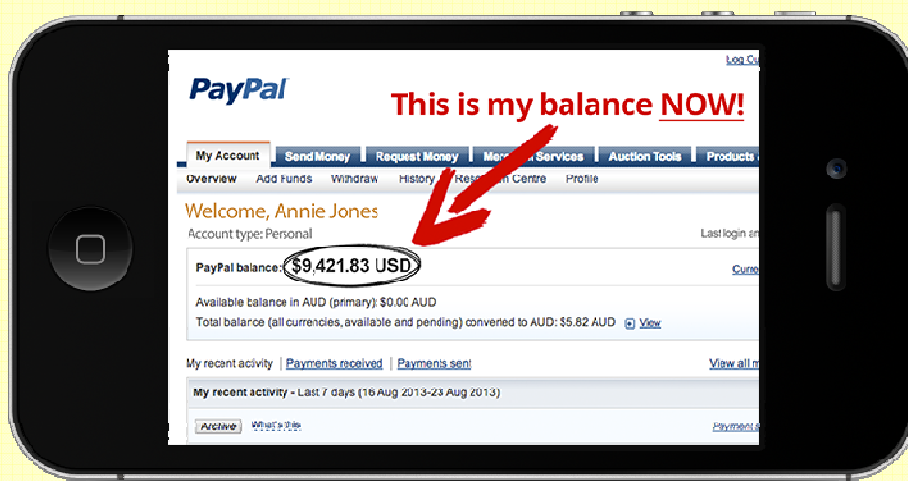
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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

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

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

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

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



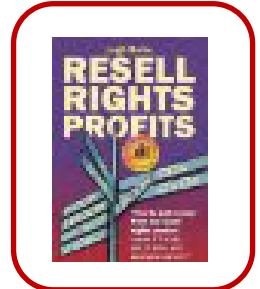
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# MWM featured products

MWM 41

## [Resell Rights Profits](#)

Have you ever wondered how those other online marketers pump out product after product week in - week out while you struggle to get your first development project off the ground? The simple answer is they leverage other people's time and resources to create the products for them! That's right, you may have heard of Resell Rights products - also known as PLR (private label rights), white label products and MRR.



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## [iPad2](#)

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



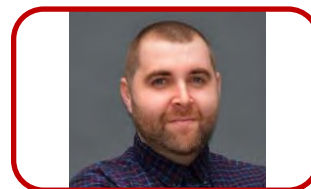


# MWM contributors

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## Mat Beeche

Mat attempted to be an actor until he was told he was too fat for the part of the Red Power Ranger. He is the founder of Shoe String Media. You should follow him, he gets lonely.



## Wilma Cruz

Wilma Cruz has been in the Internet marketing business since 2007. She keeps track on the trends and helps businesses emerge on top.



## Orville Douglas

Orville Douglas is the person to call when it comes to Internet marketing. He enjoys helping beginners make the most of online tools. His specialization: E-mail marketing.



## Christy Kunjumon

Christy Kunjumon has over 4 years of Internet Marketing experience. He prefers to focus on Analytics, CRO, SMM, Local SEO and Link Earning.



# MWM contributors

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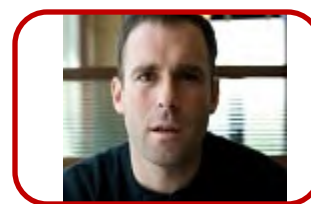
## May Marshall

May Marshall has been an Internet marketer for over 5 years. At present, she specializes in Pay per Click marketing.



## Maurice Parsons

When it comes to Search Engine Optimization, Maurice Parsons is the man to call. He offers trainings about SEO-based marketing strategies all over the world.



## Iris Thomas

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.



## Anjali Varma

Anjali Varma is "The Modern Mompreneur". She started the site TheModernMompreneur.com and You Tube channel [www.youtube.com/themodernmompreneur](http://www.youtube.com/themodernmompreneur) to provide written and video tips for the modern mom trying to juggle it all. She is also the owner of Kidville, a children's enrichment facility located in Bethesda, Maryland that features classes, retail, haircuts, and birthday parties.



# THREE BASIC TIPS TO SUCCESS IN EMAIL MARKETING

By: Orville Douglas

A good marketer is dynamic and changes with the times. A great marketer knows how to keep the old and weave it into his dynamically changing marketing campaign.

We talked about how to transfer your marketing model off the ground, out of the neighborhood and into the World Wide Web. Now sweep the dust off your email marketing skills and read these three basic tips to fit a successful email campaign into your work ethic as a top notch marketer.

1. **AVOID THE SPAM FOLDER** by having a catchy subject line. One that isn't too enthusiastic, but isn't too obvious either. The trick to email marketing is to mix in normal human curiosity and dull down the professionalism a little by being frank and earnest. Pick an interesting subject like 'How to Spruce Up your Weekend with some Quiet Shopping' instead of the glaring and annoying 'Clothes! Clothes! Clothes! At Bargain Prices!' Nobody opens their inbox desperate to buy clothes. Nor do they want to be treated like they do. Pique interest. Don't assume it.

*Always remember that on your website, it's got to be **all about selling the product**. But to get people there, you have to **sell to them a better version of themselves**.*



2. **ENCOURAGE ACTION NOT JUST INTEREST.** You could have a beautifully crafted, super interesting email that gets your reader hooked. Then he could close the email with a smile on his face and forget all about it. It's good to appeal to your audience by gaining their trust and respect, but that's not enough to get the numbers rolling. End your email with an air of urgency. Incentivize them to click the link. I don't mean 'Hurry, hurry!' Subtle things like ellipses (...) or even constructing a community that they would like to join ("Enter a world where glamour and style are as easy as the simple click of a button.")
3. **IT IS ABOUT THEM.** Always remember that on your website, it's got to be all about selling the product. But to get people there, you have to sell to them a better version of themselves. And you have to make them feel like you're empowering them to make the choice to be it. Self-improvement sells.



# MWM useful links

**Make a point of checking them ALL out!**

- **Brand Name Tennis Equipment**
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- **Caring for Your Yard and Garden**
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- [The Twitter Effect 2.0](#)

## Feature Article

# TOP FIVE STRATEGIES TO MAKE YOU A BETTER INTERNET MARKETING STRATEGIST

By: Iris Thomas



*Learn to use Pay per Click:  
When the cash is running low, it's a good idea to have this up your sleeve, ready to be unleashed for some quick bucks and rapid upswing in visibility that can be capitalized on to get you back in shape.*

Internet Marketing is the hottest new thing on the block. Everybody is trying to get rich doing it, and literally nobody slows down to think about going through the process step by step. Marketing has always been about keeping up a good pace and being able to think on your feet. However, the bit that pop culture rarely talks about involves marketing that needs time. The sort of slow building, long term, far sighted things that good marketers look at. The planning, the strategies and knowing when to prioritize what. If you look through this top five list and give it some careful thought before you launch your brand new website onto the internet, you'll find you have an edge over ninety percent of internet marketers out there.

1. Build a Plan: This might sound silly, but have a concrete marketing plan. Create a business model where you have time frames for investment, and when, and how fast you would like returns. What audience are you targeting? Do you want to be interactive or not?
2. Learn Search Engine Optimization: I'm not saying take a college course, but learning the basics of SEO can go a long way in getting Google's attention. And everybody trusts Google.
3. Learn to use Pay per Click: When the cash is running low, it's a good idea to have this up your sleeve, ready to be unleashed for some quick bucks and rapid upswing in visibility that can be capitalized on to get you back in shape.
4. Learn Email Marketing: You could be spam, or, with a dash of the human touch and some serious smarts, you could find your new loyal customers by simply mass emailing cleverly designed marketing ideas that are impossible to throw in the Bin.
5. Talk to an Internet Marketing Guru: Yes, they actually exist. And yes, they will give you their time for a fee. It is worth the money to show veterans of the Web Warzone your internet marketing campaign and have them assess your strategy.

# Twenty Things to Remember While Using SEO based Internet Marketing

By: Maurice Parsons



Search Engine Optimization takes the boundaries of competitiveness far beyond anything you'll ever have experience before. It involves, quite literally, the crafting of your content in such a way that it gets read preferentially by an algorithm and ranked high on a Search Engine's list. You want to be the first marketing idea to be read. You are actually facing off with a machine.

So now that there's a technique to learn, there are obviously levels of mastery to be attained. SEO is not always the most profitable thing to spend time on, and it certainly isn't enough to make you an internet marketing God, but it certainly is a great way to get viewed. And from there onwards you can use logic and commonsense persuasion to gain customers.

*Use Sub-Popular Keywords Instead of Only Highly Competitive Ones*

What are the tricks of the trade? Here we have twenty simple phrases to keep in mind while learning SEO.

1. Domain with your Keyword in It
2. Incorporate your Keyword in the URL you Use
3. Use Easily Understood HTML in Website Design
4. Make Sure Keyword Density Strikes the Right Balance
5. Use Sub-Popular Keywords Instead of Only Highly Competitive Ones
6. Keyword HAS to be in Your Title
7. Use Headlines with Keywords in Them
8. Get Inbound Links, Preferably with your Keyword in Them
9. Have Many Pages with the Same Theme
10. Use Different Font Formats for Keywords
11. Optimize a Few, WELL CHOSEN Secondary Keywords
12. Use Synonyms of Keywords
13. DO NOT Include Invisible Text/Images
14. Don't Trust AdWords or AdSense to do Your Work for You
15. Avoid Link Farms
16. Use Redirects for Links with Ugly URLs
17. Don't Forget Alternative Text for Images
18. Don't Rely on Images for SEO
19. Write Multiple Focused Pages, Not One Page Crammed with Too Much Fact
20. Choose Website Host Wisely (Avoid Lax Ones Accepting Spam)





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## **MWM back story**

# **DAILY JOCKS IS THE PERFECT EXAMPLE OF HOW CONTENT MARKETING CAN HELP SCALE AN ECOMMERCE BUSINESS**

**By: Mat Beeche**



Melbourne-based Daily Jocks is the perfect example of how using content based marketing to build an audience can end up creating a highly scalable and financially successful internet business. Founded six years ago in 2009 by Nicholas Egonidis, Daily Jocks was launched as a blog showcasing men and men's underwear and was monetised via advertising. Three years ago, Egonidis decided to pivot the company and become an online retailer selling the very products he has been showcasing. The result a sports-inspired menswear ecommerce business that sells underwear, swimwear and sportswear. Daily Jocks also has a unique value proposition that sets it apart from other competitors in the space: a subscription service called the Underwear Club.

Underwear Club is a set-and-forget product where users choose the types of underwear they like and indicate their size. They then get sent a new pair of “jocks” to their door every month up to the value of US\$40. Every month, subscribers get to try out a new brand for USD\$21.95 a month, a bargain considering the products are often from bespoke or luxury brands.

Daily Jocks has customers from all around the globe. In fact, Egonidis says that he sends over one tonne of underwear overseas each month. The global approach was strategic and reflected the readership of the original blog which helped Daily Jocks accumulate over 600,000 Facebook fans and a newsletter database that sits at over 270,000 subscribers.

“From day dot, I wanted a global concept, something that doesn’t discriminate where people live,” says Egonidis. “We always offered free global shipping on the Underwear Club. It was a strategy that worked really well because we essentially wanted to eliminate anything that would stop somebody from joining the club. Often shipping fees are deterrents to people proceeding with an order.”

*“From day dot, I wanted a global concept, something that doesn’t discriminate where people live.”*

“Also, currency was an important factor as majority of our customers are based in the US. Hence why we sell in US dollars. We’ve just recently started our Australian version of the site too so we don’t discriminate against Australians.”

At the moment, the ecommerce startup ships between 8,000 and 9,000 packages a month, which equates to one tonne of underwear as previously mentioned, with volumes continually growing.

Egonidis says the key to Daily Jocks’ growth has been the focus he has placed on building the company’s mailing list. This has become an important tool allowing Egonidis to drive traffic to the site to get subscribers to purchase products. According to Daily Jocks’ data, once customers have placed their order and receive their purchase, there’s a high a conversion rate to them becoming monthly subscribers to Underwear Club. It’s also worth noting that Egonidis does not spend money on running Google Advertising or SEO; a majority of customers are driven to the site via Daily Jocks’ Facebook community and EDMs.





# DAILYJOCKS

Most of the imagery on the site is provided by the brands whose products are being sold on Daily Jocks. However, Daily Jocks will be moving into new premises soon that will have a studio set up so the company can do their own photo shoots and keep everything on the site uniform in terms of its look and feel.

Although the vast majority Daily Jocks' customer base are men, between 13 to 15% of the database are women who are purchasing products presumably for their male partners. Egonidis admits he has received a lot of feedback from these customers and other women in his life that want him to start selling products (specifically the Underwear Club) for women. However, this is not on the cards in the immediate future.

The Underwear Club has turned out not only to be a valuable point of difference between Daily Jocks and its competitors, but also a highly scalable source of revenue for the company.

Right now, the club boasts 6,000 paying members and growing. The biggest challenge around this, according to Egonidis, is trying to find the units of stock to fulfil all those orders.

"We generally have around a four to six-month lead time with brands. We're already booking our brands for next year because a lot of the brands we work with need time to produce stock. We'll often get their new styles before they hit the stores, so they'll design it to according to what we need," said Egonidis.

Egonidis says the Underwear Club is growing at around 2% month on month which he says is sustainable. However, he says the fastest growth is coming from the online store.

Raising capital is not on the cards for Egonidis who has bootstrapped his entire operation from the very beginning when he launched the site with only \$500.

Egonidis says he's found it quite fulfilling learning how to run a business and turn over a profit. He also admits finding it a tad baffling that companies raise millions of dollars in investment without turning over anything in revenue.

"I'm a bit more old school I suppose in my thinking," Egonidis says. "I believe you have got to make a profit by selling something for more than what you're paying for it."

.....

***"I believe you have got to make a profit by selling something for more than what you're paying for it."***

.....

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