

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

Internet Marketing Through Cloud Based Tools

P.21

Jane Michaels



Gadgets, interviews

Products.

Q and A

Benjamin Cowell



Internet Marketing

Through Social Media p.40

SEPTEMBER 2013

Interview with Social Marketing Expert Alexi Venneri

p.30

Alex Venneri



Domain Expert Karl Volkman on the Coming Changes

p.30

Karl Volkman



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MWM contents

[SEPTEMBER 2013]

Regular Columns

- 6 **Editor's Letter**
Welcome to the September edition.
- 7 **MWM Inbox**
Got something to say?
Tell us what you think.
- 8 **What's On**
Seminars, Expos and
Summits, oh my!
- 10 **MWM News**
Stuff you should know about.
- 12 **MWM Success Story**
Interview with Sean Belnick – Making
\$50,000,000 a Year Selling Business Chairs
- 15 **Subscribe**
Subscribe for free to win an iPad.
- 16 **Ask the Expert**
Domain Expert Karl Volkman on the Coming
Changes
- 22 **MWM Gadgets and Toys**
You know you want them.
- 25 **Advertise in MWM**
Be seen by tons of potential customers.
- 26 **MWM Tools**
Books, Courses, Software etc.
- 28 **MWM Videos**
Watch useful videos on internet marketing
etc
- 30 **Q&A**
Interview with Social Marketing Expert Alexi
Venneri—Co-Founder and COO of Digital Air
Strike www.digitalairstrike.com



12 Sean Belnick



43 Tina Aldatz

- 33 **MWM Useful Links**
All the links in one handy place.
- 35 **MWM Marketplace**
Buy & Sell domains and websites.
- 37 **Featured Products & Contributors**
The people and products that helped
make this edition.
- 43 **Back Story**
Entrepreneur Succeeds with Wit and
Grit - Tina Aldatz, who faced her now-
or-never moment and landed on her
feet.

MWM contents

[SEPTEMBER 2013]

Features

11 Internet Marketing Is More Of Visual Marketing

By: Gary Haller

20 Internet Marketing Plans

By: Benjamin Cowell

21 Internet Marketing Through Cloud Based Tools

By: Jane Michaels

23 Internet Marketing Through Mobiles

By: Paul Adams

29 Internet Marketing Through Parallax Design

By: Martha Ehrlich

34 Internet Marketing Through Retargeting

By: Linda Mayer

38 Contributors

40 Internet Marketing Through Social Media

By: Benjamin Cowell



23 Internet Marketing Through Mobiles



41 Internet Marketing Via Videos

41 Internet Marketing Via Videos

By: Gary Haller

42 Sure Shot Internet Marketing Campaigns

By: Michael Pitt



MWM editors letter

Welcome to our **SEPTEMBER 2013 Issue** of "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 great articles and personal insights

- **Internet Marketing Is More Of Visual Marketing** By Gary Haller, **Internet Marketing Through Cloud Based Tools** By Jane Michaels, **Internet Marketing Through Mobiles** By Paul Adams, **Internet Marketing Through Parallax Design** By Martha Ehrlich, **Internet Marketing Through Retargeting** By Linda Mayerand, **Internet Marketing Through Social Media** By Benjamin Cowell **our MWM Success Story – Sean Belnick – Making \$50,000,000 a Year Selling Business Chairs PLUS "Ask the Expert" - a NEW Interview with Domain Expert Karl Volkman on the Coming Changes, Along with our Back Story: Entrepreneur Succeeds with Wit and Grit -** about being creative,' says Tina Aldatz, who faced her now-or-never moment and landed on her feet **and so much more.**

For those readers having some viewing problems with the **Online Version** of "Making Web Money" to make reading 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.

Harry Crowder

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Making Web Money

Online Marketing Magazine

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Advertising See Above

Contributors

Various experts in their fields

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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 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.

Press Release Software



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.



Did you know:

The first electro-mechanical computer was developed in 1939.

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MWM what's on



**Content
Marketing
World 2013** >

SEP
9-11

Content Marketing World is the one event where you can learn and network with the best and the brightest in the content marketing industry. You will leave with all the materials you need to take a content strategy back to your team – and – to implement a content marketing plan that will grow your business and engage your audience.

SEP
12-13

< **Brighton
SEO**



BrightonSEO is a free one-day search marketing conference and series of training workshops held, not surprisingly, in Brighton. It takes place twice a year and brings together some of the best speakers in the world of search, and definitely the best crowd. The next event is taking place on the 12th and 13th of September 2013.

what's on



**Best Practice
Series: Managing
Online & Social
Media Reputation** >

SEP
25

Digital and social media provide unparalleled opportunities for organisations to connect and engage effectively and at low cost with customers and other stakeholders, and plays a critical role in shaping perceptions and behavior, both online and offline.

This highly interactive workshop identifies the principal drivers of online reputation for companies, equips participants to identify, assess and prioritise social media risks, sets out the key principles for establishing a strong online reputation and explores how to build trust through open dialogue and strong influencer relationships.

iStrategy London Digital Marketing Conference

Date: September 30 - October 1, 2013

Venue: Twickenham Stadium



We're excited to be bringing iStrategy back to London! Get ready for two-days of thought-leading speakers, engaging programme content and plenty of coffee-fuelled networking opportunities. Clear your diaries: This year's event will be held on September 30 - October 1 2013 at Twickenham Stadium.

Last year's London events were a huge success, with digital marketing luminaries such as Brian Solis, Mari Smith and Ken Segall all wowing our audience of big brands and digital marketing mavens with guidance on how to create more effective, engaging and successful marketing campaigns.

Want to learn how to improve customer experience, drive online conversions and develop campaigns that positively ring with authenticity, relevancy and significance? Interested in building communities, harnessing customer data and understanding your customers? Then iStrategy London is for you!

“

Quotable:

“Home computers are being called upon to perform many new functions, including the consumption of homework formerly eaten by the dog.”

~Doug Larson

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TWITTER STRINGS DATALOGIX TO OFFLINE

Twitter is trying to map the path from tweets to offline purchases. By measuring the impact of social engagement on in-store sales, the social network is encouraging major brands like Mondelez International to further engage with promoted and organic tweets for what it calls "offline sales lift."

To help connect the dots between tweets and in-store purchases, Twitter turned to Datalogix, a data-matching firm that's been making similar connections for Facebook and its advertisers for almost a year now. Datalogix recently tested the impact of organic and promoted tweets for 35 brands, and found that both can be correlated to an increase in offline sales.

"Advertisers need data to prove that their campaigns are working. The promise of digital has always been data and having the numbers to prove advocacy. Increasingly it's been to close the gap between offline conversions and online campaigns, and in recent years there's been a tremendous move and more and more ability to do that," says Rebecca Lieb, analyst at Altimeter Group. "Facebook and Twitter are now attempting what many other online advertisers are attempting, which is to close that gap. This is how you get those retail advertising dollars and those consumer packaged goods (CPG) advertising dollars."

Twitter's initial studies with Datalogix focused on CPG categories such as beverages, food, wellness, household products and alcohol. The results reveal the potential value of the tweet for CPG marketers, but the conclusions are also limited to 35 brands that could have simply been selected for the study based on their level of success.

When users engaged with one of those brand's promoted tweets, in-store sales lifted an average of 12 percent. Sales still averaged a 2 percent lift among users who just saw but didn't click on the brand's promoted tweets. Offline sales also lifted 8 percent on average among users who were exposed to a brand's organic tweets, according to Twitter. Meanwhile, followers who were exposed to promoted tweets purchased 29 percent more from that brand in store than followers who only saw organic tweets.

"The more marketers can prove that their spend is resulting in some sort of demonstrable return on investment (ROI), the more inclined they're going to be to spend money in those channels," says Lieb.

She calls the new feature from Twitter "extraordinarily similar" to that of Facebook, and perhaps that's by design. Of course both companies are only able to make these connections for their advertisers because of their respective partnerships with Datalogix.

The data being used to string social activity to offline sales conversions may come from the same firm, but Twitter and Facebook do differentiate greatly on their advertising products. Twitter relies almost exclusively on ads that closely mimic the look and function of all other tweets, whereas Facebook offers many more advertising options all the way up to "straight media buys," says Lieb.

"What kind of halo effect are social media channels going to have on offline sales when combined with broadcast advertising or even with product placement/native advertising in programming?" she adds. "It's exciting that, while not perfect, the means for measuring this type of engagement and converting that type of engagement into dollars and cents is becoming a reality."

According to Twitter, it can now measure the impact of promoted and organic tweets on offline sales for CPG businesses in the US, and it hopes to expand the offering to more industries and countries.

Majority of Consumers Will Delete Emails They Can't Read on Their Smartphone

Email is one of the most effective tools for driving traffic to your online store, but if you're not optimized for mobile, you're probably missing out on sales.

Constant Contact asked 1,497 consumers about their experiences with marketing emails and mobile. The results, which they published today, are very clear: 80% of smartphone owners say it is "extremely important" to be able to read emails on their mobile devices.

And how about this: 75% of respondents say they are highly likely to delete an email if they can't read it on their smartphone.

If there is too much text or a lot of images that don't load, subscribers simply won't read your email on their phone. a good rule of thumb-test to see what your email looks like on your smartphone before sending it to others.

I hope your customers don't get that upset but you still want to keep them from tapping that delete button right away. The survey found that 79% of consumers are highly likely to preview an email on their smartphone then open it again when they get to their desktop computer.

This is a behavior that I run through every morning. I find it very helpful to skim all of my email on my iPad before I get to work. I delete about a quarter of the messages right away. Some of these are spam messages and notifications that don't require any further action on my part. But many messages are branded emails that get one shot at my attention. If I see something I like, I'll leave it and move on. If nothing catches my eye, it's deleted before it hits my Outlook box.

If an email really grabs me, I'll click the link along with 49% of the people in this survey.

Jim Garretson of Constant Contact says short and to the point works best for today's marketing emails. Consumers aren't going to scroll twice to see a list of six offers. Pick one or two and then get them with a solid call-to-action. More than that and you've lost them.

The most surprising fact to come out of this report is that age doesn't matter.

88% of consumers between the ages of 18 and 30 open email on a mobile device, and over half say their smartphone has become the primary device on which they open emails.

85% of consumers ages 30 to 39 open emails on their mobile device; with almost half (48%) saying it's their primary device to do so.

74% of consumers ages 40 to 49 read emails on mobile devices, with 35% claiming it as their primary reading device.

71% of consumers ages 50 and 59 read emails on mobile devices and 26% say it's their primary reading device.

In other words, it doesn't matter who your customer is, your email marketing messages have to be optimized for mobile phones.



Quotable:

"Think? Why think! We have computers to do that for us."

~Jean Rostand

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INTERNET MARKETING IS MORE OF VISUAL MARKETING

Internet Marketing may have spread its wings across many vehicles like Facebook, Twitter, Pinterest etc. but nothing works better than a good amount of visual marketing. One of the reasons for the massive success of Facebook on the internet was its feature to help share visuals or photographs with your friends and family. The feature was an instant hit. Likewise when it comes to internet marketing you will notice that communication with the target audience through visuals is always more effective in comparison to communication via words or articles.

Today visual marketing has become an instant hit on the internet with more and more internet marketers using this powerful internet marketing tool to communicate with their target audience. No wonder visual marketing has become as important as visual merchandise in recent times. Pinterest has made the most use of this visual marketing tool by encouraging its members to post appealing pictures with interesting comments and share them on the internet.

Most travel and tourism websites have benefitted the most from visual marketing. Promoting destinations through attractive pictures and visuals have always caught the eye of the target audience and initiated clicks. This is also one of the reasons why Facebook and Twitter also redesigned their pages to encourage visual marketing. You will observe that most successful websites are the ones that have utilized their visual presentation of their products and services to the fullest. Take a look at the Apple website. You will observe that Apple has laid more stress on attractive exhibition of its products instead of writing about their technical details which could turn out to be really boring in order to initiate sales. With the progress of time more and more internet marketing planners and strategists will lay emphasis on visual marketing which will end up being the most powerful tool for internet based communication.

By: Gary Haller



When it comes to internet marketing, you will notice that communication with the target audience through visuals is always more effective in comparison to communication via words or articles.

MWM success story

INTERVIEW WITH SEAN BELNICK – MAKING \$50,000,000 A YEAR SELLING BUSINESS CHAIRS

By Michael Dunlop



At 20 years old, Sean Belnick's business chair website brought in \$38 Million Dollars! At 14 years old Sean Locked Himself in his bedroom and 3 days later, BizChair.com was born! He started out with just a few office chairs and eventually one employee, he now sells over 25,000 products and sold chairs to Microsoft, Google and Abercrombie and Fitch. First question, What inspired you to create BizChair.com?

I was inspired to create BizChair.com through my fascination with selling things on the internet. Before selling office chairs, I would sell Pokemon cards and other things on eBay. Over the summer, I worked with my step-father and saw how simple the business model that he was involved in worked. I was able to capitalize that business model and use it to sell office chairs online. I started with \$500 advertising and \$100 for website hosting and I designed the original site myself. I was 14 at the time it was created.

Quotable:

““

“To err is human - and to blame it on a computer is even more so.” ~Robert Orben

You are just 20 years old and in 2006 your revenues were \$24 Million. What are your ambitions forBizChair.com now?

In 2007 our revenues grew to \$38 million. This year our goal is to reach \$50 – \$54 million in sales. We have very ambitious sales goals and are expanding our wholesale and retail programs aggressively. By maintaining our position as a market leader, we are able to focus on our growth and continue to expand our business with an excellent selection of products and customer service.

Tell me, what does a 20 year old entrepreneur spend his money on?

I like to think that I live a relatively modest lifestyle. My one splurge was a 2008 Range Rover Supercharged. Other than that, I don't spend much money (other than for college tuition). I enjoy trading stocks with what money I have left.

You have over 75 Employees, What do your employees think about working for someone so young?

I think most employees think that it is "cool" to have a young boss. We have a more relaxed work environment and it is not as stressful. Employees are also less intimidated with a younger boss and are more likely to come to me with ideas and their true feelings which ultimately help the company.

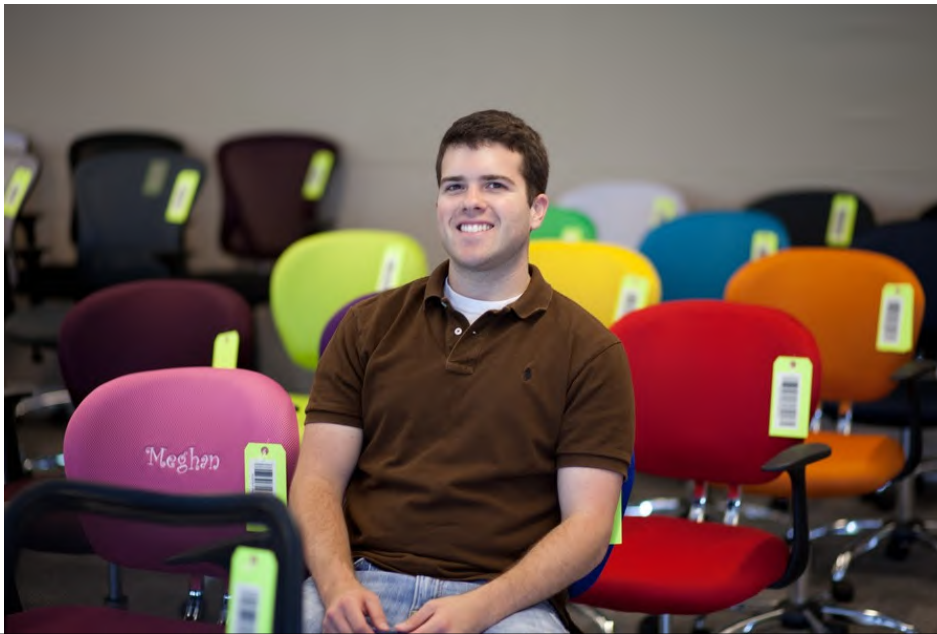
Employees are also less intimidated with a younger boss and are more likely to come to me with ideas and their true feelings which ultimately help the company.

I understand that you study business at Emory University and at present your stepfather oversees day-to-day operations – seems like a very good arrangement to me. Tell me, how does the THEORY of business compare with the practical side of business that you have experienced creatingBizChair.com?

It's a great arrangement—but don't think that I don't spend any time working while I'm at school! Much of the theory that I'm learning deals more with aspects that I don't really know. For example, I never knew how to properly read and create a balance sheet or income statement or how to create pro-forma financial statements. These are all things that I've come across while in school those have helped me ultimately run the company better. Needless to say, I don't think I'll be taking the entrepreneurship class!

BizChair.comTM





***“Always have
a backup plan
in case
something
goes wrong—
because it
will.”***

If you could go back in a time machine to the time when you were just getting started. What business related advice would you give yourself?

Wow, wouldn't that be nice. Most likely it would be to expand our product selection faster than we did. We really stayed in the office chair market for a while before expanding into office furniture and home furniture as well as some other segments. If we had done that faster, we could have cemented a larger position as a market leader.

Do you think that entrepreneurialism is something that is in your blood? Or is it something that can be learned?

I think it's a bit of both. You have to have the desire to succeed and take risks to get there—it's not for everyone. I love the excitement and the future growth prospects as well as watching the company grow and prosper. You have to have ambitious goals.

Is there anyone that you look up to and model yourself on?

Instead of one person, I'd rather model myself from various, successful entrepreneurs and business people and blend them together. Some of them include the "Google Guys" (Larry and Sergey), Steve Jobs, and Warren Buffet.

What is the best advice you have ever been given?

Always have a backup plan in case something goes wrong—because it will.

What advice would you give to a Young Entrepreneur setting up their first business?

Don't be afraid to take risks. It's your first business and you have your whole life to succeed. Make sure they are calculated and not careless risks.

What are your plans for the future? Do you believe in goals (for example anything that you want to do before age 30)?

Immediate plans are to finish college and come and work full-time at BizChair. I believe in goals, but if you were to ask me what my goals were just 7 years ago, I don't think I would have said anything like I have now. I'm just trying to make this business the best that it can be and 10 years is a long time away!

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MWM ask the expert

DOMAIN EXPERT KARL VOLKMAN ON

By: Mike Moran

Have you been keeping up with the upcoming sea changes in top-level domain (TLD) names? If you thought that we'd live with .com, .net, with a few .biz thrown in, pay attention. Businesses are about to have a choice of just about anything for the end of their domain name, as long as they are willing to pony up \$185,000 for the privilege. Big companies are not sure what they should do, so I decided to speak with domain expert Karl Volkman, the longtime Chief Technology Officer of SRV Network, a Microsoft Gold Certified partner that specializes in Network Design and Implementation, Network Maintenance and Monitoring, Disaster Recovery and Prevention, and IP Telephony. Check out what Karl has to say about this coming sea change in Internet domains. Even if your company would never spend this kind of money, you'll want to know what the big boys will be doing.



Squatters could try to get the name, but squatting would be greatly deterred by the cost and by the open announcement process. I am not a lawyer, but trademark infringement is a definite legal area that might crop up.

Did you know:



Computers are programmed to carry out instructions. These instructions are usually very simple and require adding numbers together, moving data from one place to another etc.

MWM ask the expert

Me: Can you describe the change coming to top level domain names that allows companies to buy their own domain, such as .microsoft or .google?

KV: The Internet addressing scheme consists of IP address numbers like 8.8.8.8 and a descriptive Domain Name Space (DNS) like www.google.com. DNS name are the more readily remembered addresses of Internet users. The last segment of these DNS addresses are the Top Level Domains (TLDs), which comprise the Root Zone where the base name databases reside. There are two types of TLDs, two letter country codes (ccTLDs) like .us and 22 generic codes (gTLDs) like .com, .net, .gov. You can check out the current TLDs, but now ICANN is opening up the gTLDs to be practically anything.

Me: \$185,000 is a lot of money. What would make this kind of domain worth it and how does a business justify this kind of expense?

KV: The \$185,000 is only the beginning of the cost. To own a gTLD means that you must also create the infrastructure to house the Root Zone for this domain and to make sure that it is highly available. The costs of this technology and manpower is not trivial. A gTLD owner may also want to allow others to register second level domains in their gTLD. For instance, say a company wants to own and run the gTLD of .grass. This company could then sell registrations to others for second level domains, such as toro.grass and scotts.grass. This could be lucrative for the owner of the gTLD, but maintaining the support environment for registering, maintaining, and servicing their clients also is costly. Also, procuring a gTLD is not simply a matter of paying the money. There will be a screening process and a notification process where potential gTLD sales are announced so that any other entity could object.



A business might see this as a money-making opportunity by reselling second level domains, or perhaps they wish to keep the gTLD as their own. Some businesses might see having .google or .microsoft as a positive marketing element, and would gladly pay the price. Many might do it to avoid losing the name to domain name squatters, although the \$185,000 and other costs would greatly deter squatters.

Me: I could understand if a company has multiple locations (philadelphia.sears and trenton.sears) but what other uses are there?

KV: The main use would be to get rid of the .com, .net, .biz endings to Universal Resource Locators (URLs). I cannot readily perceive of any other obvious reasons.

Me: Some of my clients are asking if they need to do this as a defensive move. Could another company—a competitor—buy my client's trademarked name?

KV: As I mentioned earlier, squatters could try to get the name, but squatting would be greatly deterred by the cost and by the open announcement process. I am not a lawyer, but trademark infringement is a definite legal area that might crop up. If somehow these names are protected by trademarks, then a squatter might be even more deterred from grabbing them. It will be interesting to see how trademark laws play out on this international stage.

Me: What happens when two companies might want the same domain name—Delta Airlines and Delta Faucets might both want .delta, right?

KV: Yes, that it is a possibility. The gTLD procurement process allows entities to object and an arbitration process will ensue. I cannot speculate as to the particulars of this process, although if it mimics the trend in United States lawsuits, those with deeper pockets might win out more times.

Me: Given that most people type in company names into a search engine, how important are domain names these days?

KV: That is a great question. Search engines direct the majority of people to websites, so the TLD is not a major issue. I could not tell you if the last Web site I visited was .com or .net as I found it with a Google search. I would see that this change would have a bigger impact on technical people updating DNS software than it will have on the average Web user.

Me: What do you think is the most overlooked aspect of this change to domain names?

KV: The most overlooked aspect of this change is that it is new ground. The final product and impact may look nothing like our speculation. We are definitely focused on the price and the curiosity of seeing .microsoft and .google, but is it all a non-event?

Me: I guess we'll have to watch it play out to know, Karl. Thanks for helping my readers understand what's coming down the pike.



The gTLD procurement process allows entities to object and an arbitration process will ensue. I cannot speculate as to the particulars of this process, although if it mimics the trend in United States lawsuits, those with deeper pockets might win out more times.

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INTERNET MARKETING PLANS

By: Benjamin Cowell



To establish the presence of a company it is essential to create successful online presence through structured digital internet marketing plan.

The areas of concentration should be a structured :

- Display Advertising Plan
- Paid Search Plan
- Organic Search Plan
- Affiliate Advertising Plan
- Email Advertising Plan
- Social Media Plan
- Mobile Plan
- Content Strategy/Plan

Definitely the core ingredients of any internet marketing plan are highlighting the areas of specialization of a business. For an internet plan to succeed ensure that you understand attribution across all channels of digital marketing - Facebook, Twitter, Linked In, YouTube. Your Search Marketing Plan is aligned with your Search Engine Optimization plan. Work out a re-targeting plan at both the keyword and website placement level. A Search campaign should put focus on optimizing the website so that it that deliver the best conversions. Use Banner Ad Strategy. When it comes to mobile and the website, the best strategy is to have one URL that will render appropriately on both desktop and mobile/tablet sites.

Ensure that offline advertising is easily converted to online. Send limited and grasping emails. Pick and choose your email deals and play around with different types, e.g. discount offers on services rendered. Make sure to stay on top of your display and affiliate partners to maximize your ROI – remember it's your business; nobody is going to care quite as much as you do – squeeze partners for optimal performance. Measure daily – things change so fast out there that you need to keep on top of performance on daily basis – leaving it to weekly is going to cost you money! Always perform online tests as one of the main differences between those who win big and those that merely survive is that testing should be treated as a priority in all marketing channels.

Ensure that offline advertising is easily converted to online. Send limited and grasping emails. Pick and choose your email deals and play around with different types.

Internet Marketing Through Cloud Based Tools

By: Jane Michaels



Cloud based tools form an integral part of internet marketing these days. Cloud based tools include email marketing which is considered to be most vital form of internet marketing. MailChimp is considered to be amongst one of the most important of all email marketing tools available. Marketing your products and services through emails has become quite a trend these days especially if you have a solid customer base in hand. Email marketing though is often considered to be spam as many marketers misuse this technology for delivering spam mails to their customers which is considered to be a form of forceful marketing. So if you decide to incorporate Email marketing in your internet marketing plan it is essential to deliver content in the email that is truly innovative and informative as well and not just junk.

Another form of Cloud based internet marketing involves SEO activities which are referred to as Search Engine Optimization. SEO involves the use of effective keywords as tools to create high page rankings of websites on search engines like Google, Yahoo and Bing. SEOMoz is considered to be a popular SEO tool to conduct SEO based activities on the Internet. However, do not involve in keyword stuffing as this can lead to your website being blacklisted. Use keywords that are relevant and appropriate and will help your website to rank higher on search engines.

Unbounce can be used for landing page testing. CrazyEgg is another Cloud marketing tool that is used for heat map analysis while Boost Suite is best used for website analysis. Thus we see that there are multiple forms of Cloud Internet Marketing or Cloud based tools that can be used effectively to market products and services on the Internet through innovative and creative methods of Cloud Marketing.

Email marketing though is often considered to be spam as many marketers misuse this technology for delivering spam mails to their customers which is considered to be a form of forceful marketing. So if you decide to incorporate Email marketing in your internet marketing plan it is essential to deliver content in the email that is truly innovative and informative as well and not just junk.

MWM gadgets & toys

New Vaporizer Redefines Smoking For The Modern Generation

Ploom are developers of products that provide a cleaner, more flavorful alternative to the smoking experience. These innovators have just launched PAX, the most pocketable, premium, loose-leaf vaporizer on the market. Redefining smoking for the modern generation, Pax fuses modern technologies, materials, and processes with a beautifully simple yet effective design. We've witnessed vaporizers in Austin, Texas which at first made us look twice as we assumed people were smoking in bars again. Since PAX produces only vapor, it can be used in venues where smoking is not permitted.



<http://www.originofcool.com>

Pyle Audio Launches New SurfSound-Play Waterproof Speaker Case

Pyle Audio has unveiled a new portable waterproof case designed to work with smartphones, iPods, and other MP3 players that is called the SurfSound-Play. The case is designed to be easy-to-use and offers full functionality for connected devices. The smartphone or other device sits in a protective window area allowing you to see any video playing on the screen.

The case is engineered to be IPX-7 waterproof allowing the device to survive submersion in water up to 3.3 feet deep. The speaker uses a standard 3.5 mm jack to output audio allowing it to work with almost every smartphone and MP3 player out there.

The clear plastic screen cover blocks UV rays and allows full touch screen functionality. The case is available right now from PyleAudio.com for \$68.99. The case measures 3.85-inches wide by 7.95-inches high by 1.37-inches deep and fits devices that measure up to 2.77-inches wide by 5.37-inches high by 0.46-inches deep.



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HTC Fetch Tag Helps You Track Your Belongings For \$40

During this year there have been a number of products launched created to help you track your belongings and luggage and adding to the ever growing lists is the new HTC Fetch tag.

The HTC Fetch tag has been designed to provide users with a way of tracking anything they attach the HTC Fetch tag too. Including luggage, keys, mobile phones and tablets etc.etc.



<http://mashable.com/>

Sol Sport Solar Charging Kit



Panasonic has this week taken the wraps off a Sometimes, we geeks actually get out in the wilderness. You know, that place where there is nary a power outlet to be seen? Dirt? Grass? Rocks? Wild animals? That place. We have these amazing computers that also make phone calls, but much like a Tamagotchi, if you don't tend to it regularly, it will die and you will be sad. How do you enjoy the outdoors and stay connected enough to tweet about it? The Sol Sport Solar Charging Kit.

The Sol Sport Solar Charging Kit is the perfect green gadget for the traveling geek. With its powerful battery, it can power up and charge just about any portable electronic device. Use Sol Sport to power up your phone, mp3 player, portable GPS navigator, GPS tracker, digicam, portable DVD player, portable gaming system, and more! Whatever you've deemed necessary to your life away from electricity, this charger can juice up. Leave it out in the sun to recharge, or plug it into any AC adapter or car charger.

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

Did you know



It is believed that the first computer virus released in the world was a boot sector virus, which was created in the year 1986 by Farooq Alvi brothers. It was designed by them to protect their research work.

INTERNET MARKETING THROUGH MOBILES

By: Paul Adams

In the age of Android and iOS Phones if you are missing out on Internet Marketing via mobiles you are missing out on a lot! No wonder internet marketers across the globe are stressing on marketing of products and services through websites that are available on the mobile phones. Believe it or not there are more than 5 billion users of mobile phones across the globe with 1.1 billion and counting smartphone owners. So that gives you all the more reasons to market your products and services through innovative applications that are downloadable on these smartphones and mobile devices.

It has been proven that the iPad was the fastest selling technology product in the market which is slowly being taken over by the android phones. No wonder it has become vital to come up with innovative tools with which you can convince your customers on their mobiles. There is no end to what you can do with mobile technology. You can come up with innovative mobile apps and games that can showcase your products and services.

Mobile apps can be free or can come for a price. In both ways the internet marketing planner benefits. Creatively done mobile apps can win the heart of your customers and target audience and can shoot up your sales figures beyond imagination. Most successful internet marketing results through mobile phones in the form of Android and iOS Apps has been achieved by movie related websites. Most movie producers and directors depend on creative mobile apps to create a feeling of excitement amongst their target audience. No wonder most apps are launched prerelease of the movies. Similarly, this form of Internet Marketing through mobiles also performs their best in case of product and service launches. This is why it has become essential to include internet marketing via mobiles as a part of internet marketing plans these days.



There is no end to what you can do with mobile technology. You can come up with innovative mobile apps and games that can showcase your products and services.

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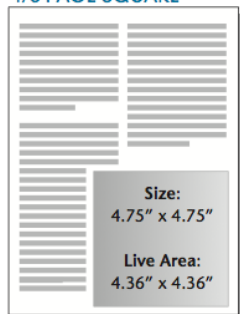
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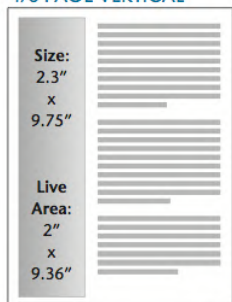
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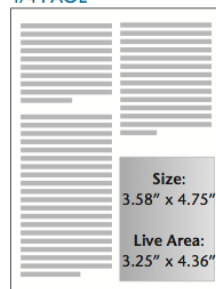
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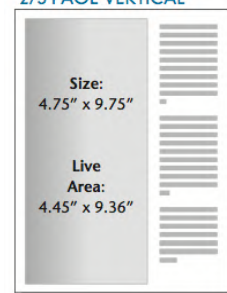
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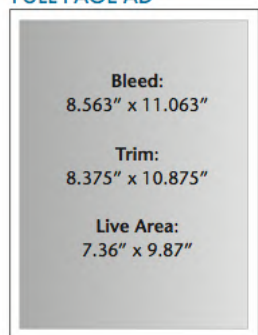
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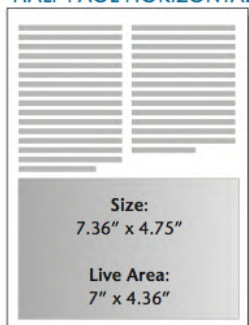
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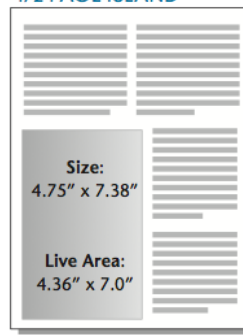
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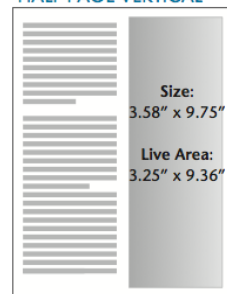
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MWM tools

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

[Content Marketing:](#)
[Insider's Secret to Online Sales & Lead Generation](#)
By: Rick Ramos



The Internet has changed marketing for good. People no longer wait to be told what to buy. Instead consumers proactively do research online to make their final purchasing decisions. The best way to reach this new consumer is to provide them with that key information. You need content that will educate, engage, and entertain your consumer about your products and services to make the sale.

Content Marketing: Insider's Secret to Online Sales & Lead Generation is a step by step guide that will teach you the correct way to start and run a content marketing program. It will show you how to attract new customers and keep them engaged with your brand.

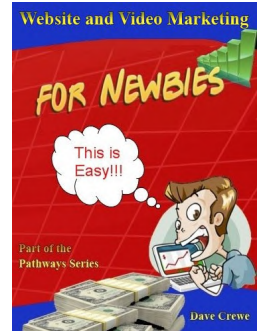
"Content marketing is the only way to become a true thought leader. This book provides all the fundamentals of how to think about, generate, distribute, and measure the results of great content. There is no substitute for a well-executed content marketing strategy, especially for B2B and SAAS businesses. Rick Ramos spells out everything you need to build a great content foundation."

[Internet Marketing for Newbies \(Pathways Step by Step Guides to a Successful Online Business\)](#)

By: Dave Crewe

Internet marketing has more and more people around the world working from home and making money with online marketing than ever before. Millions of people every year look to start their internet marketing for small businesses. This course is part of a 12 book series that reads like internet marketing for dummies, it is one of the most complete online business courses you can find. This home based business series will put you on the pathway to success from day 1. Many people fail online because they can never find an easy to follow book as an introduction to online business.

This web based business book provides a direct and easy to follow method to become successful with online marketing as quickly as possible. In addition you will learn the long term strategies to ensure your future using this online marketing book.



Curationsoft Marketing Software



This is a curation content software that helps to find and to locate the content that you would want to share with your readers in an easy way, moreover it aids in posting and formatting of the content in a quicker way than searching the content. This system is quite intuitive and self explanatory. This software will help reduce the time for finding , reviewing and including the content from social media and blog posts sources. In addition you will be able to get more search rankings, plus you will be able to increase the curation blogging, content curation as well as the process of sharing of information on the topics that people frequently search for in the Internet without wanting to wade through unnecessary junk. Curationsoft marketing is all about giving the people a concise selection of links and resources as well as videos and pictures.

HootSuite Pro

This is an SEO and Internet marketing technique applied in the social media such as the the one integrated by Google in its Google+ considering that now most businesses are adopting social techniques to survive and to stay competitive online for a duration.



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Over 6,000 new computer viruses are released every month.

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Make Your Computer Error-Free and Run Faster In Under 3 Minutes

Registry cleaners are a necessary tool for all PC users, and finding a [RegCleaner download](#) can get users the [program](#) they need to keep their registry in good shape. [RegCleaner is easy](#) to use, effective, and one of the best registry cleaning programs available.

The registry is a vital component of all Windows PCs, since it is the way that a PC is able to chronicle all of the changes made to it. This includes any changes, reconfigurations, software installations, and software removal. By its very nature, it's integral to how a PC works. Unfortunately, because few users end up never adding or deleting anything from their PC, this means that the registry can eventually become a minefield of outdated information, inaccuracies, and errors. Eventually, PCs will become slower, and more prone to problems like conflicts, freezing, crashing, and other issues.

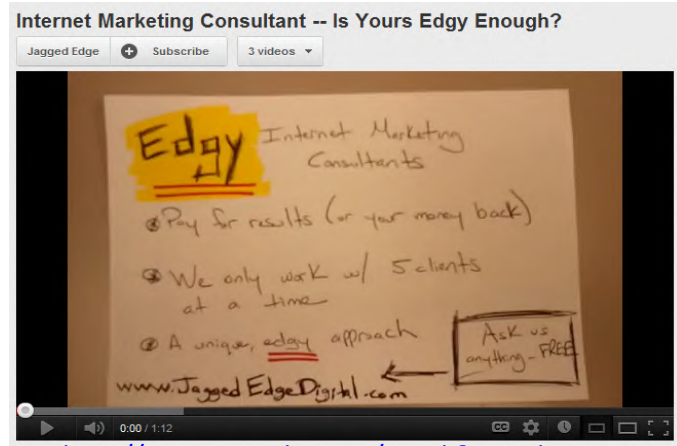
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MWM videos

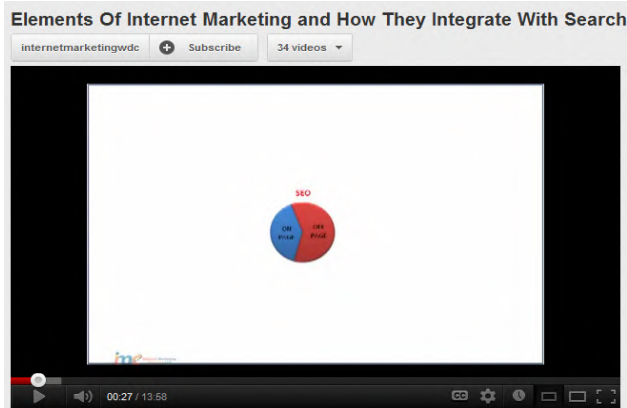
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<http://www.youtube.com/watch?v=0CaUclwPsH8>



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INTERNET MARKETING THROUGH PARALLAX DESIGN

By: Martha Ehrlich

One of the recent developments in Internet Marketing is the development of parallax websites for the promotion of products and services. A parallax website is one in which the design involves scrolling techniques that are special and unique. In this design format the background images on the screen will move slower in comparison to the images on the foreground. This creates a superficial illusion of depth to those viewing the webpages.

One of the best examples of a parallax website is the Volkswagen Beetle website which involves scrolling down the pages. Research has proven that the parallax design is one of the most innovative of techniques to be used by web designers in marketing their products and services. The parallax design is attractive and appealing which is why it has turned out to be a major hit amongst marketers.

Internet Marketing with the help Parallax Design is going to set the trend for internet marketing in recent times. The best part about a parallax design is that it lets you showcase your products and services in an innovative manner. You can showcase multiple products in moving slides by using attractive designs for each. This form of website design has been listed to be amongst the hottest form of internet marketing tools in recent times.



The most popular methods involved in this process is the layer method, the sprite method, the repeated animation or repeated pattern method and the raster method. The parallax design was popularized by the Arcade game known as Moon Patrol in 1982. An illusion of movement on the screen creates an immediate impact on the number of visits to the website or webpage. This is perhaps one of the most important reasons why the parallax websites are turning out to be most popular form of internet marketing tools in recent times.

The best part about a parallax design is that it lets you showcase your products and services in an innovative manner. You can showcase multiple products in moving slides by using attractive designs for each.

MWM Q&A

INTERVIEW WITH SOCIAL MARKETING EXPERT ALEXI VENNERI—CO-FOUNDER AND COO OF DIGITAL AIR STRIKE WWW.DIGITALAIRSTRIKE.COM



This month we had the opportunity to speak with Alexi Venneri. Alexi is the co-founder and chief operating officer of Digital Air Strike, one of the fastest growing automotive social media and reputation management companies specializing in full service programs that give dealers an unfair online advantage. In addition, Alexi was most recently president of Auto Media/Blue Flame 6, one of the largest automotive advertising agencies, owned by The Van Tuyl Group. Her prior positions also include vice president of marketing, pr, and investor relations at DealerTrack, chief marketing officer at Who's Calling and director of marketing for the Major League Baseball team The Seattle Mariners.

Here is what she had to say:

How is social media changing how consumers relate to auto dealers?

It's changing not only how they relate to dealers but the entire way consumers now shop for cars and locations for service. Consumers don't trust advertisements anymore, they trust the opinions of other consumers and they want a nonthreatening way to engage with retailers. Social media, including review sites, gives them a way to do this. There are now so many sources of information and the search engines are now making it much easier to find peer reviews of dealerships. Many, many consumers will now research and read consumer generated information on your store before they will even go to your dealership website.

Consumers are also using social media sites to contact the dealers. We've seen consumers engage through Twitter as the only method of communication with a store to book an appointment and then tell the dealer how the appointment went after the fact.

This space is growing quickly and evolving on a daily basis. Dealers that work with a proven partner to help manage this space will be able to respond to consumers faster and generate more positive online content to help decrease the impact of any negative.

What are the latest trends in social media besides Facebook and Twitter?

Some of the biggest trends are the importance of reviews and how they can either really help or hurt traffic to a dealer's website. Social media is broad and includes any content written by consumers on any site...and this is not just limited to review sites. Dealers need a way to monitor what is being said about them and then have a plan to take action on both the good and the bad. They need to be consistent and competent in their approach, as well as extremely professional because what is said online lives on line...usually for a very, very long time.

What are the most effective ways for an auto dealership to grow their sales with social media and which are the least effective?

The most effective strategy is to have a comprehensive plan. Piecemealing together different tools will not get dealers the results they are looking for. Social media ROI works like a domino effect—it is the sum of the whole that will really get the dealers more traffic to their main website and in turn more appointments and sales.

The big picture return is by securing more online real estate, setting up all of the sites, and then keeping them "active" in the eyes of the search engines by posting regularly and engaging with customers will not only get you return on a one-to-one basis with individual consumers but it will help to increase the likelihood of your main dealership website and your social media sites coming up more highly ranked on the search engines. The more you can control the real estate on the organic listings the more traffic you will get to your website. More and more relevant social media sites are emerging and you can populate your content on them as well as link back to your main website. Some are growing in size at a rate of more than 1000 percent each month.

What should dealers be posting to their social media pages?

We see that variety and consistency in terms of posting to the sites on a regular basis works well. Everyone has heard that the "hard sale" doesn't work but we have seen great results by helping our dealers add coupons and specials on a regular basis. These offers are always professionally presented and include a call to action or link back to the dealer's main website to help drive traffic.

Whenever you can add photos of your staff and customers that is always a big draw and making post personal and engaging, such as asking about their favorite feature on a car or trivia questions, show that your dealership is approachable and in touch with the essence of social media. Asking for feedback and content from your likers and followers is also a great way to get new content and build rapport with your customers.

The Digital Air Strike team creates a schedule and provides a calendar to our dealers each month, with the different types of content to ensure we have variety. We also track engagement to ensure that the content is being well received. Each dealership gets an account manager to work closely with their internal team, their own digital specialist and access to our technical team of social media experts so they benefit from our knowledge across hundreds of dealerships to "know what works" so they don't have to spend time guessing. It really takes a highly knowledgeable team to keep up with the changing landscape. We are seeing that outsourcing is the best solution for many dealerships.

It's hard to say what the biggest mistake is because we see a number of problems that we help our dealers avoid on a daily basis. Some of the challenges just appear when the social media and review sites make changes to how they work. We help our dealers navigate these issues and look for ways to give them an advantage on every site.

What is the best way for a dealer with little or no experience in social media to get started?

We've found that the best way to not only get started but to not be left behind is to partner with an experienced vendor that has a proven track record of working with successful dealerships. Partners that specialize in this space and offer full-service solutions, versus those that are offering a scaled down "social media product", are the best because they will stay on top of all of the trends and give you the biggest advantage.

It is no different than hiring the best ad agency with the best media relationships and top creative for traditional media instead of a vendor that does media buys part-time. Most dealers would not try to handle their other media buys themselves and use their own cameras to film commercials, so the same applies to this space.

It is even more important to work with a professional team that understands social media, because not doing it is not only a missed opportunity but negative online content can negatively impact the leads you might have received from your traditional media. If someone that would have called you because of a great TV commercial doesn't, simply due to finding negative comments about your dealership when they searched for your store name online, then not fully managing your social media advertising can cost you more than you may even realize.

What is the biggest mistake dealers make when they first get started with social media?

It's hard to say what the biggest mistake is because we see a number of problems that we help our dealers avoid on a daily basis. Some of the challenges just appear when the social media and review sites make changes to how they work. We help our dealers navigate these issues and look for ways to give them an advantage on every site.

One of the most common problems we do see is when a dealership assigns social media to someone internally and they set up the sites incorrectly or lose logins/passwords or leave the dealership and take their knowledge with them or all of the above. This happens very frequently and many times the general manager thought they had an in-house solution when they really just created another management issue they now have to deal with.

Another common problem we see is that dealers may not factor in the full cost of what it takes an internal staff member to fully manage social media properly...it's not only the cost of their time but the cost of the missed opportunities in terms of the leads and sales they miss while spending time "trying to figure out" how to become a digital marketing expert overnight.

Finally, a common mistake is that dealers tend to just focus on only the traffic that may be coming in from the websites when they calculate social media ROI...what they may never be able to measure is the value of the missed opportunities and how much traffic they may be driving away from the dealership if they are not properly managing all of the top social media sites and their online reputation.



Local Mobile Monopoly

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Internet Marketing Through Retargeting

By: Linda Mayer

Amongst the many marketing tools prevalent internet marketing through retargeting deserves mention. Retargeting is a process by which advertisements are placed on the website right in front of the target audience even after they have left the particular website without even converting. Though many internet marketers may not realize this, but internet marketing through retargeting is definitely considered to be one of the most effective tools of internet marketing available in the recent years.

For an internet marketer who is already investing in a website and indulging in various marketing campaigns to draw more traffic to the website, it should pay higher dividends to remind people that they have left the website without converting through retarding techniques. Bizo, AdRoll Retargeter and Google Remarketing are considered to be some of the best retargeting tools available on the internet. These are exceptionally good for B2B retargeting.

Before indulging in retargeting campaign internet marketers must have a full proof plan to execute the same. Remember you can reach up to 985 of your customers who have left your website without converting through retargeting internet campaigns. All you need to do is place a minor code on the website which is also referred to as a pixel. This code is invisible to users and will not affect the performance of your website. An anonymous browser cookie is dropped every time a visitor browses the website. At a later stage when the cookie visitor is going through the internet, the cookie will allow the retargeting planner know where to target the ads or internet promotions once again. These ads are shown only to those who have visited your website at an early stage. Thus these people will be familiar with your product or service when they view your ad once again and a recall factor will arise.

For an internet marketer who is already investing in a website and indulging in various marketing campaigns to draw more traffic to the website, it should pay higher dividends to remind people that they have left the website without converting through retarding techniques.

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Quotable:

“The new information technology... Internet and e-mail... have practically eliminated the physical costs of communications.” ~Peter Drucker

Press Release Software



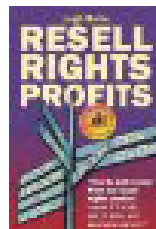
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MWM featured products

Resell Rights Profits

Have you ever wondered how those other online marketers pump out product after product week in - week out while you struggle to get your first development project off the ground?

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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

Paul Adams

Paul Adams is an Internet Marketing Professional who has learnt to value the inputs, suggestions, opinions and thought processes of experts in the field of internet marketing.



Benjamin Cowell

Benjamin Cowell works in areas like SEO, PPC, Reputation Management, Social Media Marketing and various other integral facets of internet marketing.



Michael Dunlop

Michael created the website “Retire21” back in 2007. Since then, it has gone on to receive millions of visitors, featured in newspapers, magazines and some of the worlds top websites.

Michael Dunlop has shown that being young, dyslexic and a college drop out is not the end of the world. Whilst many youngsters faced with these obstacles would have turned to drugs or crime, Michael merely saw them as challenges, and his drug of choice became Online Business.for more!



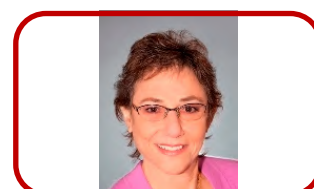
Martha Ehrlich

Martha Ehrlich is an Internet marketing expert who trains other individuals in SEO, social media and article marketing. She, herself, is successful in her own business with the help of technology.



Eve Gumpel

Eve Gumpel is a writer who extracts the golden nuggets you might overlook to create engaging copy that increases your visibility and attracts more paying customers. As an editor, she polishes your marketing materials or your manuscript until the words sparkle.



MWM contributors

Gary Haller

Gary Haller is very knowledgeable in Internet marketing and he is one of the top SEO experts today. He usually goes to different places to train others about the different strategies to succeed in their businesses.



Linda Mayer

Linda Mayer is an SEO Expert Specialist in SEO and Internet marketing Services, having experience of 4 years in ethical Organic SEO practices.



Jane Michaels

Jane Michaels is freelance writer, SEO expert and entrepreneur. She conducts trainings and seminars all over the world to help businessmen make the most of the Internet.



Mike Moran

Mike Moran is an expert in Internet marketing, search technology, social media, Web personalization, and Web metrics, who regularly makes professional speaking appearances. Mike's previous appearances include keynote speaking appearances worldwide.



Michael Pitt

Michael Pitt is a sought-after writer who specializes on SEO writing and article marketing. His blog offers different tips that help businessmen boost their sales especially online.



INTERNET MARKETING THROUGH SOCIAL MEDIA

By: Benjamin Cowell

Social Media has become a very important tool for Internet marketing in recent years. Social media has seen a huge burst of activities since its launch and has today established itself as one of the most powerful tool for internet marketing. There are many tools that Social Media comprises of that includes Facebook, Twitter, Pinterest, Google Plus amongst others.

Internet Marketers choose Facebook as it is considered to have over 1 billion users worldwide followed by Twitter which has more than 500 million users across the globe. No wonder it is evident that Social Media holds a wide scope for the development of businesses on the Internet. The only thing is that every social media tool should be used effectively. Misuse of social media and using social media in an improper and unplanned manner can result in undesired results. This is why it is essential for Internet marketers to draw up an effective internet marketing plan on Social Media to use it to its fullest and benefit from its wide scope.

Some of the other emerging Social Media marketing platforms include Google's wildfire and ShortStack. SproutSocial, PageLever and Followerwonk are some of the other social media analytic tools that can make your Social Media marketing plan a big success. To be successful in social media marketing all you need to do is be well acquainted with all the social media marketing platforms available. You need to be conversant and relaxed in your tone of conversation with your target audience. With time social media marketing is bound to end up being one of the most successful of all marketing tools available on the internet. More and more companies these days are employing search engine and social media marketing analysts to market their products and services on social media via the internet and reach out to their target audiences.

To be successful in social media marketing all you need to do is be well acquainted with all the social media marketing platforms available. You need to be conversant and relaxed in your tone of conversation with your target audience.



INTERNET MARKETING VIA VIDEOS

By: Gary Haller



There are many who glue their eyes to YouTube and other video sites more than any television channel. So it will surely pay to deliver the videos to such a large scale viewership across the globe.

If you are involved in Internet Marketing, you can never ignore the aspect of marketing your products and services via online videos, especially with the presence of YouTube. YouTube has given a big boost to internet marketing by permitting users to upload videos of their products and services or their TVC's and reach out to a larger audience through this innovative marketing tools.

Apart from uploading TVC's as videos on the website, people can also create ads and videos specifically designed for the internet. These can be short duration videos that are specific to the product or service. Remember there are more than 4 billion viewers of online videos on the Internet. There are many who glue their eyes to YouTube and other video sites more than any television channel. So it will surely pay to deliver the videos to such a large scale viewership across the globe. Through video ads you not only reach out to your customers locally but you can also get a grip on your International target audience.

Apart from watching videos, 60% of the users who visit these video sites also share the video links. So here is a rapid rise to viral marketing. If a video goes viral you have hit the success button when it comes to internet marketing. A video going viral also indicates the success of your internet campaign and the popularity of your product or service advertised through it. Another reason for internet marketing to be one of the most vital online marketing tool is that, most people watching videos are 95% more likely to retain the images and content seen in the video in comparison to those reading blogs or seeing images. So internet marketing through video link posting and sharing must form an integral part of every internet marketing plan.

Sure Shot Internet Marketing Campaigns

By: Michael Pitt

If you are determined to make your product or brand reach new heights of success through internet advertising and campaigns, always ensure that you come up with some sure shot plans that are bound to give you success when it comes to Internet Marketing. Today there are many internet marketing strategies that you can opt for while creating a successful internet marketing plan. However before you implement any of the plans you need to be assured that they will work for you and your company as well as turn out to be a hit amongst your target group. This is why it is highly essential to conduct a close study of your target audience, their age, financial status, probability of net visits etc. before you embark on producing a successful internet marketing campaign. Here are some sure shot internet marketing plans that will give your brands, products and services the success they are looking to achieve online through internet marketing campaigns.



If you are an agency or a company Include work samples, client base – stress on top level corporate clients and their trust in entrusting business to you and your company.

One of the most prevalent and sure shot ways of grasping your target audience is by creating a video presentation for YouTube stressing on all services offered, listed below. YouTube link can be posted on Facebook/ Twitter/ Pinterest etc. If you are an agency or a company Include work samples, client base – stress on top level corporate clients and their trust in entrusting business to you and your company. Some of the important tools that deserve mention are:

- Communication Kit
- Design Management
- Content Management
- Web Advertising
- Web Communication
- Webcasting and Video Archiving

Create Facebook and Twitter posts with links to websites or websites created for clients. Stick to regular updates. Publish useful articles for Ezine and Facebook like 'how to create a workable digital marketing plan' and incorporate link to your company's website for initiating maximum viewership and increasing the number of hits to your website.

MWM back story

ENTREPRENEUR SUCCEEDS WITH WIT AND GRIT

It's all about being creative,' says Tina Aldatz, who faced her now-or-never moment and landed on her feet.

By: Eve Gumpel

When Tina Aldatz lost her job at an internet startup in 2001, she gave full rein to her entrepreneurial ambitions. She'd been thinking about creating a designer insole that looked good and felt better than other insoles on the market. "I decided it was now or never," she says. "I gave myself a really strict timeline: I needed to make something happen within six months, or I needed to go get another job."

Aldatz burned her feet as a child, so wearing heels was even more excruciating for her than it was for most young women. And yet, working in the fashion industry, chic heels were an important part of her daily life. She had to do something nobody else was going to do.

She bought a lot of insoles, took them apart and tried to find a material she thought would be superior. After identifying a material called Poron that she thought would work, she spent hours in podiatrists' offices, discussing things like the right thickness for the insoles.

"I took so much advice, and there were so many people to help," she says.

An early obstacle was finding a way to get in touch with Poron's manufacturer, Rogers Corp. "I didn't have a computer at home, so I called my best friend at work and asked her to go online and see if she could find any phone numbers for the material," Aldatz says. Phone number finally in hand, Aldatz was temporarily stymied by an automated phone system. So she started making up extensions. "Lo and behold, I managed to connect with the vice president of marketing," she says.

She told him what she had in mind, and he put her in touch with several converters, or factories that turn raw materials into goods. "I clicked with one of them in particular, and he's still my manufacturer and business partner today," Aldatz says of Timothy Remington, president of Remington Products in Ohio.





"If you can't deliver on time, deliver quality products and be in compliance with your customers' needs, then you're not going to be a vendor they're going to want to do business with. Having an A-plus report card with our customers is the most important thing we could have."

They created prototypes and samples of what would become the first, flagship product, Tip Toes. Then she called her best friend, whom she describes as a "sales genius."

"I asked her, 'If I make this, do you think you can sell it?' " That friend, who was working for a top designer at the time, went full-time with Foot Petals six months later. "We started in January, had prototypes at the end of February, and we shipped the first products by end of August," Aldatz says with pride.

Tina Aldatz She persuaded the American Podiatric Medical Association to endorse her products. And she became a foot expert herself. She earned certification as a pedorthist, a specialist in shoe fitting and shoe modification. "That has helped so much," says Aldatz, adding that her product "is not only cool and sexy, but it's healthy, too."

Not everything went right from the start. Aldatz initially wanted to sell her product through department stores. But when 9/11 hit, no one wanted to bring in new vendors. Some stores even canceled their initial orders.

Aldatz quickly shifted gears and decided to work with specialty stores, instead. Those stores weren't willing to take big risks with a new product, however, so Aldatz developed a sales pitch that made it hard for anyone to turn her down.

She told the stores, "You bring in our product for 30 days, and if it doesn't work, we'll take it all back." That turned out to be the business model for Foot Petals, which continues to guarantee its sales to this day.

Aldatz found plenty of creative ways to get tasks accomplished. Rather than pay a publicist, she moved a friend who wanted to start a PR firm into her two-bedroom apartment. The publicist didn't have to pay rent, and Aldatz got her publicity.

"It's all about being creative," she says. She started with \$10,000 from angel investor Armando Dupont. She had invited Dupont to lunch to shoot holes in the presentation she was planning for other investors. Instead, he announced, "I'm your partner," and wrote her a check.

"I cried all the way home," Aldatz says.

"So I'm selling away and we're ordering up all kinds of products," Aldatz recalls. Three months later, the manufacturing bill—a six-figure sum—came due. Aldatz hopped a plane to Ohio in the middle of the night and knocked on Remington Products' door the next morning. "I told them, here's the deal: The company is cheap today, but it isn't going to be tomorrow. Would you like to be my partner?" She sold 55 percent of her company. And, she says, "It's been the best partnership I could have asked for. What I gained was a smaller piece of a much bigger pie."

The first year, Foot Petals' revenue totaled \$60,000. The second year it was \$600,000. Today, nine years later, Foot Petals is a \$10 million company with 17 employees and three offices. It offers a collection of foot cushions and accessories, including the recently introduced Sporty Soles for athletic shoes.

Headquarters is in Long Beach, Calif; the sales office is in New Jersey; and the customer-service office is next to the factory in Ohio. "It works out really well, because with the [different] time zones, we've always got an office open," Aldatz says.

Foot Petals are in more than 5,000 specialty stores in 70 countries. Major clientele include Nordstrom and Dillard's. Foot Petals are also sold on the Home Shopping Network. "That's headed up by a fabulous woman I met at a party. I fixed her shoes, and that's how we ended up on TV," Aldatz says.

Aldatz has big plans for Foot Petals. "Within the next three to five years, I intend to triple the size of this company," Aldatz says, beginning with a footwear collection for brides and special occasions, which will launch in time for the holidays this year. Aldatz is designing the shoes, using Foot Petals components for comfort and ballroom dance/pin-up girl shoe styling as inspiration.

The next step, Aldatz says, will be beauty products such as pedicure kits and shoe-care products. "I've also got my eyes on hosiery and socks. Anything that's related to feet, legs and making them feel and look good," she says.



***"You have
to have a
plan, and
you have
to think
big."***

Here is Aldatz's advice for entrepreneurs:

1. Think of your business as a partnership. "If you can't deliver on time, deliver quality products and be in compliance with your customers' needs, then you're not going to be a vendor they're going to want to do business with. Having an A-plus report card with our customers is the most important thing we could have."
2. It's crucial for entrepreneurs to understand the back-end operation of their business. It doesn't do any good to design a product and a package if it doesn't hang on the shelf correctly and stack up to maximize square footage. It can't crunch when it goes down a conveyor belt, and the packaging has to make it easy for salespeople and customers to understand what's inside. "Think about the nuts and bolts. Don't just think of the end game," Aldatz advises.
3. You're only as good as the people you have around you. "It would be impossible to be successful if I thought it was all about me," Aldatz says. "There's not a pyramid structure to our business. It's a flat line. The receptionist and the office manager are just as important as I am."
4. Nurture your staff and help them grow. "Every day just watching my staff grow and succeed and reach their own personal goals is success for me. I love creating a family environment and having a sit-down career plan with every one of my team members, and helping them reach their goals in life."
5. You have to have a plan, and you have to think big.
6. When you take risks, take them knowing that if you blow it, it's not going to break the bank. "We self-finance any risk that we take. If we lose, it's a calculated risk. We know if we take this chance, and it doesn't work, we're still going to be OK."
7. Micromanaging is a waste of time and energy.
8. There's always room for improvement. "Look for books, videos, online seminars. If you get even one thing out of it, then it's worth it," she says.

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