

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

SEPTEMBER 2014

AFFILIATE MARKETING –
A POPULAR FORM OF INTERNET
MARKETING TO EARN MONEY

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MWM useful links

Make a point of checking them ALL out!

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MWM editors letter



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

Email Marketing – A Successful Form of Internet Marketing By: Cameron Boone, **How to Set Up Your Own Website to Do Internet Marketing** By: Dallas Fuller, **All about Internet Marketing** By: Winston Campbell, **Pay per Click (PPC) – A Popular Model for Internet Marketing** By: Sonia Manning **Search Engine Marketing – A Popular Internet Marketing Technique** By: Alonzo Griffin, **Search Engine Optimization – A Popular Method of Search Engine Internet Marketing Technique** By: Sonia Manning, **Social Media Marketing – Internet Marketing With Social Media Sites** By: Keith Saunders, **Plus our MWM Success Story 10 Tips for Young Entrepreneurs from an Expert Looking for a Global Impact, Sylvester Chisom - Ask the Expert: How to Build Your Digital Marketing Dream Career: Advice from Lisa Buyer - Question & Answers: Interview: Steve Morgan UK Freelance SEO Consultant- MWM Back Story - “A Tiny Amount of Money Can Start an Empire” – Sir Richard Branson and much more.**

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

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

Harry Crowder

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Making Web Money Online Marketing Magazine

Editor Harry Crowder

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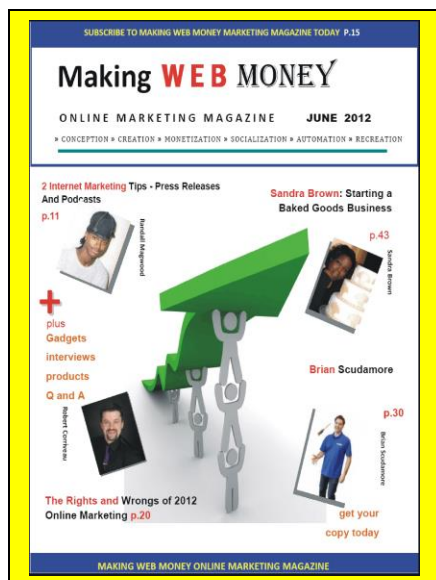
Contributors

Various experts in their fields

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MWM inbox



If you 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, some on, Send ,me an email and let me know.

Press Release Software



TOP EMAIL

What is the easiest way to create an iPhone app?

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

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

What is Offline Marketing?

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

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

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

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

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



Did you know:

The term "surfing" the internet was coined in 1992 by an upstate New York librarian Jean Armour Polly, aka "Net Mom."

MWM what's on



Marketing in the moment: How to use real time marketing to engage audiences

Attend Interactive Minds' event in September to learn methods of how to incorporate real-time content into your marketing strategy. Discover ways to ensure your team is well organised for the planned spontaneity of continuous real time. Plus see how you can leverage real-time marketing opportunities to improve your customer engagement.

This event will cover:

- The benefits of using an agile approach to marketing.
- Current and emerging technologies that facilitate real-time audience engagement.
- Methodologies to create meaningful engagement and social interactions with your users.



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 2013, we had 5,500 attendees from 35 countries, and we're excited to be bigger than ever this year.

what's on



Digital
Cream
Sydney



Exclusive to 80 senior client side marketers, Econsultancy's Digital Cream is one of the landmark industry moderated roundtable events for marketers to:

- convene and network with like-minded peers from different industries,
- exchange experiences,
- compare benchmark efforts,
- explore the latest best practice,
- discuss strategies,
- and learn from others who face the same challenges with suppliers, technologies and techniques.

SOCIAL BRAND FORUM 2014

DATE: SEPTEMBER 25-26, 2014
LOCATION: CORALVILLE MARRIOTT HOTEL & CONFERENCE CENTER



The Social Brand Forum is the Midwest's premier digital marketing event, bringing the brightest speakers and industry thought leaders to Iowa for two days of learning. This single-track event has been featured on numerous lists ranking the nation's best social media conferences but how do you know if it's right for you or your team? Take a moment and learn more about who should attend and what you can expect from the Social Brand Forum.

What Can Attendees Expect from the Event?

Marketing professionals will:

- Learn the skills needed to develop and execute successful social media and digital strategies.
- Increase their knowledge and expertise of our ever-changing industry.
- Have the chance to interact directly with many of the nation's most influential thought leaders.

Company leaders and managers will:

- Have a better understanding of how to implement social media and digital marketing into their business strategies and the resources required to do so.
- Gain high-level perspective that will help them make decisions on how they guide their departments and organizations forward.
- Hear first-hand accounts of how leading brands are using social media to make a splash in their industries.

Content managers and creators will:

- Hear brand examples, good and bad, to help understand what makes a campaign successful, and how to overcome those that are not.
- Learn how to take a good social presence to great.
- Get proven advice from professionals and peers to lead stronger conversations, create better content, and build communities of brand advocates.

Agency and PR professionals will:

- Gain insights from leading strategists to develop stronger campaigns for their clients.
- Have the opportunity to connect with organizations across the Midwest for new business development.
- Learn the skills and offerings needed to continue to provide clients with the highest level of social media and digital marketing services.



Quotable:

"The computing field is always in need of new clichés." ~Alan Perlis



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

venusfactor.com





✓ 60-DAY NO QUESTIONS ASKED MONEY BACK GUARANTEE
✓ 100% SECURE ORDER
✓ INSTANT ACCESS

MWM news

TWITTER FLIPS REPORTING, CLAIMS 3% MORE USERS SAW ADS IN Q2 THAN INITIALLY

Thanks to a miscalculation in third party app users, the overall number of users initially reported to have viewed ads in Q2 was a mere 8.9 million users off.

During the Q2 Earnings call last month, Twitter reported that 14% of users accessed the service via third party apps during the quarter. However, in a new SEC filing released yesterday, the company changed that number to 11% of users.

This is an important metric as users that don't use the official Twitter app, mobile web or desktop iterations don't see ads. In the official earnings report slides, that metric was changed yesterday to state:

"Updated as of August 11, 2014. Twitter previously indicated that for this period approximately 14% of all active users used applications that have the capability to automatically contact our servers for regular updates, but later discovered that this number included certain users who accessed Twitter through owned and operated applications."

This means there was a 3% of users that were, in fact, subjected to advertising (compared to the initial Q2 numbers). This difference is an additional 8.9 million users would have been viewing ads during this timeframe.

A Twitter spokesperson told the Wall Street Journal that there was no material change to historical figures. When these users are removed from the overall numbers, the WSJ accurately points out that the overall user growth actually accelerated, up 7.5% from Q1's 4.4% growth.

TRIPADVISOR TURNS TO CUSTOMERS FOR SOME USER-GENERATED CREATIVE INSPIRATION



What better way to get your customers talking about your brand than, well, to get them talking about your brand by paying them to do so? Well, at least giving them the chance to get paid. That's the idea behind TripAdvisor's user-generated TV ad contest.

Starting with the brand's ongoing Don't Just Visit campaign as inspiration, TripAdvisor is asking fans, followers and customers to submit videos which can be used as 15 or 30 second TV ads. Anyone in America, France or Australia can enter the contest, which runs through the month of August. Of the approach, TripAdvisor CMO Barbara Messing said, "No one knows better than our community of millions of travelers how TripAdvisor makes a vacation great. Travelers love sharing their experiences on TripAdvisor, so we're excited to get their take on our 'Don't Just Visit' ads by asking them to share their travel stories in a creative new way, with one winning story to air on TV."

And she's right. Sometimes a brand is just too close to itself to properly express its benefits. Which is why it's best to sometimes go right to the consumer for more than just insight but for actual creative as well.

The winner of the contest will receive a grand prize of \$25,000 and a chance to see their ad air on television. TripAdvisor will also award five runner-up prizes of \$1,000 with winning videos shared on TripAdvisor social media channels.



Quotable:

"The great thing about a computer notebook is that no matter how much you stuff into it, it doesn't get bigger or heavier."

~Bill Gates

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AFFILIATE MARKETING – A POPULAR FORM OF INTERNET MARKETING TO EARN MONEY

By: Mildred Hale

Internet marketing is the buzz word for all companies big and small trying to expand their market. Affiliate marketing is one of the strategies used in internet marketing. It not only helps companies to market their products but also helps people nowhere related to the actual product to gain money by advertising for them on their online content. Yes, you read it right.

If you are on the net via your website or a blog you can earn money by placing ads of your choice in these pages and direct users to the product's website thereby creating potential customers. If the company gets an order you are entitled to a commission as their affiliate partner. The higher the sales, more is the commission thereby creating a decent income source for you.

Once you have set up your website or blog page, you should ensure that your content is such that people keep coming back to your pages for a read. Travel blogs, cooking sites, product reviews are some examples which keep users glued to your site. Unless people stay on your page for some time, they will not click on the ads on your page!!

Once your content is finalized, choose a company to affiliate with. Do not worry; you need not approach them directly. There are networks that are there to set up a link between companies and affiliate partners. Google AdSense and Commission Junction are some popular networks that help you to choose which company ads you want to place in your web pages.

Please read their terms and conditions thoroughly to avoid any payment issues.

Most of the sites pay per sale whereas there are some sites which pay their affiliate partners on a pay per click basis. A pay per click basis results in lesser income as every click might not result in a sale for the company.

Be careful to choose the ads as you would not want to invite trouble by offering subclass products and services and earn a bad review.



Once you have set up your website or blog page, you should ensure that your content is such that people keep coming back to your pages for a read.

MWM success story

10 TIPS FOR YOUNG ENTREPRENEURS FROM AN EXPERT LOOKING FOR A GLOBAL IMPACT, SYLVESTER CHISOM

By: Steve Mariotti



"I believe a great entrepreneur believes that their greatest work is still ahead of them. Part of the entrepreneurial mindset is always looking for opportunities to do more."

All entrepreneurs must overcome fear to start their endeavors, but most of us do this when we have some experience behind us. Maybe after an unexpected career change, or after a lifetime of looking for the right opportunity.

But Sylvester Chisom overcame this fear early on, when he founded his first business at age 17. Now, 11 years later, he is committed to helping other young entrepreneurs take the leap that could define their futures and successes. Chisom, one of Ebony's Top Young Entrepreneurs, is working hard to inspire the next generation, combat high youth unemployment, and motivate young people around the globe.

Sylvester and I bonded recently over our commitment to the youth entrepreneurship movement -- not to mention a few shared favorite reads like *Think and Grow Rich* by Napoleon Hill and *The Greatest Salesman in the World* by OG Mandino.

Quotable:

"To err is human, but to really foul things up requires a computer."

~Farmers' Almanac, 1978

Steve Mariotti: Tell me about your history in entrepreneurship -- from founding the car wash company to your current ventures.

Sylvester Chisom: When I was 17 years old and a senior at Parkway North High School, my friend Arthur Shivers and I started Showroom Shine literally out of the trunk of a car armed with a water hose, a bucket, and a dream of being entrepreneurs.

It was a cold winter day and I asked Arthur would he like to go with me to clean this lady's car and split the \$20. He agreed, we cleaned the car, brought it back and there were two other ladies interested in having their cars cleaned so we did those as well. That day we made sixty dollars in a couple of hours and the light bulb turned on for us that we had something. In college we would come home for breaks and grow our business. We have since grown the company to have mobile units, a full service facility, and three airport locations through our partnership with, The Parking Spot. Our customers have thought enough of us to vote us as the Best Detail Shop in the nation four years in a row through The Steve Harvey Neighborhood Awards.

SM: What is your background? How did you get to where you are?

SC: I grew up in a single-parent home in Saint Louis, MO and saw a woman raise two kids by being an entrepreneur. My mother, Darlene Gibson, founded Professional Touch Salon in her early twenties and provided for my sister and me on the revenue she generated from her salon. She started me on the road to entrepreneurship early. I practically grew up in the salon answering phones and taking out the trash! She is definitely my inspiration.

I also have had the pleasure to have one of the greatest mentors a person could have in Tony Thompson, founder of the Kwame Building Group in Saint Louis. His company has helped to build everything from Busch Stadium to airport terminals. He has helped to groom me into a successful business man and making sure that I understand the importance of giving back. I am a firm believer that everyone needs a good mentor to help take



"I consider myself an idea development guy. I get excited about working in the unknown space of what a business idea could potentially turn into and identifying the key activities required for a successful launch."

SM: What is the key to being an entrepreneur?

SC: I believe a great entrepreneur believes that their greatest work is still ahead of them. Part of the entrepreneurial mindset is always looking for opportunities to do more. When you have success you should ask yourself, "Because I accomplished this goal, now what doors are open to me, what are the byproducts of my success." Thinking in that manner led me to my current venture www.sylvesterchisom.com where I offer professional speaking and books for entrepreneurial education including, The Young Entrepreneur's Guide to Success 2.0: 8 Lessons to Launch Your Big Idea.

SM: What about business excites you?

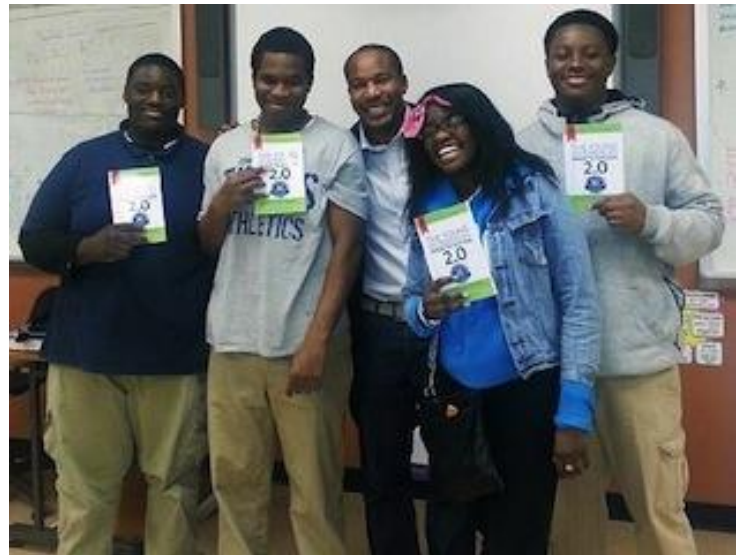
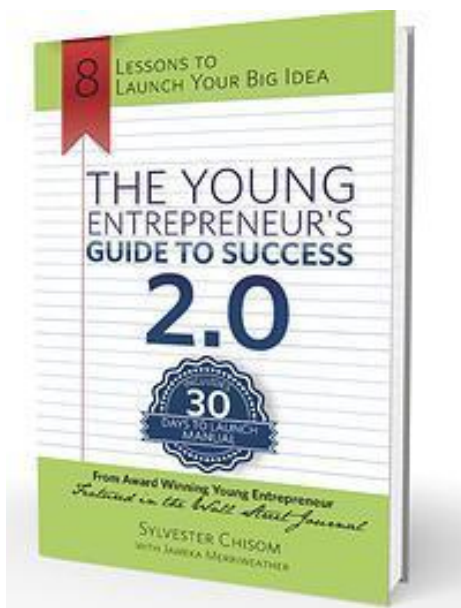
SC: I consider myself an idea development guy. I get excited about working in the unknown space of what a business idea could potentially turn into and identifying the key activities required for a successful launch. However, my favorite thing to do is speak and inspire young entrepreneurs and at risk youth at conferences, colleges, and high schools. I love sharing with them how they can find success in business and life when they apply the entrepreneurial mindset.

SM: Tell me more about your role as a youth entrepreneurship expert.

SC: I speak to educators and youth how to apply the entrepreneurial mindset to their lives. I have had the opportunity to work with entrepreneur educators and students from M.I.T to India and in between. One thing my parents and mentors have taught me is that you must live your life in a way that you make the greatest impact possible with all of your gifts and talents.

Working with that understanding moved me to write two books to help young entrepreneurs including *The Young Entrepreneur's Guide to Success 2.0: 8 Lessons To Launch Your Big Idea*. It is being used in high schools across the country to teach entrepreneurship.

Based on the book, I created The \$50 Startup Program for schools. Students actually create real businesses on a \$50 budget during one semester. At the end of the program we have a school-wide Youth Entrepreneur Day when, students setup tables for their businesses and sell their products to the students and staff during their lunch periods. Students learn entrepreneurship, business skills, and charitable giving. It's incredible to see how their lives are impacted when they see someone believes in their ideas and passions.



SM: What is your best advice for young entrepreneurs?

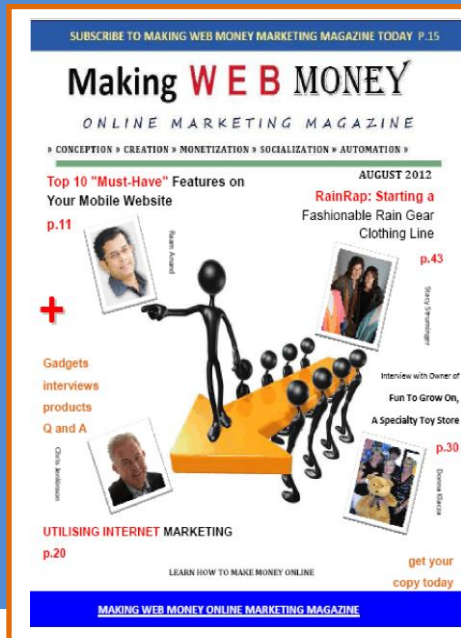
SC: The most useful thing I have learned in life is that you should live life with a limitless success mindset. That means you should never let your past successes or failures dictate the person that you are meant to become. I also want to share the 10 tips that I talk about in *The Young Entrepreneur's Guide to Success 2.0*:

- 1) Follow your passion and think big. Have a clear vision for what you want your company to become.
- 2) When you get started, define what success looks like and what failure looks like so you know if you are headed down the right path or if it's time to try something else.
- 3) Have a Limitless Success mindset: Remove any self doubt from your way of thinking. Believe in yourself!
- 4) Find great mentors, people who have been where you want to go.
- 5) Keep your business idea flexible and be prepared to pivot based on what your customers are telling you.
- 6) Build a great team, to include business partners, accountant, lawyer, etc. You can only go so far flying solo.
- 7) Create a business that can scale, meaning revenue grows at a faster rate than expenses.
- 8) Run a lean startup. Bootstrap the business as far as you can.
- 9) Create a working demo if possible before pitching to investors. It is easier to find funding for something that has proven customers.
- 10) Have Fun!!! Make sure you have a good work/life balance.

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MWM ask the expert

HOW TO BUILD YOUR DIGITAL MARKETING DREAM CAREER: ADVICE FROM LISA BUYER

Lisa is the founder of The Buyer Group, an interactive agency, and a lead instructor here at OMI (check out her course on digital PR). Like me, she also hails from sunny South Florida, but we never met until we were 3,000 miles away from home at the Search Engine Strategies Conference in San Francisco. (Random tidbit: we figured out one of Lisa's clients was the building I lived in at the time. Her digital PR efforts clearly worked—I moved there!)

She recently told me about her new book, *Social PR Secrets*, and even sent me a signed copy. The book dives deep into the best tactics for driving awareness, traffic, and sales through a powerful mix of social, content, and online PR.

Lisa has done a tremendous job building a successful career in this space, so I wanted to find out how she did it, what she looks for in digital talent, and get her digital marketing career advice so you can build your dream career, too!



“We need education. Continue your professional education on a consistent basis—invest in yourself! Stay ahead.”

Did you know:



The first YouTube video was uploaded April 23, 2005. It's called “Me at the zoo,” and features Jawed Karim, one of the founders, at the San Diego Zoo.

MWM ask the expert

Here is part 1 of my interview with Lisa:

1. Lisa, you built a successful interactive agency focusing on digital marketing & online PR. How did you get your start?

In the digital marketing cloud, I got this party started from the club Public Relations, danced my way through with hits like I'm just a girl who was kissed by the social media wave and It's fun to know Y.... S-E-O. I've owned three PR agencies; the first two primarily focused on corporate communications including branding, PR and media buying for the technology, real estate and health/wellness industries.

Right when things were getting a little BORING at club PR, the dot-com bass #boom happened and my agency was hit with jams like Internet business innovators from Silicon Valley. This digital beat gave us ways to do the PR Macarena, even before Google was a song sang by all, we were figuring out ways to gain online visibility via news groups, keywords and stock symbols etc.

I started attending Search Engine Strategies in 2007 to learn more on how I could A) help my public relations clients use the Internet to get more news visibility but also B) help clients navigate through the ins and outs of communicating/working/translating/finding the right SEO and SEM teams. I like to laugh and say: I went from being a total search marketing conference groupie geek to being part of the band.

After attending several SES and PubCon conferences (sitting front and center), I was asked in 2008 to speak on the News Search SEO panel at SES San Jose alongside Lee Odden, Greg Jarboe and Dana Todd – a complete honor! Since then, the rest is in my Rock and Search Hall of Fame. I've been dancing to the techno hits and sweet musical links between PR, Search, and Social with some of the coolest and smartest people in the industry.

My agency today, The Buyer Group, focuses on 4 hits on an mp3 mix: Social PR consulting, educating, evangelizing and special projects. We help businesses and also work with agencies behind the scenes to integrate social media and SEO into the public relations fold. There is still a lot to learn as new technologies unfold in real-time.



“Younger generation marketers get frustrated because they have to deal with the senior marketers who either A. won’t take the time to invest in learning the basics or B. think it’s too late to have to learn anything new or C. say they don’t have the time to do it.”

2. Our report on the State of Digital Marketing Talent found 70% of respondents believe new employees expect to advance or be hired for upper-level positions before proving themselves.

What advice do you have for those looking to break into digital marketing, or advance their careers?

We need education. Continue your professional education on a consistent basis—invest in yourself! Stay ahead.

That means online training, conferences, webinars—even freelancing out of your main comfort zone and getting experience in other areas just to learn how to manage and what to look for. It used to be an education was get it, graduate and you were done. Today you can’t learn in school the real backbone and real-time life experience of digital marketing. There is not a text book to follow, (well maybe on Twitter:)—it is a hybrid of traditional fundamentals with modern day advances that we are still evolving in. If you are hiring, triple check qualification and don’t hire entry-level when expecting senior results. Then again, it is also possible to hire a senior executive level and get entry-level results in digital marketing, so call references.

3. What has been the proudest moment of your career in digital & PR?

Proudest (and scariest) is my most recent publishing of Social PR Secrets, my first book! The day it went live on Amazon I was thinking to myself, in life, you give what you get. So believe and give to yourself. Put the effort you put into your job or clients and results will happen. It’s hard work but it’s worth every sweat equity you put into you. I’ve made my dream come true of being an author and so can you too..oh and a Google Author too:)

4. What are 3 qualities of a successful digital PR and marketing professional?

1. Journalistic know-how that is proven—thinking like brand publishers versus old fashioned PR practitioners that wait for traditional journalists to do all the work.
2. Analytical thinking and understanding—if a digital PR and marketing pro does not know how to use Google Analytics and access KPIs using an analytical measuring approach i measuring what matters – you are wasting precious time
3. Visual, social and mobile storytelling—that your community cares about!

5. What is the most common mistake you see people make when hiring digital marketing talent? How can they solve it?


They see social media as an entry-level position. That is not to say there can't be an entry-level social media position. But to put someone "in charge" of your social and give that person the power to make social branding decisions and social marketing decisions from the social front line is a huge business mistake.

They can solve this by hiring a qualified digital marketing consultant or agency to receive the strategy and guidance and then hire the entry level social media person to implement but making sure that person has a higher level seasoned and proven digital marketing executive to guide them.

"We need education. Continue your professional education on a consistent basis—invest in yourself! Stay ahead."

How to Make 2014 Your Most Successful Year Yet

"Continue your professional education on a consistent basis—invest in yourself! Stay ahead."



@LisaBuyer
Author: Digital #PR Secrets

In my opinion there is a huge shortage of senior marketers who have a first hand understanding of digital marketing and they rely on others to guide them, this leaves them not really knowing how to read reports and ask the right questions. Younger generation marketers get frustrated because they have to deal with the senior marketers who either

- A. won't take the time to invest in learning the basics
- B. think it's too late to have to learn anything new or
- C. say they don't have the time to do it.

There is a huge disconnect between generations of marketers and public relations professionals.

6. Are there any other marketing/PR professionals that have had an impact on your career?

Dana Todd gave me my first break by inviting me to speak at SES San Jose back in 2008, I started following Spin Sucks Gini Dietrich early on and also Sarah Evans, they both have similar mindsets and were mavericks like me in the future of Social PR.

7. Bonus! How often do you Google yourself?

Probably 2x a month just to check the search results on page one, every brand should have reputation management monitoring—even if it as simple that! That's a good search and social PR best practice.

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"Unlock Million Dollar Secrets to Unparalleled Success and Fortune for Your Online Business"

All the billion dollar corporations use several SEO strategies to continually attract [free online](#) traffic. But now, you can learn all the same tips and secrets to guarantee your business gets loads and loads of free traffic that you need to become successful

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CONTENT MARKETING - MAKING INTERNET MARKETING *MORE PRODUCTIVE*

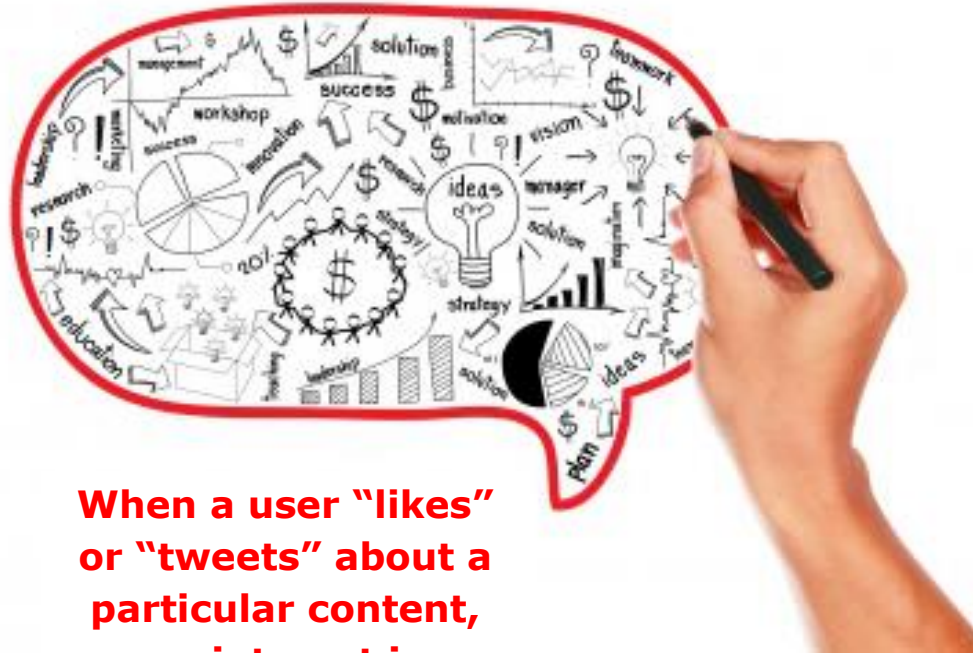
By: Winston Campbell

Internet marketing involves using the internet to create awareness about a new product or service. Not only that but support for existing products and increasing the customer base for existing products can be achieved with proper internet marketing.

Internet marketing involves making advertisements visible to customers via social media sites, email promotional messages, mobile messages and while searching matter over net. Once a user is directed to the product's webpage it does not mean guaranteed sales.

For an ad click to get converted to a business opportunity, the content of the advertiser's website or his advertisement matters a lot. The more engrossing the content more is the likelihood of attracting potential customers. Content marketing is nothing but the creation and publishing of such content which has the capability of drawing the customer attention and getting revenue out of it.

This content can be in the form of web pages, mailing letters, matter answering how and what questions about a product or service, images, reviews, videos, articles, blogs, help documents and guides. Since this is the internet era, most users prefer to browse the internet. Hence traditional forms of content marketing like books, pamphlets have been replaced now with online content.



When a user “likes” or “tweets” about a particular content, an interest is generated in the ad. More people click to see what did their friends like about a particular ad content thereby acting as a word of mouth.

Humans are an impatient lot. Long contents tend to bore them. The content should be gripping enough for the customer to actually buy the product. Social media sites are good influencers for content marketing. When a user “likes” or “tweets” about a particular content, an interest is generated in the ad. More people click to see what did their friends like about a particular ad content thereby acting as a word of mouth.

Once you know what a particular segment is interested in, you can word your content as per their likes and customise it to generate more interest. Effective content like do it yourself guides help to reduce calls to a company's call centre thereby saving operational costs.

Many businesses have churned out success stories with effective content marketing. It is indeed a powerful tool which forms the crux of any product marketing.



EMAIL MARKETING

A SUCCESSFUL FORM OF INTERNET MARKETING

By: Cameron Boone

There was a time when we used to get posts from companies about their new offerings and upgrades to their current products. Now this is the internet generation. Internet is used extensively to market the products and services. Email is one of the most common forms of internet marketing.

The strategy is simple. Companies gather the list of prospective customers (usually ones with good credit records) by digging data from various sites or by purchasing it from folks making money out of this. Once they have this list, the next step is to compose eye catching mail and start sending it to the customers. These emails could be sent to existing customers for new exclusive offers for loyal member or promotional messages for new customers.

Various surveys indicate that almost all email users check their mails more than once per day and primarily the first thing in the morning. An attractive offer, strong words are the key differentiators in making a user treat it as an important mail and not a spam message. As per regulations, every email marketing company should give an option to the customers to unsubscribe from such kind of marketing mail chains. Successful email marketing is one which forces the customer to open the mail and check out the offers and marking it as important and not a spam message.

Email marketing has many advantages like wider reach, ease of tracking successful mails and cheaper operating costs for company compared to printing and posting hard copies. Emails enable customers to reply back sooner and receive support from customer care. Existing customers find it easy to rely on emails for new promotions, discounts as email is an integral part of their daily life. This helps companies to build a strong customer base. From a customer perspective, emails offer an option to provide instant feedback thereby giving a sense of real customer satisfaction.

So next time you open your inbox, be sure to check out for the marketing mails, there might be a good offer in store for you!!

Emails enable customers to reply back sooner and receive support from customer care. Existing customers find it easy to rely on emails for new promotions, discounts as email is an integral part of their daily life.

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

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

Get your meals conveniently delivered right to your front door! Follow ordinary people to celebrities who have had success with these proven diet plans! Personalized diet plans available to people with medical conditions such as diabetes! This thing's overflowing with information!

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**** DID YOU MISS THIS ?**

List Detonator V2.0

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



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

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

MWM gadgets & toys

New SMS Audio Heart Rate Monitoring Earbuds Unveiled

SMS Audio as this week unveiled its new range of heart rate monitoring earbuds which are powered by Intel technology and equipped with biometric sensors and a custom high-quality audio as well as gather data on your fitness activity using supported companion application that can be installed on either iOS and Android mobile devices



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

Features of the new SMS Audio heart rate monitoring earbuds allow you to drop the less comfortable chest strap-style monitor and remove the need for extra sensors why training.

The Autonomous Robotic



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

Owning a piece of landed property is fine and dandy, and more often than not, preferable to living in the sky in the form of a condominium or a luxury apartment. Having said that, at least you pay maintenance fees to a condominium's management so that they keep the general areas clean and nice. A house, however, would require you to perform inspections yourself as to whether places need cleaning or not. If you have a huge roof with a long gutter, then it might be prudent to check out the \$299.95 Autonomous Robotic Gutter Cleaner so that it can get the job done without requiring you to risk your neck.

You want it

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

THE RECHARGEABLE

While you likely already have some form of soap sitting next to your sink in the kitchen, chances are it's a hand-pump. If you touch the top of the pump and wash your hands, there's still going to be whatever was on your hands on the top of the pump. If you want to move to a motion-sensor method, then the Rechargeable Sensor Pump would be a good option. You can control how much comes out of the pump, and it is rechargeable as the name suggests. The sensor is said to be precise so you don't have to worry about it dropping soap on your counter if you're too close.

It can dispense in 0.2 seconds, and is extremely easy to refill. This takes gel soap, so if you love foam soap you'll have to look elsewhere. This charges via USB, and you'll have your option between an 8 fluid ounce white, or an 8 or 11 fluid ounce brushed nickel container. They cost anywhere from \$60-70 depending on the size you're wanting. This will make keeping your hands clean in the kitchen or bathroom simple, without the fear that some germs may still be lingering.



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

DEMERBOX RUGGED WIRELESS SPEAKER BOOMBOX KITS



If you are in the market for a super rugged wireless speaker system you might be interested in a new project which has launched over on the Kickstarter crowd funding website in the form of the Demerbox Boombox.

The Demerbox is a rugged wireless speaker that has been designed by James Demer and is capable of taking extreme knocks and bumps wherever you might be travelling. Watch the video after the jump to learn more about the Demerbox project and see it in action.

The Demerbox Boombox project now on the Kickstarter crowd funding website aiming to raise \$60,000 in pledges to make the jump from concept to production. James explains a little more about the inspiration and the design background for his rugged wireless speaker.

"When I was 12, I built my first speaker out of a shoebox. It sounded terrible but I loved the process of building my own stuff. Flash forward to 2010 and my career as a location sound mixer. I needed a portable, yet very rugged battery powered speaker and I had no choice but to make it myself out of one of my equipment cases and found parts. It was a hit with the crew and suddenly I had requests to build more.

The DemerBox was created out of need because there wasn't anything like it on the market. Its taken years of prototyping and real world testing to create a boombox that sounds amazing, can travel anywhere with you and will last a lifetime. And you can put stuff inside it which makes it even better!"

So if you think Demerbox Boombox is something you could benefit from, visit the Kickstarter website now to make a pledge and help the Demerbox Boombox

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

Did you know



16% to 20% of the searches Google gets each day have never been Googled before.

HOW TO SET UP YOUR OWN WEBSITE TO DO INTERNET MARKETING

By: Dallas Fuller

These days all business have their own website which they use it for their product's online marketing. A website is one of the easiest ways to make information accessible to existing and potential customers as internet has become a powerful medium of communication.

Before you advertise your product, you need to have the website ready so that details can be made available to the customers. Setting up your own website is an easy task in today's world of technology.

So let us list out the steps for setting up your own website.

1. Choose your domain name

This is the name that your users will type in or click to enter your web page. For example to reach Google you type in google.com. Choose an easy to remember name for your business preferably having your business keyword in it. This domain name needs to be registered. It will have some cost associated with it. Validate the authenticity of sites offering free domain names

2. Choose a web host

Once your domain name is chosen, you need to think where will your content be it files, images, documents reside in the internet. Well they will need to be stored on a web host which will put your webpage on the internet. There are hosting providers who are ready to host your website for a fee. Choose wisely to arrive at a host catering to your financial and business requirements. Like for instance if you are expecting lots of clicks, are planning for financial transactions, you need to ensure that your website doesn't crash or compromise user security. Web hosting sites will charge you extra for such requirements.



3. Create the web content

If you want to do it yourself, you can design web content with free tools like WordPress. Else opt for professional web designers who will charge depending on the requirements. The content can then be set up in the web host and your website is ready for use!!

The content will always remain the king of your website. So ensure that once your website is up and running, keep it up to date to attract more visitors and make internet marketing effective.

If you want to do it yourself, you can design web content with free tools like WordPress. Else opt for professional web designers who will charge depending on the requirements.

***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*!

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

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

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

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

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

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

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FREE Natural Home Remedies Newsletter Series!***

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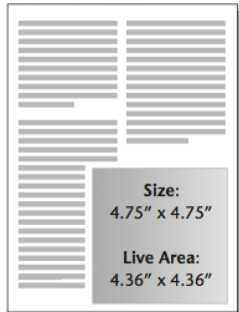
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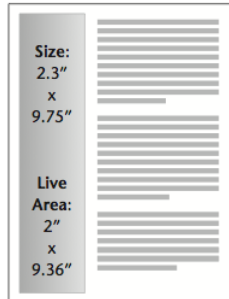
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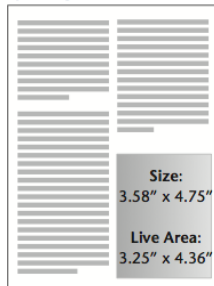
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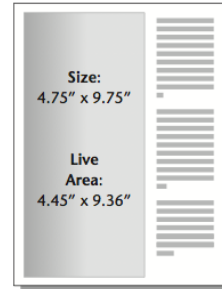
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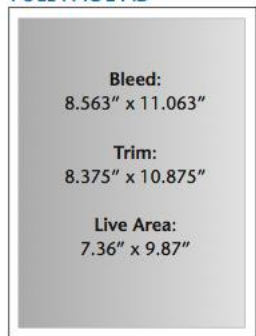
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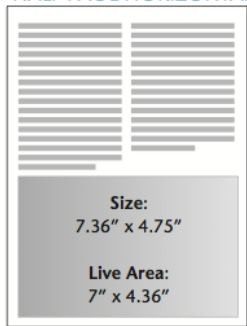
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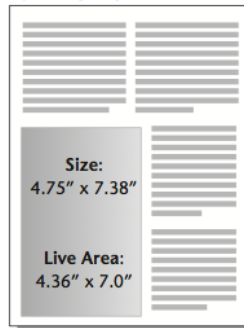
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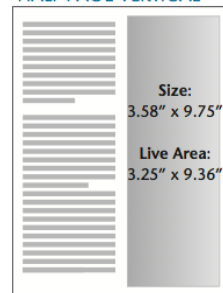
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1/2 PAGE ISLAND



HALF PAGE VERTICAL



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



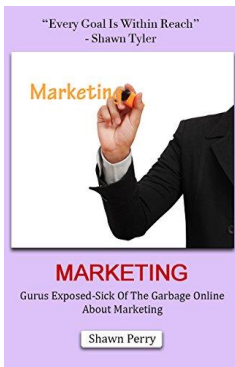
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MWM tools

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

Marketing: Gurus Exposed-Sick of the Garbage Online about Marketing

By: Shawn Perry

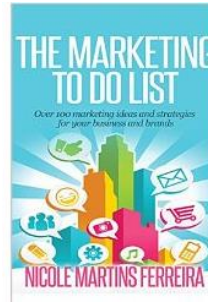


Integration Marketing is the unification marketing process that takes place during campaigns for the sole purpose of growing sales. Discover the many ways an entrepreneur can use online integration marketing to create a "win-win" situation. Find out how you can locate integration marketing partners, it's very important to work closely with a mentor or an expert in the field already.

These persons may have certain connections and will provide the necessary guidance. This will put you in a position where you know how to "walk the walk" and "talk the talk" when seeking potential partners. Discover the art of clever integration marketing or we could say the use of tactics. Be enlightened that once you are successful it will attract future partners and not to mention the repeated successes!

The Marketing To Do List: Over 100 marketing ideas and strategies for entrepreneurs and new marketing grads

By: Nicole Martins Ferreira



The Marketing To Do List helps entrepreneurs and new marketing professionals by providing a basic understanding of how to achieve success in marketing. There are over 100 marketing ideas and strategies to help business owners build a thriving business. Nicole Martins Ferreira has helped companies, all over the world, increase their online presence and increase their sales conversions.

Why You Should Buy This Book:

- Over 100 marketing ideas and strategies as a starting point
- Methods on how to increase sales and lower marketing costs
- Learn how to pitch the media effectively
- Packed with marketing trends for 2014 and beyond
- Gain insight on how to improve your social media engagement
- Learn how to build a brand that consumers connect to and can easily fall in love with



Cogrowly uses collaborative growth to get you more customers and increase your sales.

With a Little Help from my Friends

There are more than 100,000 Shopify merchants who would like to increase the traffic to their shops, just like you. In many cases they target the same customers with products that don't compete with yours.

Cogrowly offers you the possibility to join efforts with non competing businesses and help each other grow.

This is how it Works

Easily create a catalog of one of your products. We'll automatically add to this catalog some non competing products from other Shopify merchants. Promote your catalog. For every view you get we will put your product in front of 9 other potential customers.



- ✓ Make your "Thank You" page social with links to Twitter, Pinterest, and Facebook.
- ✓ Personalize your order confirmation with a friendly message to your customers.
- ✓ Turn your happy customers into friends, fans, and followers of your shop.

We are obsessed with great customer service and for us the ability to engage at every step of the customer experience is crucial. It is of utmost importance to us that our customers leave our store with a great last impression. Currently it's not possible to customize the look and feel of the checkout process, especially the 'Thank You' page. As Shopify users we have gotten feedback from our top customers that once they have completed their purchase, the order confirmation page is cold and leaves them looking for more.

With Happy Ending, we have taken the generic confirmation page and transformed it into an opportunity for your customers to become fans, and your fans to become advocates. The Happy Ending App allows customers to be directed to your brand's Facebook Fan Page, encourages them to share their great shopping experience via Twitter and share the product they bought on Pinterest.

In addition, the app makes it easy to add custom text, embed YouTube or Vimeo videos, add newsletter subscribe forms (such as MailChimp forms!), and more! With Happy Ending, you can personally thank customers for being a valued part of your store and bring them closer to your brand by ensuring that they connect via social media.

Happy Ending boasts our simple design as seen in our previous application, Bulk Fulfillment, and allows non-technical users to see live updates to their page as they understand it. There is no knowledge of coding needed and we are always here to help should you have any questions!

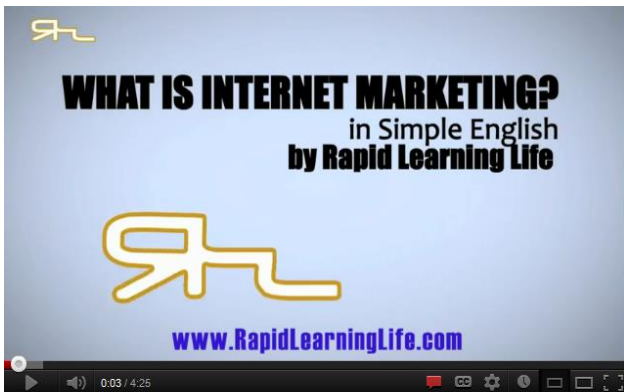
MWM some useful links

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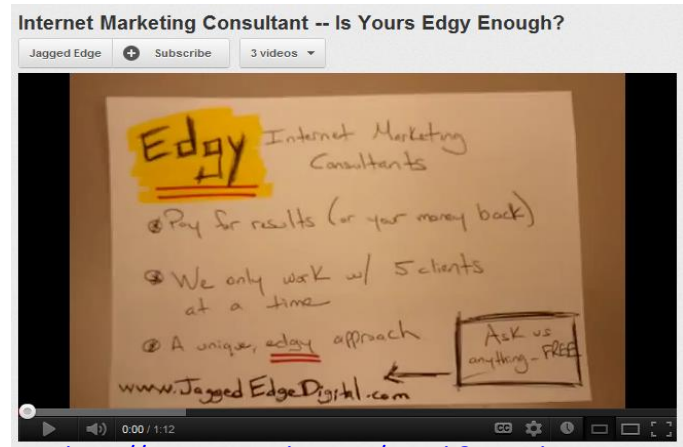
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You Need WP Security Plugins Security Suite...
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MWM videos

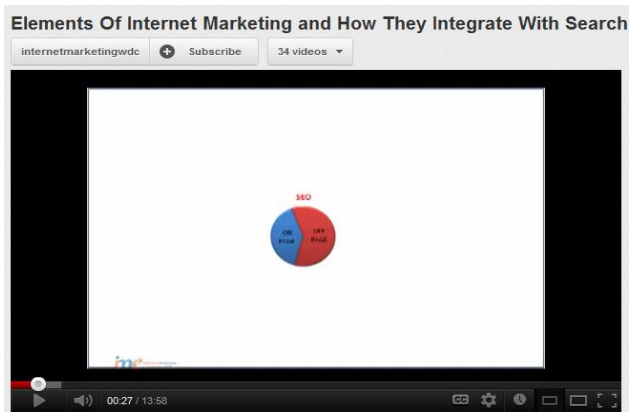
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ALL ABOUT INTERNET MARKETING

By: Winston Campbell

Known by many other terms like Online Marketing, Online Advertising, Internet Marketing has rapidly changed the way users become aware of new products or services. Internet Marketing is nothing but using the internet's power to market or advertise anything and everything thereby increasing the sales.

Companies use internet marketing to advertise their offerings via emails, websites, mobiles and social media sites like Facebook and Twitter. Internet is far reaching and hence companies have realised the power of internet marketing. They do not shy away from investing in it and the increasing revenues for websites offering online advertising in proof of this trend.

In this age of the World Wide Web, it is easy to gather list of email ids. Companies feed the id into their database and start sending promotional mails to them. The companies get lucky when the users open these emails and actually order the products.

Like emails, companies tie up with many websites and post banners on the webpage. When a user accesses these sites, the banners flash at an eye catching location and if the content is interesting enough, a click on the banner will take the users to the actual product site or give details of how to procure the products. It is a revenue for the website owners too as they make money from these internet marketing advertisements.

Another option is to show the advertisements as search results whenever user's use search engines for any topic. These are paid advertisements and so figure in the top of the search results. The rapidly increasing population of smartphone users are targeted via mobile advertising. SMS and MMS messages are used for these.

Social media sites like Facebook, Twitter are hugely popular means of advertising as they offer the power of reference. People can see what their friends like, so it creates multiplied publicity for the products.

Internet marketing is here to stay. So if you have anything to sell, go for it!!



Internet is far reaching and hence companies have realised the power of internet marketing. They do not shy away from investing in it and the increasing revenues for websites offering online advertising in proof of this trend.



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

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

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

"A Complete Amazon Affiliate Plugin Package"

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

- WP Price Checker Plugin
- [Affiliate Product](#) Comparison Plugin
- Top Sellers Uncovered ...

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

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

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

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

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

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

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

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

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

[Learn More Here](#)

MWM Q&A

INTERVIEW: STEVE MORGAN UK FREELANCE SEO CONSULTANT

By: Syed Noman Ali

Today we have a special guest with us all the way from UK, Freelance SEO Consultant Steve Morgan. He is offering Online Marketing services both sides of search engine marketing – SEO (Search Engine Optimisation) & PPC (Pay Per Click) Advertising, So let's start asking him some questions that might help you guys.



Get to know potential targets by interacting with them via social media or even commenting on that blog before you contact them. That way, when you approach them saying "hey, can I (or my client) guest post on your blog?"



Don't rely on one or just a handful of link building tactics, and do it naturally – I know it's cheesy, but ask the question: "if SEO didn't exist, and the only way to obtain and share information on the Web was via linking and social media, then would I still actually want this link?" If the answer is no, then it's probably best avoided, but if the answer is yes, then you're good to go!

Steve, please introduce yourself and tell our readers how you started it? How much ambitious, you were in your childhood and how did you start internet marketing?

Hi Syed, thanks for having me! I'm Steve Morgan (@steviephil on Twitter) and I'm from Cardiff, South Wales, UK. I've been working in SEO and PPC (mostly the former) full-time for over five and a half years (since early 2009) and been blogging about it – on SEOno – since 2011.

I got my start by complete chance – my brother set out to be an online marketing consultant and then as his workload grew, he wanted to build an agency. I needed a job (as I'd just moved home after graduating from university) and so I was his first hire. I had been a long-time Web user, but never really sat down to think about how Google worked, so I found it all really fascinating. He preferred doing AdWords and SEO copywriting, so he trained me up to do link building, which has since made up the bulk of my SEO-related experience.

It's funny looking back on it, because at the time, I really wanted to be a musician – I took a few office jobs and then the SEO job only because I wanted it to support my main passion (music), but in the end SEO became my new passion and it has been ever since.

I've spent most of my career working agency-side at two Cardiff-based agencies, with a brief stint in-house at a well-known UK insurance comparison website, but just over a year ago I decided to go self-employed as a freelance SEO consultant: morganonlinemarketing.co.uk. I definitely prefer working for myself than for someone else, so I'm really enjoying it.

What do you think is the most common misunderstanding of online marketing?

I can think of two, both of which can be sorted with a bit of client education...

Firstly, that SEO is easy – that you can wave a magic wand and magically rank really well, regardless of whether you're a fantastic company or a terrible company. A lot of clients want a shortcut or an easy ride and aren't willing to put the time or effort in to make their company linkworthy or shareworthy.

The second is that SEO is a one-off job, a one-time thing. I'm coming across this less and less these days, but even so I had an instance of this recently. The prospective client thought that SEO was simply a few on-site tweaks and that was it – job done. They couldn't understand the importance and impact of link building – an on-going pursuit – until I explained it to them.

What is the number one technique you used to acquire high authority links for you and your clients? (Would be great if you give us magic advice)

I'm not sure about magic advice(!), I'm having a lot of luck with HARO (Help A Reporter Out) at the moment. I wrote a bit of a guide on it over on my blog. I also think that guest blogging still has a lot of potential, despite Matt Cutts' "stick a fork in it" statement earlier this year. In both cases, it's simply the case of a) doing it properly (i.e. not guest posting on dodgy blogs just for the SEO value), and b) looking at other factors, such as the site's social media popularity and the potential click-throughs that you'll get from the link.

With the Google Updates, how have you changed your SEO strategy?

I've not changed it much over the years. I've never been comfortable with exact match anchor text, even before Penguin came along, so I always preferred pursuing natural anchor text links (brand name, URL, "click here", etc.) and more natural link building tactics. Other than that, I guess I've tried harder to look at wider and broader link building tactics, trying to leverage every single possible opportunity rather than just trying to rely on one or two.

Can you share with us some useful tools for Social Media, Link Building, Content Generation, Competitor Analysis? Would be great If you share the features as well?

I use Moz's Open Site Explorer and Majestic SEO for competitor link analysis (more often the latter these days), Screaming Frog for on-site crawling and for day-to-day social media monitoring I mostly use Tweetbot and HootSuite. Beyond that, I don't use many other tools. I'm a little wary of link building tools (other than things like HARO, which I mentioned above), so I tend to do a lot of stuff manually. With that in mind, good old Excel is one of my main tools...!

Can you please give us some tips on how would you build links and best techniques for on-page optimizations in 2014 and onwards?

With link building, I start off with a strategy that is bespoke to the client, which comes up with every single possible opportunity that may be applicable to them, their website, their business and their industry. Sure, some tactics overlap most or all industries, but often there may be a tactic applicable to just one particular industry, or even just to them individually. I come up with a lot of different tactics, run through them with the client, see what's possible/not possible resource-wise and proceed from there.

Regarding on-site optimisation, I put a lot more focus towards technical SEO these days than perhaps I used to. I still think that Google Webmaster Tools is an under-utilised tool, which is crazy, as it's so helpful. I don't think that many on-site techniques have changed in 2014 compared to previous years (especially when it comes to SEO copywriting) – just so long as you write naturally and do not focus on keyword density, but still remember to include keywords in all the necessary places (e.g. page titles, h-tags, within the body copy, etc.).

What's your secret sauce for getting guest posts on quality sites?

Ooo... Good question. I think networking is so, so important. Don't be a stranger, basically. Get to know potential targets by interacting with them via social media or even commenting on that blog before you contact them. That way, when you approach them saying "hey, can I (or my client) guest post on your blog?", you're not a complete stranger to them – you've already built up a rapport with them.

How do you see SEO and Internet Marketing 5 years from now?

Wow... Haha! I love questions like these. I think we'll have another fifty "SEO is dead" posts but SEO will survive throughout. I hope that Google and co. put more emphasis on how the results look, e.g. things like rich snippets and Schema.org. I was absolutely gutted when they recently removed the rel="author" photos... I think it was a bad move (although of course I'd say that!) – I'm hoping that they'll include more things like that in the future rather than exclude/remove them...

What's your Final advice?

Don't rely on one or just a handful of link building tactics, and do it naturally – I know it's cheesy, but ask the question: "if SEO didn't exist, and the only way to obtain and share information on the Web was via linking and social media, then would I still actually want this link?" If the answer is no, then it's probably best avoided, but if the answer is yes, then you're good to go!

MWM useful links

Make a point of checking them ALL out!

- **Brand Name Tennis Equipment**
- **The Latest Golf Equipment**
- [Lawn Mowers In ALL SizEs](#)
- **Caring for Your Yard and Garden**
- **Special Lawn Care Products**
- **Spring Cleaning Supplies and Tips**
- **Get Fit and Keep Yourself in Shape**
- **Ways You Can Really Loose Weight**
- [Ways to Help You Stop Smoking](#)
- [Luxury Beauty and Cosmetics Store](#)
- [Music Players and More](#)
- [Best Computer Hardware Store](#)
- [Ipod Music Sources](#)
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- [Toy Reviews Today](#)



Quotable:

“

“If the automobile had followed the same development cycle as the computer, a Rolls-Royce would today cost \$100, get a million miles per gallon, and explode once a year, killing everyone inside.” ~Robert X. Cringely, InfoWorld magazine

Pay Per Click (PPC) – A popular model for Internet marketing

By: Sonia Manning



Internet marketing has gained popularity worldwide and is a good means to increase the sales for the companies. It has also generated revenue earning opportunities for partners who tie up with these internet marketing companies and help them to publish their ads on their websites and blogs thereby earning a share of the company's profits. Pay per Click or PPC is a popular model which uses this tie up. In this model, an advertiser places his ad in a publisher/partner's website and pays the publisher every time the ad is clicked.

The rationale is simple. More the number of clicks more is the likelihood of it getting converted to an opportunity for the advertiser. For the publisher the income increases proportional to the number of clicks.

There are any ways an advertiser can place his ads in a publisher's site. Google (AdWords), Yahoo (Search Marketing) and Microsoft (adCenter) are some of the leading companies which allow you to place your ads in their websites. As an advertiser you need to bid with a publisher the maximum amount you can per click. You also need to provide a list of keywords to be associated with your ad. As your bid amount increases, you ad wins a more eye catching position in the webpage's search results whenever a user types in a keyword related to your ad.

There are some companies which offer flat rate PPC model also in which the advertiser and publishers decide the fixed payment amount instead of a bid system. Bid system companies have usually an automated system in place which take care of the bidding process as well as the payment rollouts.

PPC model is prone to frauds in the form of unnecessary clicks by competitors to create loss for advertisers. But the publishers are putting an advanced system in place to identify such vile attempts. So in all it is a model here to stay!!!

The rationale is simple. More the number of clicks more is the likelihood of it getting converted to an opportunity for the advertiser. For the publisher the income increases proportional to the number of clicks.

MWM marketplace

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ads@makingwebmoney.com

Make an offer

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internet marketing

Product or service

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Your Ad here

Contact

ads@makingwebmoney.com

ContactUs

>Contactustolistyour

Domain name or website

For sale in this section



Your Ad here

Contact

ads@makingwebmoney.com

Contact Us

>Contactustolistyour

Domain name or

Website for sale in

This section

Makingwebmoney.com



Your Ad here

Contact

ads@makingwebmoney.com

Contact Us

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Website for sale in

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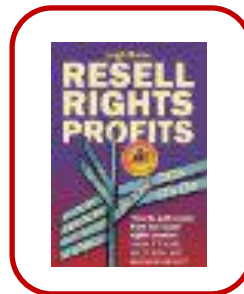
Makingwebmoney.com



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

Syed Noman Ali

Syed Noman Ali Blogger, Inbound Marketing Expert: running Web Development and Marketing blog.



Cameron Boone

Cameron Boone is a Freelance SEO Consultant. She helps in effectively promoting businesses online and getting targeted customers to find her clients' website.



Winston Campbell

Winston Campbell is an expert in content marketing. With his 15 years of experience, he has maintained his superb track record of helping businesses succeed.



Dallas Fuller

Dallas Fuller is a digital marketing expert who specializes in PPC, content marketing and SEO. If you want to effectively promote your brand, he is the name to call.



Alonzo Griffin

Alonzo Griffin has gained a lot of knowledge and skills in his 7 years in the Internet marketing field. He enjoys various niches—from real estate to child care.



MWM contributors

Mildred Hale

Mildred Hale is a business expert. She empowers small business owners by training them to attain the skills needed in taking their creative ideas to reality and boosting their business.



Sonia Manning

Sonia Manning writes for an SEO copywriting firm. Her passion is helping businesses connect with their current and potential customers while obtaining a highly visible position in the search engine rankings.



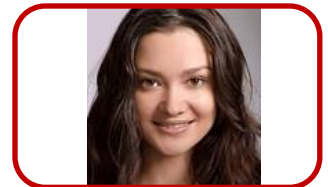
Steve Mariotti

Steve Mariotti is the founder of Network For Teaching Entrepreneurship (NFTE), a social entrepreneur and educator. He previously worked in the private corporate sector before moving into youth education.



Iris Saunders

Iris Saunders has been a writer in many disciplines for over 10 years. She has used her skills and expertise in creating high quality content and helping businesspeople reach out to their clients.



SEARCH ENGINE MARKETING – A POPULAR INTERNET MARKETING TECHNIQUE

By: Alonzo Griffin

Internet marketing means marketing your product or service through the internet. With its worldwide reach it has gained acceptance everywhere. It is the fastest and a good way to increase the sales and profits at a lesser expense.

Internet marketing is done in many forms out of which Search Engine Marketing is quite a popular technique. In this model, an advertiser markets his product/website/service through the popular search engines like Google, Yahoo and Microsoft. When a user uses these search engines, advertisers pay these search engines to show their advertisement links as a part of search results. Off course, the advertiser gets charged for putting up their ads.

Search engines work by allocating a rank to the search result pages. Higher the ranking higher is the position for the search link. So when a user types in a keyword, all pages having that keyword are fetched and ranked using the search engine's algorithm and then displayed in the search results page. Advertisers use search engine marketing model by paying search engines to give higher ranks to their pages when they have the user entered keywords. This method is called Search Engine Optimization (SEO).

Another method for Search Engine Marketing is the Pay Per Click advertising model wherein the advertisers bid for placing their ads with these search engines. The higher they bid, the higher their ad gets placed in the search results. For every click to the advertiser pays these search engines.

Search Engine Marketing technique is useful only if the advertiser has a website. Search results will list as a link only if there is a corresponding website. So if the advertiser simply wants to put an ad about his service, a banner kind of ad in any site will suffice.

Search Engine Marketing is an effective method to generate traffic for any product's website. Whether the sales happen after that depends on how good are the offers and how genuine is the company!!!

Search Engine Marketing technique is useful only if the advertiser has a website. Search results will list as a link only if there is a corresponding website. So if the advertiser simply wants to put an ad about his service, a banner kind of ad in any site will suffice.



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.

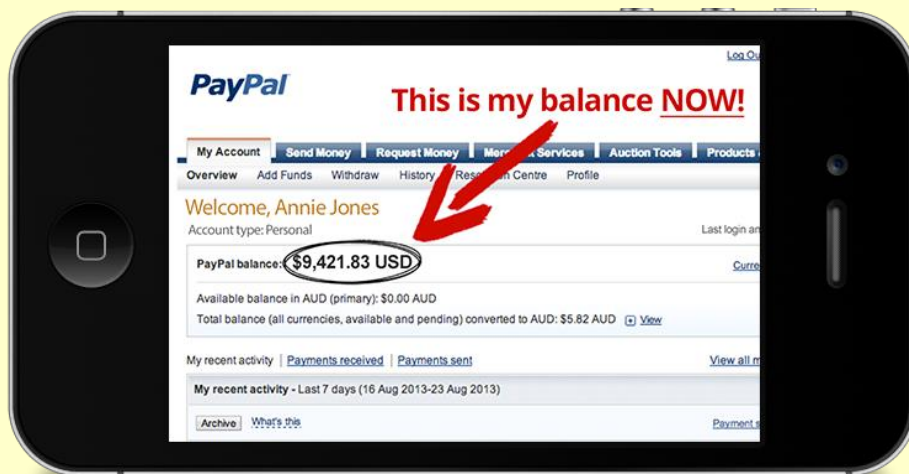
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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



[Get started Today Click Here](#)

SEARCH ENGINE OPTIMIZATION - A POPULAR INTERNET MARKETING TECHNIQUE

By: Sonia Manning

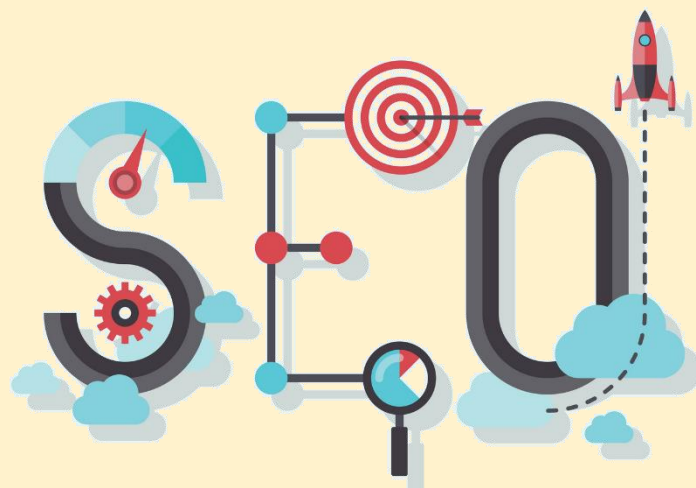
Use of search engines for Internet marketing is a widely followed means of creating awareness of a company's offerings. The most preferred search engines are Google, Yahoo and MSN Bing which are used by users all over the world who surf the net daily for various reasons.

Whenever users type in their search keywords, these search engines crawl across the World Wide Web and list down the relevant sites matching the search criteria. Companies use these search features to create their own website or content pages. They reap the benefits when their pages get listed in the search results and are clicked thereby generating traffic for their sites. More traffic means increase in business opportunities.

But how do advertisers ensure that their links are displayed in a higher position. Well, search engines use algorithms to rank the relevant pages. These algorithms analyse the content of a webpage, the links available inside a page and the speed of a website to arrive at a final ranking. This kind of ranking is called an unpaid search result.

Search Engine Optimization is nothing but trying to take these search factors into consideration and then optimizing them to arrive at a higher unpaid rank for a website.

Search engines use algorithms to rank the relevant pages. These algorithms analyse the content of a webpage, the links available inside a page and the speed of a website to arrive at a final ranking.



Advertisers can optimize their pages by some these methods and try to push their pages to a higher search rank

- Putting in relevant content in their pages instead of filling it with links directing it to other pages
- Keeping a decent keyword density good enough for search engine algorithms to factor it
- Avoiding using the keywords beyond a certain upper limit, too much will be a negative impact
- Using the keyword in the website address itself
- Using the title and meta tag features of HTML effectively
- Tagging the image by providing it alternate names in case of images inserted into the content
- Avoiding placing multiple advertisements in your webpage to avoid bad user experience

Search Engine Optimization is an effective tool for Search Engine Marketing to increase traffic to an advertiser's website. There are paid options too but content is anyways the king. So why not use SEO and direct your customers to your sites for a rich customer experience!!!

SOCIAL MEDIA MARKETING – INTERNET MARKETING WITH SOCIAL MEDIA SITES

By: Keith Saunders



The idea is that once a social media user “likes”, “shares” or “tweets” a particular post, his network of friends automatically comes to know about it thereby acting like word of mouth publicity. This can lead to potential business for the advertiser.

Internet marketing has gained worldwide popularity for the ease with which news about products and services reaches millions of customers. It is one of the fastest growing means of revenue generation for small to medium to large size companies.

There are various methods used to do Internet marketing and social media marketing is a popular technique among these. In this model, advertiser uses the power of social media sites like Facebook, Twitter, Google +, YouTube and LinkedIn to name a few.

Advertisers in collaboration with these social media sites post their ads in such a way that the user experience is not interrupted. Some sites like Twitter have restrictions on the ad content length while some like Facebook allow advertisements with photos and longer contents. The idea is that once a social media user “likes”, “shares” or “tweets” a particular post, his network of friends automatically comes to know about it thereby acting like word of mouth publicity. This can lead to potential business for the advertiser.

There is a vast information about likes and dislikes about the users in these social media sites. Using this treasure trove, advertisers can target specific users depending on their business thereby increasing chances of a sale. The usage of smartphones for accessing these sites is also another plus point for social media marketing. Advertisements now reach users on their mobile phones.

There is mindboggling amount in the form of marketing for these social media sites thereby enabling them to survive and make profits. The number of active users of Facebook is increasing daily. Hence advertisers have realised the penetrating power of social media marketing via Facebook. YouTube shows advertisements at frequent intervals in midst of the video stream.

From competing presidential candidates to automobile companies, everyone has jumped into the social media marketing bandwagon. The more the merrier!!!

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MWM back story

“A TINY AMOUNT OF MONEY CAN START AN EMPIRE” – SIR RICHARD BRANSON

Startups catches up with the Virgin billionaire to find out his views on the UK's entrepreneurial landscape...

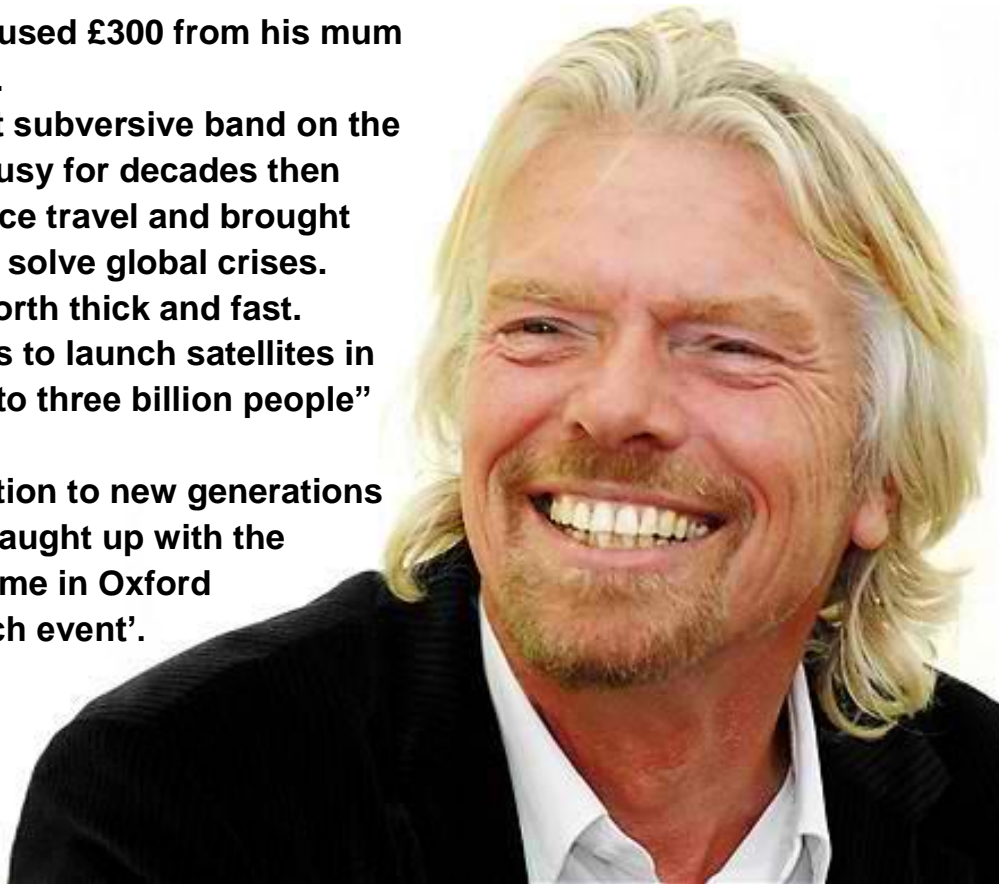
63 year-old Sir Richard Branson remains as ambitious today as he was aged 16 when he used £300 from his mum to start a magazine called Student.

The man who put the world's most subversive band on the map and kept Air Traffic Control busy for decades then embarked on a mission to sell space travel and brought the Elders of the world together to solve global crises.

And the dreams continue to spill forth thick and fast. One of these dreams, he tells us, is to launch satellites in space to “make satellite available to three billion people” who don't have access.

Feted the world over as an inspiration to new generations of entrepreneurs, Startups.co.uk caught up with the business magnate at his family home in Oxford Virgin Media Pioneers 'Pitch to Rich event'.

Sharing his views on crowdfunding; “potentially too good to be true”, the term entrepreneur as a “dirty word” and how some of the “least personable people make the best entrepreneurs”, here's what the Virgin tycoon had to say...



“For most businesses when it comes to pitching I would say just do it!”



“There are businesses you can start without funding; take Virgin for example, we’ve got no shares which has enabled us to remain independent.”

Branson on start-up hubs and accelerators

Do you think there’s value in business collaboration and start-up hubs?

“There’s big value in making connections and networking and piggybacking to help each other. It’s something I didn’t have when I started out. Nine out of 10 businesses fail so increasing the odds is a good thing.”

Are there too many tech accelerator programmes in the UK today?

“There can never be too many technology accelerators. There may only be a handful that succeed but we [the UK] have just got to get out there and compete with San Francisco.”

Branson on pitching

What do you look for in a business pitch?

“Personality is important. Having said that some of the least personable people can make the best entrepreneurs.
 “My favourite pitch today was ICanMake (3D printing for schools) and I thought it was particularly exciting with the 3D element. I really like that and to me it felt good. I think in three years the business will be doing really well, maybe we should have a bet on it.
 [PR interjects to say that ICanMake founder Chris Thorpe was the former CTO of Moshi Monsters]
 “Why didn’t he say that in his pitch! He should go back and tell the other judges and convince them!
 “For most businesses when it comes to pitching I would say just do it!”

Today’s Pitch to Rich prize package is £5,000, what would you spend £5,000 on as a start-up?

“I always say that a tiny amount of money can start an empire. My mum found a gold necklace and handed it in to the police, when no one collected it she got it back and sold it for £300 and gave the money to me. That £300 covered the start-up costs of launching my magazine business [Student] age 16.

“There are businesses you can start without funding; take Virgin for example, we’ve got no shares which has enabled us to remain independent.”

Branson on alternative finance

What's your view on
alternative finance
and crowdfunding?

"I think crowdfunding is spectacular and really exciting. It's potentially too good to be true but I would advise entrepreneurs to do it while it's hot."



Branson on his next venture

What's next for Virgin?

"I named my book Losing My Virginity but I should have called it Talking Ahead of Myself, for I'm forever talking ahead and looking to the future but you've got to dream big. I think [that when you start a business] it's important for it to be about dreams coming true. I would like to launch satellites in space that would have a transformative impact around the world. It would make satellite available to three billion people."

Sir Richard Branson was speaking at a roundtable conference as part of the Virgin Media Pioneers 'Pitch to Rich' competition 2014.



"I think crowdfunding is spectacular and really exciting. It's potentially too good to be true but I would advise entrepreneurs to do it while it's hot."

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