

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

September 2017



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MARKETING TIPS FROM EXPERTS

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Internet Marketing and Content Writing



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MWM editors letter



Welcome to the **SEPTEMBER 2017 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online.

This month we have MORE great articles and personal success insights,

- Internet Marketing: Blog your Way to Success** By: Rosalie Clarke -
- What Really Counts - A Look at Content Marketing** By: Edmund Douglas -
- Strategies to the Rescue- Internet Marketing Strategies** By: Dave Steele -
- Internet Marketing: Content Writing** By: Lynn Gordon -
- 10 Powerful Marketing Strategies** By Rufus Hopkins -
- How to Make Internet Marketing Work for You** By: Cesar Terry -
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- **MWM Ask the Expert - Expert Interview with John Cashman on How to Do Digital Marketing Right**

- **MWM Q&A - Expert Interview: Kimbe MacMaster of Vidyard on Best Practices for Video Marketing**

- **MWM Back Story How a Father's Love for His Ailing Son Inspired Him to Reinvent the Sneaker**

I hope you enjoy this month's issue of the magazine,

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Contributors

Various experts in their fields
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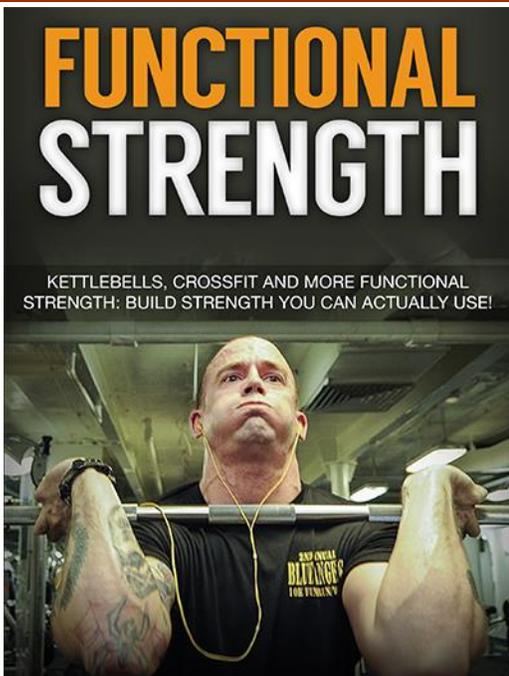
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INTERNET MARKETING: BLOG YOUR WAY TO SUCCESS

By: Rosalie Clarke

The internet is filled with many ways to help promote and market your business. Every feature of the World Wide Web can help you in your Internet Marketing strategy. You can build a website, create a page on a social networking site, create an email list of potential customers, and so much more.

Blog More, Achieve More

One more exciting way of enhancing your marketing strategy is by developing and maintaining a blog. Blogs have been around for quite some time now, but their popularity has only recently become noticeable.

Creating a website is a great start to your online marketing plan, but what next? You obviously need to drive traffic to your site by updating it frequently. Nobody likes an inactive site. The next best thing you can do is create a blog that is associated with your website.

Blogs are an excellent way of communicating with millions of readers online. You can pass on your views by creating a blog of your own and can gain followers within minutes. This is exactly why it happens to be a great tool for online marketing as well.

Remember, the more readers you have, the further your marketing efforts will go. So try to keep your blogs interesting.

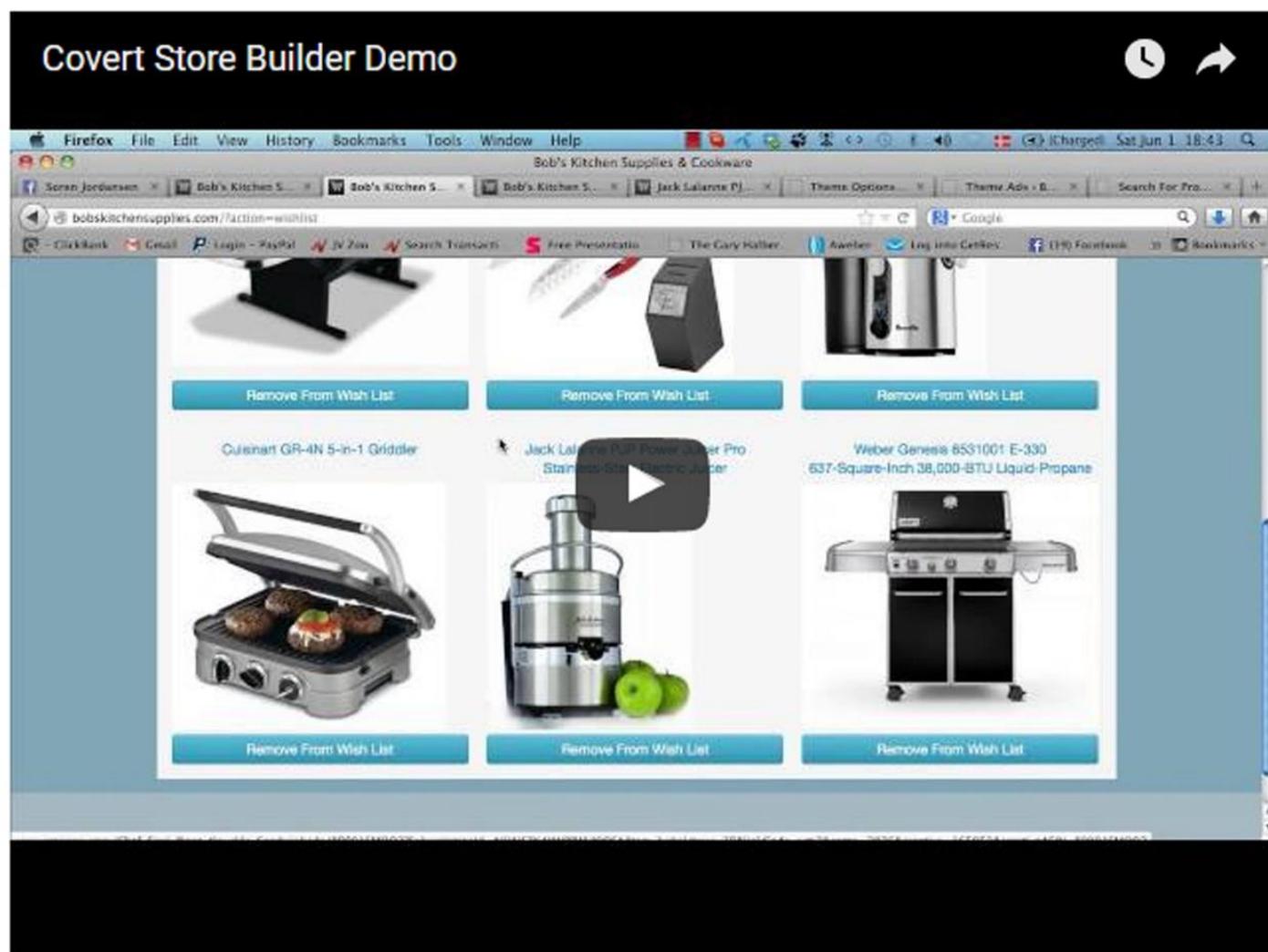
Increase your SEO Opportunities

Every time you decide to update your blog, it becomes one more page on your website. This means that you have one more opportunity to turn up on search engines. This also intimates Google and other search engines that your site is active, and they should keep checking in to see the new content.

Through blogs, you can also increase your chances of getting noticed on social media sites like Facebook or Pinterest. Remember, the more readers you have, the further your marketing efforts will go. So try to keep your blogs interesting. Social media exposure will also help in attracting new customers to your business quickly.

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MWM news

ODEON 'FIRST CINEMA IN EUROPE' TO LAUNCH CONSUMER CHATBOT

We all know by now the scope of how consumers can interact with brands via chatbots is growing by the day, with more platform integration as well as smarter apps on the rise.

Consumers can have their complaints handled, find out opening times, order a pizza and book an appointment via chatbot so far - but what about booking cinema tickets?

This is the goal Odeon is trying to reach with its new Facebook Messenger chatbot, developed by social technology company Gruvi.

According to Odeon, this is the "first major entertainment company to use such innovative technology in this way".

Odeon customers can simply pop onto the brand's Facebook page and click 'Message' to start the chatbot. They're then asked for their location or what film they are interested in seeing and the chatbots finds out times and dates, allowing people to also book films through the chatbot.

Queues may well become a thing of the past in cinemas, which get quite crowded around major blockbuster releases such as the upcoming *Rogue One: A Star Wars Story*.

Online bookings will become much more simplified via chatbots, which generally are more user friendly than, for example, booking via a website as people are used to using chat interfaces on a daily basis.

In 2015 Gruvi started collaborating with the ODEON cinema chain in the UK to promote the films screening in their cinemas through a series of social media-centric tools. The two companies are working together to further improve the customers' experiences and engagement by creating solutions such as chatbots.

According to Peter Waugh, head of digital and CRM at ODEON Cinemas: "We're very excited to be the first cinema chain in Europe to offer our guests this type of innovative service.

"With one billion users worldwide, Messenger is the perfect place to offer ODEON assistance. We're always looking for new ways to give our guests a better service – and the chatbot will help us to answer a wide variety of questions and give a lot of information, while also allowing our guest service teams to concentrate on providing more bespoke assistance to other guests," he said.

REACTFUL OFFERS WEB OPTIMIZATION PLATFORM TO STIMULATE VISITORS' BEHAVIOR

New solution allows marketers to quickly select a goal and a reaction in order to encourage, for instance, a visitor to fill out a form.

Marketers looking for ways to entice reluctant site visitors have another option today.

San Francisco-based Reactful is launching its optimization platform, which has been in beta for the last year with such brands as Kimberly Clark, Chegg, OralB, Accenture and Coca Cola. The platform, CEO/co-founder Jonathan Friedman told me, offers an easy-to-use combo of actions to stimulate user action.

A marketer chooses one of several goals from a menu, such as wanting to increase the number of visitors who fill out forms or who watch a video to the end. Reactful tracks visitor behavior to detect such signs as hesitation, interest or form abandonment, and with a few clicks, a marketer can set a specific reaction to stimulate visitor response.

A reaction could include, for instance, the visual shake of a button, a visual element like a button folding as a 3-D object, an overlay of text or the highlighting of a form. If a visitor is idle on a page, for instance, the platform might highlight the page's registration button. All reactions are displayed without page reloading.

Twenty different reactions are currently included, with another 10 coming soon. Machine learning is employed to track and improve on what works.

Reactful screen

The platform, Friedman said, is "the quickest way to actually take action on insights from website visitor behavior."

He noted that during the beta phase, business financial tool Centage employed a reaction of a small overlay window with encouraging text comments for people who started to fill out a form and then stopped. Friedman said his company's platform led to a 15-percent increase in forms being filled out.

There are a wide variety of competitors in web optimization, including Monetate, Optimizely and Adobe's Target. Friedman said his platform is cheaper and easier to use than the higher-end tools and offers more user responses and machine learning than the lower end.

Reactful can be used with any website, including ones built in WordPress, and is integrated with marketing platforms Marketo and Hubspot. A marketer can test the reactions for specific user behaviors via an overlay in the authoring tool, and then implement it through a line of JavaScript on every page or in the site header. Pricing starts at \$79/month for sites with up to 30,000 unique visitors monthly.

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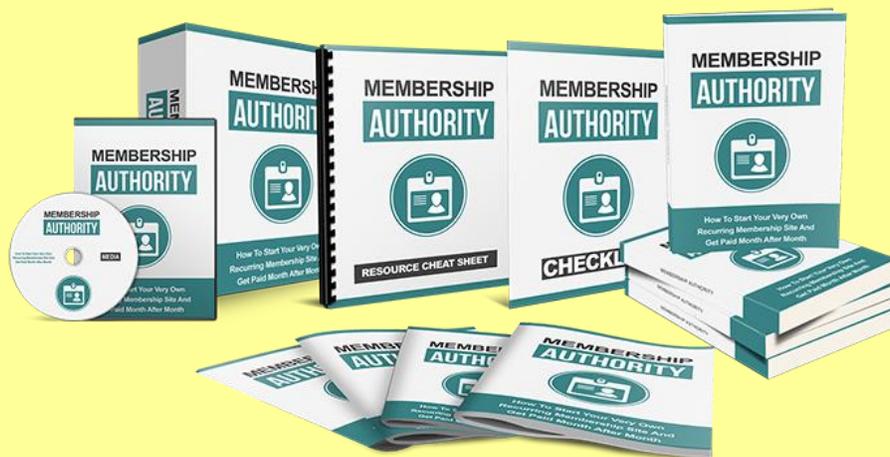
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Essentially, a membership site is a site that users pay to subscribe to. This normally works by first **enticing the reader with some free content and showing them the kind of entertainment/information/value that you're capable of providing.**

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MWM success story



Geek Icon, Actor and Entrepreneur Felicia Day on Why Enthusiasm Will Always Win

By: Nina Zipkin

"I definitely feel like you have to have the initial enthusiasm. You have to be very excited about it and it needs to be personal enough that you can get through all the hard stuff."

On screen, she's come up against vampires, super villains, monsters and scientific phenomena gone awry. But for Felicia Day (*Supernatural*, *Eureka*, *Dr. Horrible's Sing-Along Blog*), a writer, actor, producer and creator of the web series *The Guild* -- the biggest challenge and triumph of her career has been channeling her passions into a thriving company. Four years ago, Day founded *Geek and Sundry*, an online hub dedicated to pop culture and embracing all manner of geeky pursuits. Aimed at inspiring people who "dare to love the unconventional," the site is frequented by over 4 million fans across its social platforms, and the company's YouTube channel has more than 1.3 million subscribers and over than 200 million views.

Day is no stranger to beloved cult properties, and one of her next projects will be the revival of *Mystery Science Theater 3000*, of which she is part of the cast and writing team.

Quotable:

““

"Computing is not about computers anymore. It is about living." ~Nicholas Negroponte, *Being Digital*, 1995

Q: WHEN DO YOU FEEL THE MOST CREATIVE?

A: I feel the most creative when I'm working out of joy, and I feel supported, and with other people around me, who are creating as well. When I was first starting The Guild, I wasn't used to writing, and I had this idea that everything needed to be perfect and beautiful the minute you thought of it or you're a failure. But I think the biggest lesson I've learned is that you just have to keep going and keep working and plowing through.

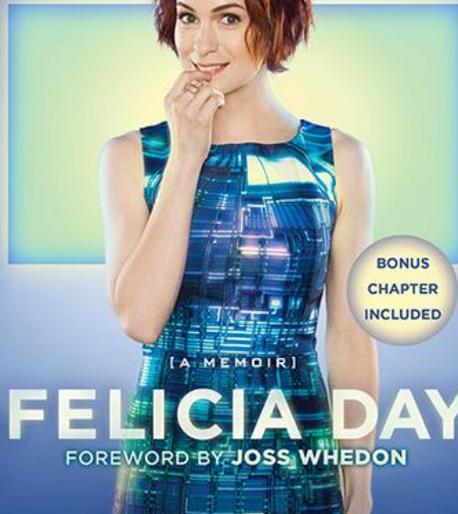
It feels like running through molasses sometimes, but it's worth it to try so you have something to work with versus being stuck forever and never getting what you want to say out.

Q: HOW DO YOU MOTIVATE YOURSELF?

A: I definitely feel like you have to have the initial enthusiasm. You have to be very excited about it and it needs to be personal enough that you can get through all the hard stuff. It's never going to be easy, and especially one

A: I've turned all of my passions into a business and it's served me well, but it's also taken some of the passion out of it, because making a business out of something, you have to make it profitable, and you have to think about your passion in a different way. Sometimes it removes the excitement and the enthusiasm you had around those things. Before you make a career out of something, yes, you need the passion for the end result of it, but you also need a passion for the grind of it. Then if you're willing to put up with the grind to get to the passion, you know you're on the right track.

YOU'RE NEVER WEIRD ON THE INTERNET (almost)



Q: YOU HAVE A LOT OF DIFFERENT PROJECTS GOING AT ONE TIME. HOW DO PRIORITIZE YOUR TIME?

A: The last six months I've tried to reevaluate how I work. It's a compromise between balancing more than one thing, but not compromising the overall satisfaction of your work. I like to have one thing I'm fully focusing on, that I have an end goal, and I'm going to make myself finish.

Then maybe I have a side project, that if when I get stuck a little bit, and I need to focus on something else, I have my next project there, and in a place where I can have fun. So when I really start that project, I created some things from freedom, not a deadline.

Q: REJECTION IS A BIG PART OF RUNNING A BUSINESS AND GENERALLY BEING IN A CREATIVE FIELD. CAN YOU TELL US ABOUT AN INCIDENT WHEN YOU NEEDED TO BOUNCE BACK AND WHAT YOU DID?

A: Last year, I pitched a TV show that was so close to my heart and I believed in so much, but it just didn't end up selling for a variety of reasons. I took a couple of months to step back and realize that I shouldn't lose faith in it, it just wasn't the right venue or place to do that story. But it isn't as if I shouldn't have tried.

After I getting over it and focusing on new things, now I'm more educated as to what I want to do, versus basing my self-worth and my creativity on how other people judge it.

I FEEL THE MOST CREATIVE WHEN I'M WORKING OUT OF JOY, AND I FEEL SUPPORTED, AND WITH OTHER PEOPLE AROUND ME, WHO ARE CREATING AS WELL.



Q: WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO WANTS TO TURN HIS OR HER PASSION INTO A BUSINESS?

A: I've turned all of my passions into a business and it's served me well, but it's also taken some of the passion out of it, because making a business out of something, you have to make it profitable, and you have to think about your passion in a different way. Sometimes it removes the excitement and the enthusiasm you had around those things.

Before you make a career out of something, yes, you need the passion for the end result of it, but you also need a passion for the grind of it. Then if you're willing to put up with the grind to get to the passion, you know you're on the right track.

Q: WHAT ARE YOU GLAD YOU DIDN'T KNOW BEFORE STARTING GEEK AND SUNDRY?

A: I knew nothing about business. I wish I had focused more on the business earlier on versus the content. I can't really blame myself because I was coming from a creator point of view and I thought I was going to make shows, but really it needed to be a business and needed to be all about the bottom line. I wish I had been brave enough to bring on more people earlier on to help out, because if you think you can take it on all yourself, you can for a small period of time, but six months, 12 months in, you're going to burn out. And the one thing that will get you through is you not burning out. You're the most valuable thing in your company -- don't burn out by not delegating early enough.

Q: WHAT IS SPECIAL TO YOU ABOUT BEING A FAN? WHAT GETS OVERLOOKED WHEN PEOPLE TALK ABOUT FANDOM?

A: Fandom is not necessarily about the thing that you're a fan of, but the connection you instantly create with another person. If I meet somebody at a party and they like Fallout, we're going to instantly connect and have something to talk about. We're not going to always talk about it, but that's a way for us to know that we'll probably get along. It's a shorthand to friendship in a way, whether it's online or offline.

It's a wonderful thing. It allows people to be themselves. To me, fandom is family, and it's grassroots and it's making things outside the norm, and celebrating people that don't necessarily like what is mainstream. That's what my interpretation of it is. That's why when we do our content, we're not trying to please everybody.

I wish I had been brave enough to bring on more people earlier on to help out, because if you think you can take it on all yourself, you can for a small period of time, but six months, 12 months in, you're going to burn out.





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MWM ask the expert

EXPERT INTERVIEW WITH JOHN CASHMAN ON HOW TO DO DIGITAL MARKETING RIGHT

If you're a savvy small business owner, you understand how critical it is to have a website for your business. We are in the Information Age, after all.

Of course, once you've launched the site, there's the problem of making sure it shows up in search and letting people know it's there.

For insight on the importance of quality SEO and best practices for social media marketing, we turned to John Cashman, founder and CEO of Digital Firefly Marketing, which offers SEO, social media, PPC and various other web services.

Before starting Digital Firefly 2011, Cashman was the chief operating officer at JAGTAG, a QR code company, and product manager at CMWare, which specialized in mobile streaming. He has a B.S. in biochemistry from California State University and is also a champion rower.



"91.5 percent of people don't do beyond the front page of search results and 32.5 percent click on the top result."

Did you know:



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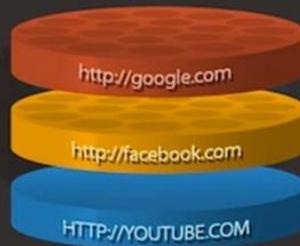
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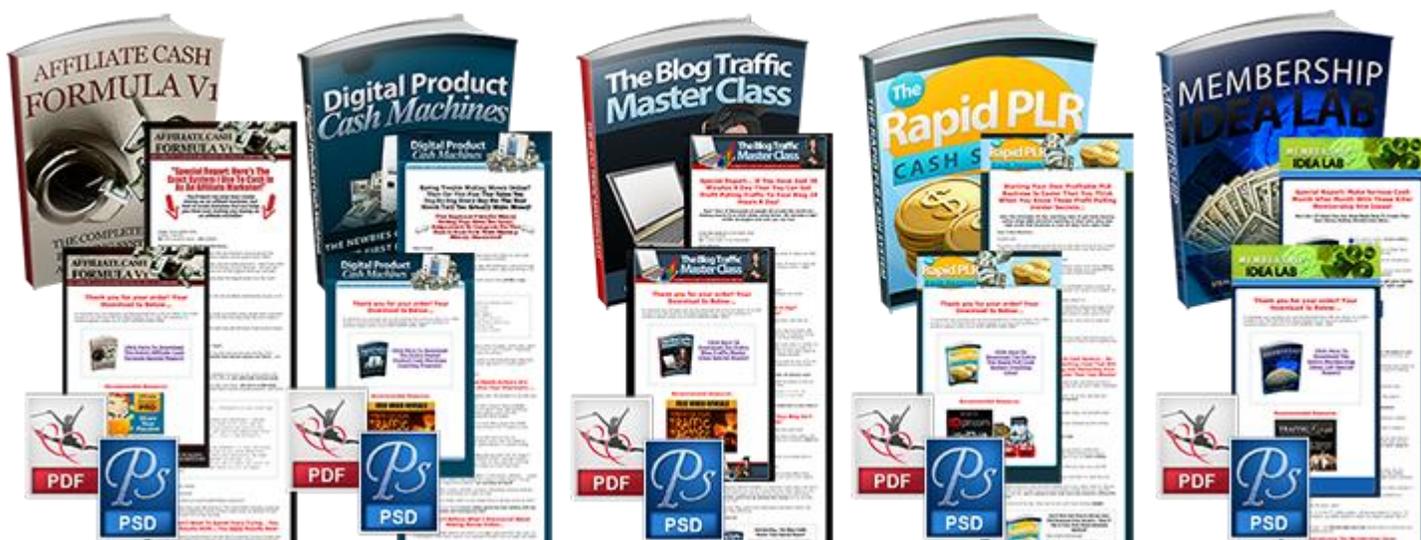
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MWM ask the expert



Here he helps us get our feet wet in the world of SEO and digital marketing:

What brands do you think are doing digital marketing right?

Nike is doing digital marketing better than anyone right now.

What do you think are some of the biggest mistakes businesses make when creating a website?

Some of the biggest mistakes we see are when people use proprietary management systems, which usually aren't in compliance with how Google wants to index a site and/or they aren't very configurable, making it harder to dial in a site for search. Using open source content management systems like [Drupal](#) or [Wordpress](#) can save a company a ton of money in licensing fees and make their site very configurable for search, social media, ecommerce and allow for easy internationalization and the ability to display beautifully on mobiles and tablets.

The second biggest mistake is the creative gets in the way of functionality. We have seen some beautiful sites that couldn't be indexed by Google. They end up being only 10 pages and they are absolutely stunning but they don't have the plumbing installed to make them discoverable by Google.

What types of content can offer a small business the most bang for their buck?

Multimedia is one of the best. Paying a graphic designer to do a simple infographic that you can share via Pinterest, Visual.ly or Facebook can bring a firm a lot of awareness at a very small charge. Video can be also very effective. Using an iPhone and Final Cut you can easily create how to videos that can be embedded on blogs for people to discover.

How can a business on a tight budget develop great, shareable content?

Hire a freelancer. There are a ton of really creative folks either still in school or on places like eLance or odesk who can do the work. But before any business hires someone, they need to have a very clear idea on what they want the content to say. They should spend some time writing up an outline for the video, blog or infographic so the freelancer has a very good idea of what you want them to create. Secondly, that piece of content should map to the sales funnel. A blog or infographic is not going to create sales. It will create awareness. A coupon or targeted e-mail might be better off driving sales, so the business owner needs to understand their own needs and funnel before

Why is SEO important? What are some good resources for a business on learning about SEO strategies?

Google is pretty much the yellow pages of the Internet. People use it to find products and services. SEO is the process of getting a website ranked higher in the Google. It's important because 91.5 percent of people don't go beyond the front page of search results and 32.5 percent click on the top result. Getting on the front page for a particular search can drive tons of traffic to a website that is intent on buying your product because they are already searching for it.

Some of the best resources on the web for SEO are Hubspot and Moz.com. Any business who wants to start with SEO should download a number of free ebooks so they can understand how search works, how SEO works and get the basics before trying it themselves or engaging a SEO firm.

What are some best practices for social media marketing?

Be yourself. I have seen too many times people try and become a brand persona and you should really just be yourself. Social media is really like going to cocktail party. You don't go to a party and all of a sudden become a different person, nor do you sell right out of the gate. You talk about your job, how Fridays are awesome, fun things that happened, things you like, etc. Social media should be the same.

The second best practice you can get into is scheduling. You should take an hour and write out your posts for the week and then schedule them in Facebook and Twitter. Facebook has a scheduling tool and you can use TweetDeck to schedule tweets. This will help make sure that your social media is constantly updated.

Make sure you put links into your status updates. Facebook users will click on links and bring people to your site. However, don't just put up links with no context. Take a moment to tell people why you are sharing your link.

Build an audience through Facebook ads. Unless you are known brand, it's very hard to build an audience on Facebook. For as little as \$5 a day you can create Facebook ads that let people who have interests in your products know about your page and "like" the page so they are part of the Facebook audience.

Don't do bad things. It's really that simple, if you have a business that has good service and a good product and will get positive reviews.

What are the most common mistakes you see businesses making in regard to social media marketing?

The biggest mistake we see is people starting out with good intentions and then just stopping. This can happen as their businesses and personal lives get in the way, but it can drive a lot of traffic to a site so it needs a commitment from the business. The second biggest mistake is being overly sales-y. If we continue to use the cocktail party metaphor, selling stuff on social media is like going into a cocktail party and yelling about your product. You need to engage first, provoke interest and then have people buy.

What advice do you have for creating a positive online reputation?

Don't do bad things. It's really that simple, if you have a business that has good service and a good product and will get positive reviews. If you try and rip people off, or your product is full of bugs, you will hear about it online. In order to keep your reputation positive, you need to make sure you monitor it. Two easy and free ways to do this are to set up Google News alerts on your brand and set up a Twitter search on your brand as well. If there are negative reviews, address them politely and try and find the root cause so the reviews can improve. Over 70 percent of consumers will consult reviews online before buying a product, so maintaining a positive recommendation online is important to increasing sales of your product.



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Dear Online or Offline Business Owner,

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

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

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

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

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

Look at astonishing stats:

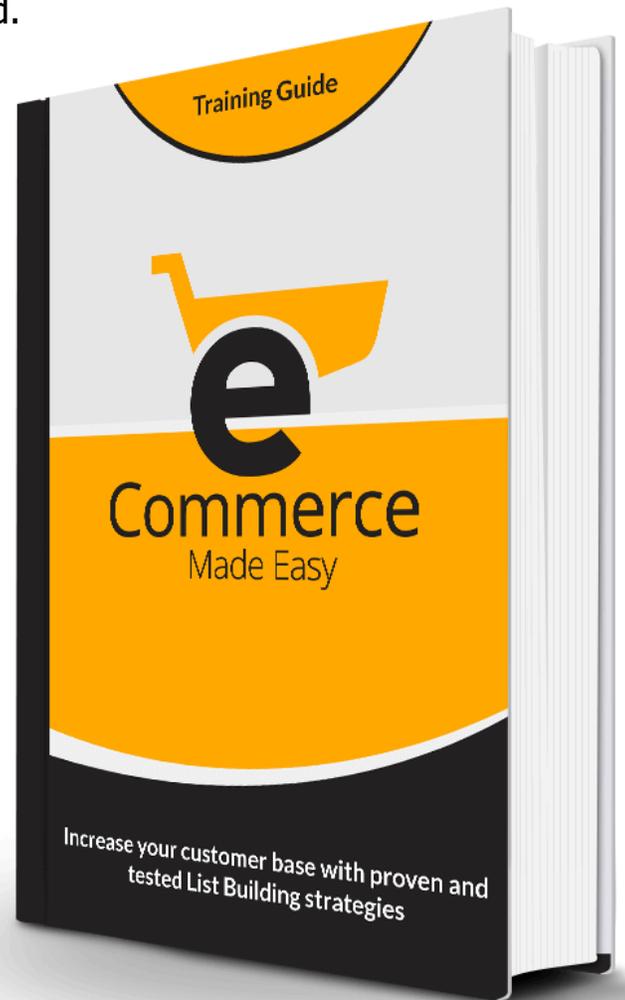
- U.S. Online sales will be **\$523 Billion** by 2020

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

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

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

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



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

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

How to create a potential hot-selling eBook

- Know how to alter things like price, cover image and more in order to **optimize your sales**
- Understand **how to drive more traffic** to your landing page using SEO, PPC, e-mail marketing and social media
- Understand affiliate programs and tools like JVZoo, ClickBank and WSO Pro
- Know how to **build an army of affiliate marketers** who can drastically increase your sales and profits
- • **...and much, much more!**

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

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INTERNET MARKETING: CONTENT WRITING

By: Lynn Gordon

Internet marketing is synonymous with content writing. Content writing can be considered an art in itself. Though it seems extremely simple, it most definitely isn't so. Especially creating the content that is meant to go on your promotions, website and advertisements is an extremely difficult affair.

This is because in most cases you are required to do many things within a few lines- from introducing your good, to stating its pros, its attributes, its USP, etc. while keeping the potential client base hanging on every word.

You have to remember that the people you are reaching out aren't obliged to read every word you have put out on the internet. You are the one who has to compel to read up the matter you have provided and thereby develop a sustained level of interest.

Your content is the very first way by which you interact with the client base and trust me when I say they will judge you by the very first sentence that they read. And if they don't like it, they will not take the trouble to read the rest, no matter how wonderful it is.

So there are a few pointers that should be taken of:

- Keep the content interest and intriguing.
- Special emphasis to be given to the beginning of the matter. Start and end on a high note.
- Mention your product a couple of times, because it is ultimately product placement that you need.
- Use simple words. No one has the time or the inclination to open a dictionary.
- Keep the tone conversational. Use the language which your targeted audience uses.
- Make it as short as possible. Use as many paragraphs as possible. Nobody likes reading the dense material.
- Eliminate unnecessary words and avoid repetitions.



- Keep the sentences short and curt. Take an example:

So say yes to XYZ, because it is XYZ that will give you an edge and make you stand out of the crowd which we all know is what really counts when it comes to leaving an everlasting mark in your chosen field.

Compare this to-

XYZ gives you an edge and makes you stand out from the rest. It is easier to leave your mark and impress the right people. So, give yourself a chance, and go for XYZ!

I think I have made my point.

***Special
emphasis
to be given
to the
beginning of
the matter.
Start and
end on a
high note.***

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

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[!\[\]\(2bff93d2a2b6d2c342bab197caa20ae2_img.jpg\) click here](#)

MWM gadgets & toys

HUAWEI FIT IS A BRAND NEW SMARTWATCH

Sporting a stylish design as well as standard band sizes which allow you to easily swap them out for a customized look depending on the situation, the Huawei Fit will be equipped with a rugged, always-on LCD touch screen display that ensures you will be able to check out important information at a glance. Some of these information include time, steps, and heart rate, and you can also switch between preset dial styles. The time shown on the Huawei Fit will always remain visible even in the presence of strong light, courtesy of the reflective and backlit display that is controlled by an ambient light sensor.



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

CYNDR SENTRY – INTRUDER



Cyndr Sentry is the first infrared motion-sensing device for your personal work or game space. The software that comes with Cyndr Sentry lets you set an audio or visual alert on your computer, or even pull up a predetermined application when motion is detected.

There are many challenges when it comes to designing and manufacturing a product like Cyndr Sentry. Supply issues and manufacturing delays are not uncommon, and technical and design challenges can and do arise. In order to keep these risks from impacting our delivery date and product, we've forged strong relationships with suppliers and manufacturers so we can confidently mitigate most concerns. We've also vetted the design and production process to ensure an accurate and smooth estimated development and delivery timeline.

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ADATA SD700 3D NAND

Rugged External SSD

ADATA Technology a leading manufacturer and supplier of high performance DRAM, NAND Flash products, and mobile accessories has today unveiled a new addition to their range of external SSD solid state drives, with the launch of the ADATA SD700 Durable External 3D NAND SSD.

ADATA has created the SD700 to provide a rugged enclosure that has been tested to IEC IP68 standards allowing it to be dust-tight and operate normally even submerged in 1.5m of water for 60 minutes.

The SD700 uses a USB 3.1 Generation 1 connect and is plug and play compatible with Windows, Mac OS, Android devices providing up to 440MB/s read/write speeds and is available in either 256GB, 512GB, and 1TB storage capacities.

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



THESE VIBRATING ALARM EARPHONES MAKE SURE YOU WON'T RUN LATE



Listening to music as you're falling asleep can be a great way to relax your mind and body. The only problem is that when we're tired and on public transit, listening to music can lull us to sleep and make us miss our stop. This can set you back 10 minutes or several hours depending on how long you're asleep, which is obviously going to add a level of difficulty to how the rest of the day will play out.

If you need a little help coming to attention with earphones in, these Vibrating Alarm Earphones will help you out a great deal. They work like regular earphones in that you can listen to your music or podcasts like normal, but you can set a timer so that the buds will vibrate in your ears to bring you back to reality. There are even three different vibration settings so that you can find a level strong enough to wake you up.

There is the timer mode, as well as an alarm mode for those who want to use these for sleeping or in the office. They have a 10.5mm driver, TN monochrome LCD display, and use 4 AAA batteries. You should be able to hook in your smartphone or music player, as not being able to would make these awfully expensive at \$127 a pop. Even then, this is a pretty pricey gizmo when you could just set an alarm on your phone with regular earphones in.

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

Did you know

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

10 POWERFUL MARKETING STRATEGIES

By: Rufus Hopkins

With everything being digital, it is important that your business promote its website on digital platforms as well. This can help you achieve more customers and enhance branding as well.

There are 10 marketing strategies you should consider:

- Establish a web promotion plan and an effective web design as well as development strategy. First you have got to develop a website that's effective and user friendly. Once it has been tested for functionality as well as design, you should come up with a promotion plan that will give you your desired output.
- Improve your ranking in major search engines and develop good SEO techniques. Make sure your content for SEO has appropriate keywords but make sure you do not repeat keywords too many times or else your page/site will be penalized.
- Implement e-mail marketing to target potential customers, loyal customers and to generate more leads. E-mail marketing is very effective and keep customers updated about company products, services and endorsements.

***MAKE SURE YOUR
CONTENT FOR SEO
HAS APPROPRIATE
KEYWORDS BUT
MAKE SURE YOU DO
NOT REPEAT
KEYWORDS TOO
MANY TIMES OR
ELSE YOUR
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PENALIZED.***



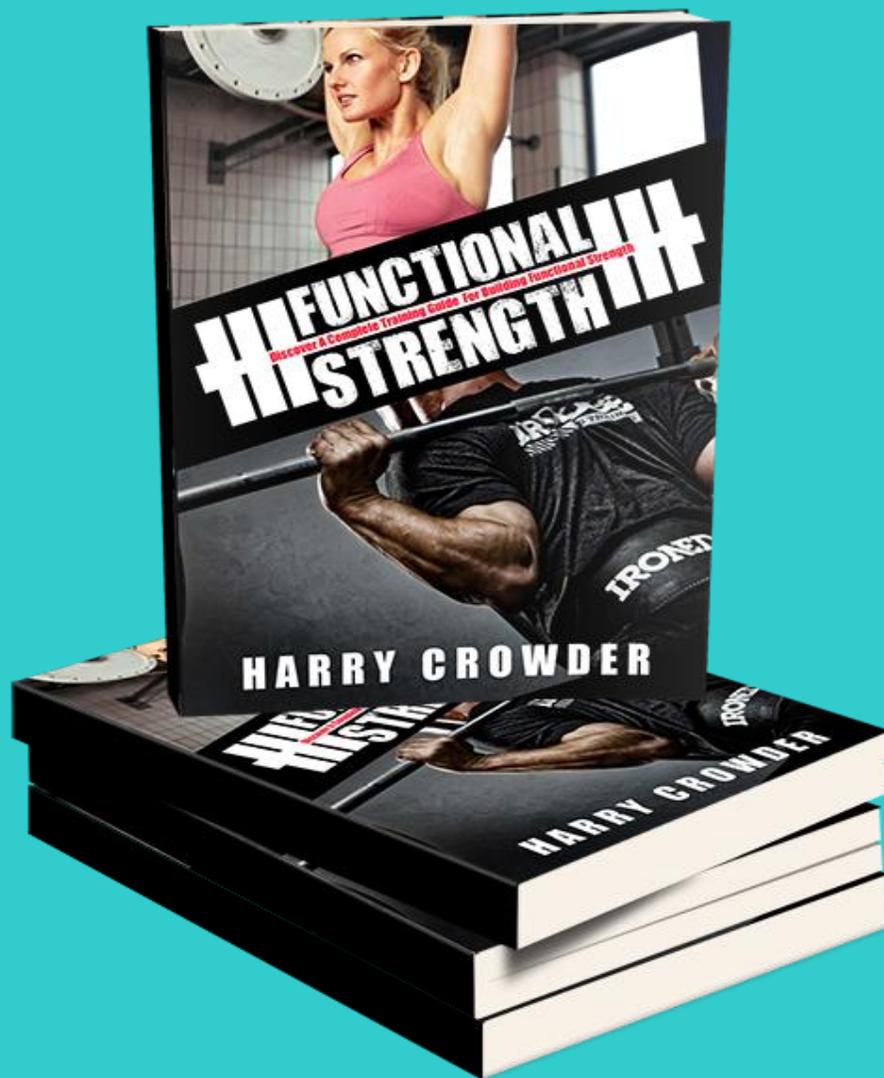
- Ask your marketing strategist to test your site and promotional plan on a sample before launching it to the general public. Other than that, take feedback from people on the design, functionality and UI of the site.
- Have a responsive e-mail feedback form from loyal customers and potential customers.
- Publish articles and blogs regularly to keep your customers glued to your site. The more informational, short, snappy and crispy your content (blogs and articles) the better your response rate will be.
- You should write and publish press releases to keep your audience in the loop of your products, brand or company.
- Interact with customers and create networks with them
- Make your site or page more interesting by hosting events and contests. The more you try to expose yourself, the better the chances of you being noticed and the more chances of you getting more recognition by potential customers. This way more traffic will be driven on your site and you get to land more leads.

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A Complete Training Guide**

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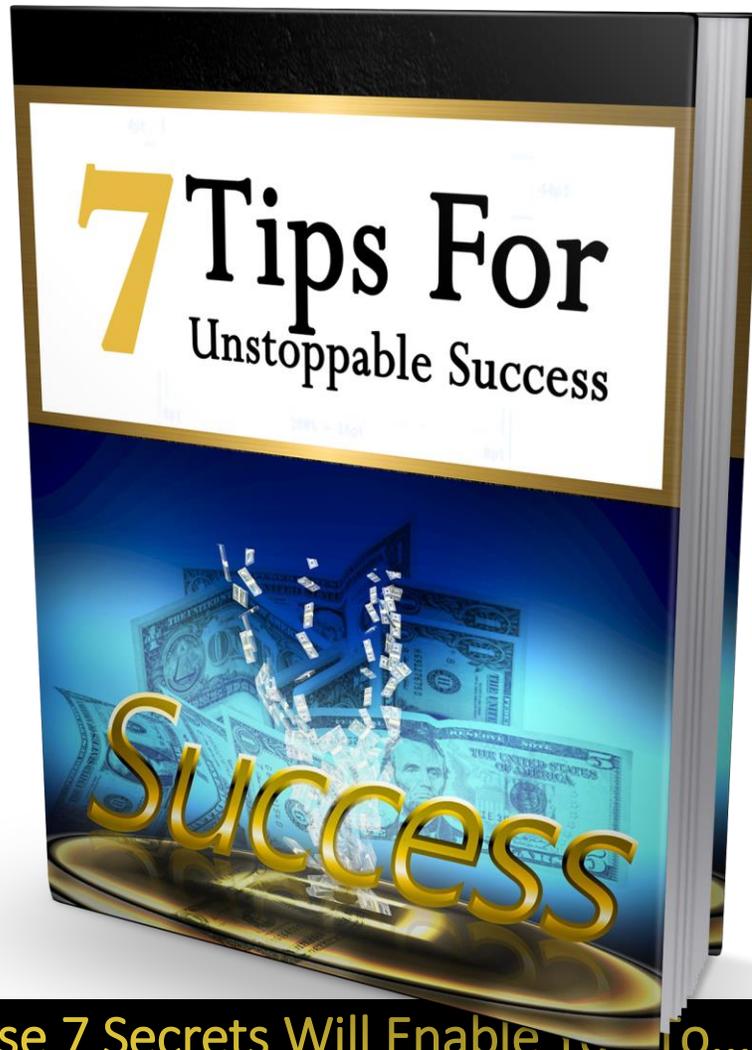
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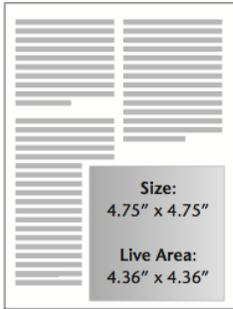


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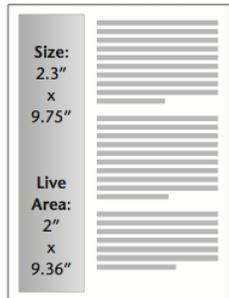
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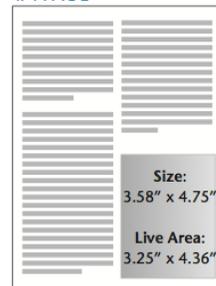
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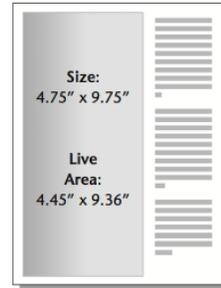
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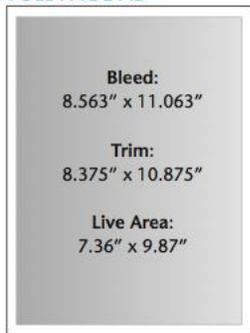
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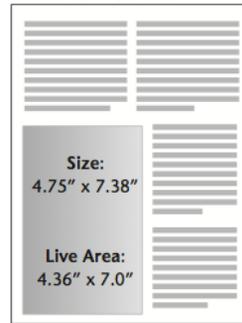
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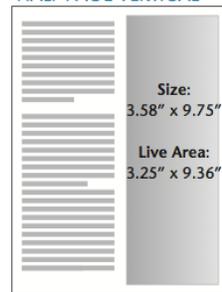
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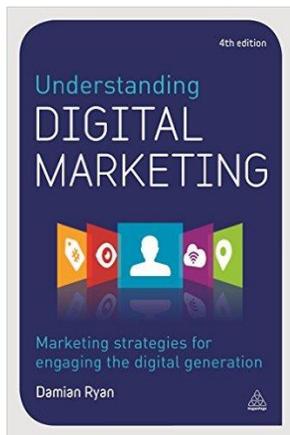
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Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation

By: **Damian Ryan**

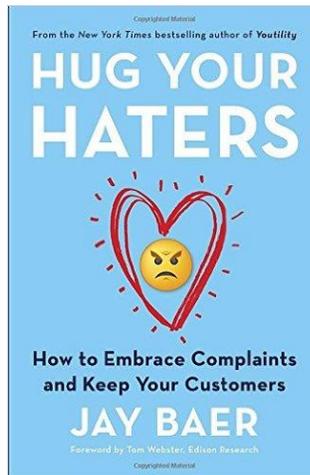


The world of digital media is changing at a phenomenal pace. Constantly evolving technologies are transforming not just how we access our information but how we interact and communicate with one another on a global scale. Understanding Digital Marketing is a practical, no-nonsense guide to web-marketing, the rules of new media and researching the new generation of digital consumers. Clear, informative and entertaining, it covers key topics such as search marketing, social media, Google, mobile marketing, affiliate marketing, email marketing, performance marketing, customer engagement and digital marketing strategies.

One of the best-selling books in the industry, this fourth edition of Understanding Digital Marketing has been thoroughly revised with more information, fresh examples and case studies, and the latest developments in the industry. Complete with in-depth insider accounts of digital marketing successes from internationally recognised brands and digital marketing campaigns, it is essential reading for both practitioners and students alike.

[Hug Your Haters: How to Embrace Complaints and Keep Your Customers](#)

By Jay Baer



Hug Your Haters is the first customer service and customer experience book written for the modern, mobile era.

Technology has evaporated the barriers of complaint. With smart phones and always-on Internet access, consumers complain more often and across more channels, many of them public. This requires a completely new system for instantly finding, evaluating, and addressing these complaints.

Jay Baer and Edison Research conducted a landmark study of more than 2,000 consumers and found that not all complainers ("haters") are created equal. In fact, there are two vastly different categories of haters: Offstage Haters and Onstage Haters.

The book includes The Matrix, a detailed examination of the differences between these Offstage and Onstage haters. The book reveals:

- How, where and why people complain (by demographic and by channel)
- How and when consumers expect a response when they complain
- The advocacy impact of answering (or ignoring) a customer
- Differences in complaint type and expectations by industry



WhatShare

Developed by Greapps

- ✓ The sharing tool with highest conversion rate
- ✓ Easily customizable, no coding skills needed!
- ✓ Track what products or pages are getting more shares



Feedback & Push Notifications - VisitorEngage

Developed by VisitorEngage

- ✓ Allow visitors to instantly contact you via the feedback button (with custom fields, automatic screenshots)
- ✓ Run personalized push notifications (offers, announcements, coupon codes etc.) based on visitor's behavior on the site & Upsell
- ✓ Multiple themes, advanced targeting rules, exit intent popups, full customization, Google analytics integration

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

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

Turbo Instant Membership Builder

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

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

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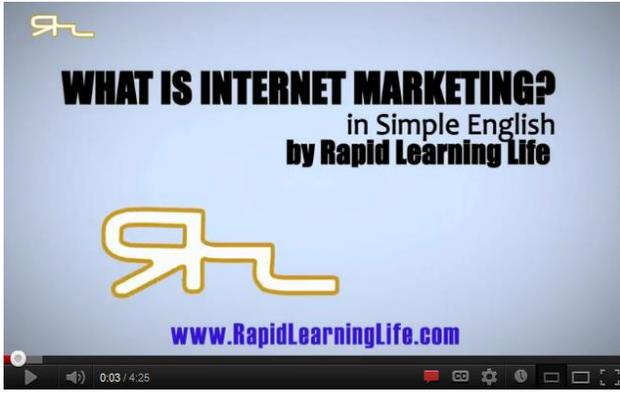
Instant Membership

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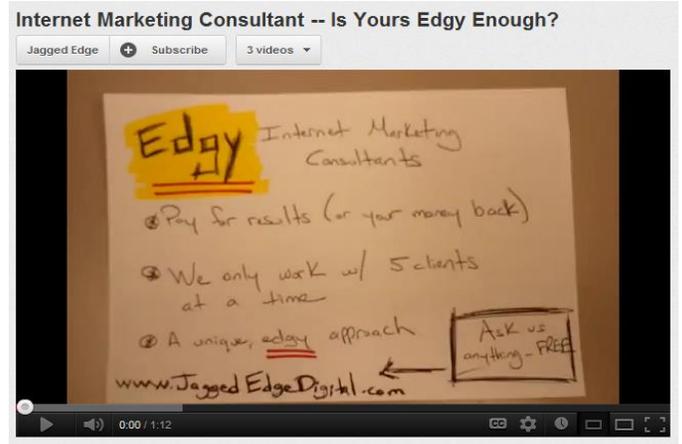
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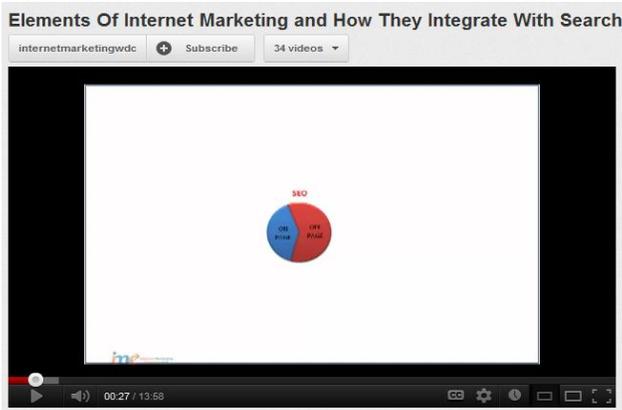
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HOW TO MAKE INTERNET MARKETING WORK FOR YOU

By Cesar Terry

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

Demand for Internet Marketing

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

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

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

Perks of Using of Internet Advertising

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

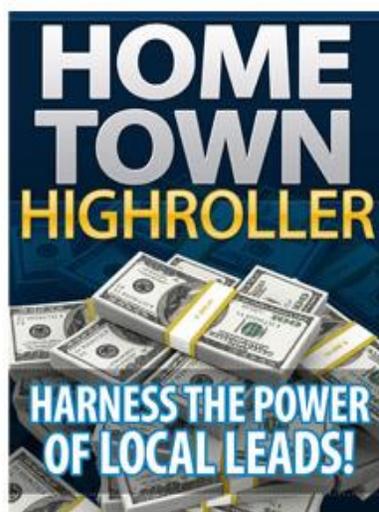
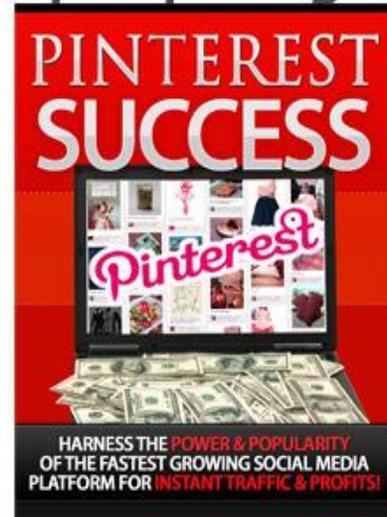
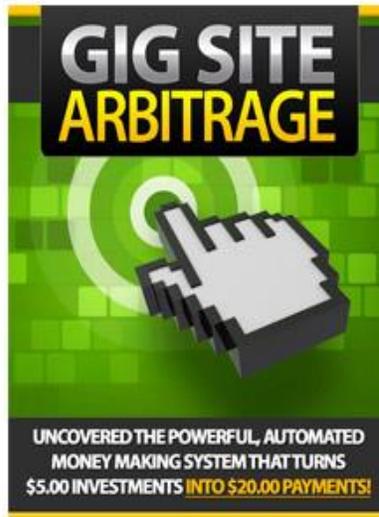
- Cost Effectiveness: Less capital revenue.
- 24/7 marketing service is available
- Can attend to millions of customers
- Even months after the campaign released, marketers and advertisers can take advantage of the residual effect of online advertising.
- You can reach out to the global market anytime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

How to Enhance Your Selling Skills

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

Hottest Marketing Topics Online...

[Just a few examples of our recent report packages]



Get Instant Access To The Complete Back Catalogue Currently That's 50 PLR Report Packages...

+ 2 Brand New Reports Each Month!

74 PACKAGES

IN THE FIRST YEAR AND NO RENEWAL FEES

[You Get Lifetime Access With Nothing More To Pay]

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

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

SOCI MATTIC

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



EXPERT INTERVIEW: KIMBE MACMASTER OF VIDYARD ON BEST PRACTICES FOR VIDEO MARKETING

By: Jessica Lunk

Kimbe MacMaster is a Content Marketing Manager at Vidyard, the video intelligence platform. She loves all aspects of content marketing and has a special place in her heart for using video to drive real business results. We recently caught up with her to learn why video is so important to a brand's marketing strategy and how businesses can do it better. Here's what she had to say:

HOW IMPORTANT IS VIDEO TODAY TO A BRAND'S MARKETING STRATEGY?

Video is a critical component of any brand's marketing strategy mainly because it's the medium your buyers are craving. More than 72 percent of buyers are watching video throughout the entire path to purchase and nearly 50 percent are watching 30 minutes or more of video content. If you're not producing video content, then you're not meeting the content requirements of today's video-hungry buyers. And they'll probably go somewhere else to find it.

That being said, using video is about more than simply pumping out content in video form on the regular. Today's high-performing, modern marketers have built a video marketing strategy into their greater marketing plans. They're using video content strategically throughout the entire funnel by tailoring different content to different personas, using video to increase brand awareness, educate prospects, and lead buyers down the next steps in the sales funnel.

If you're not producing video content, then you're not meeting the content requirements of today's video-hungry buyers.





WHAT MAKES VIDEO SUCH A USEFUL TOOL?

First off, video provides both audio and visual stimulation, which automatically makes it more engaging for audiences than other content mediums. Video reels viewers in and can communicate compelling stories and evoke emotions stronger than text-based communications like blogs or whitepapers. And we all know that stories and emotional connectivity are the keys to building strong relationships with your prospects and encouraging interest in your company.

Plus, video's linear nature makes it extremely useful for tracking content success and even individual viewer behavior. With a video, you can see how long people are watching for or if they're dropping off, allowing you to identify problem areas in your video content. (Bet you can't do that with your latest ebook!) Similarly, you can track individual prospects if you're using a video platform in conjunction with a marketing automation platform to see things like who's clicking which video links and then ultimately sending them new content (or over to sales!) based on the video content they're most interested in.

WHAT TRENDS HAVE YOU OBSERVED IN HOW VIDEO IS BEING USED FOR MARKETING RIGHT NOW?

When video first came into marketers' toolkits, it was generally in the form of high-production videos for limited use cases. Most frequently, it was created to describe their company overall on their home page or to generate brand awareness.

As brands realized the power of video more and more and recognized the need for more content without the Hollywood production, companies started developing more in-house production teams. They also began to use video throughout the funnel to generate more leads, score those leads, and help nurture buyers towards the purchase decision.

Now, the latest trend is personalized video. This isn't just video that is created for unique personas, but videos that speak to one specific individual. With personalized components like a name, email address, company, job title, etc. right within the video, marketing organizations are using personalized video to connect one-on-one and increase engagement.

HOW CAN BRANDS MEASURE THE EFFECTIVENESS OF THEIR VIDEO CAMPAIGNS?

Measuring video success is about so much more than view counts. If 1 million people viewed your video, but no business was generated from it, was that a success or not? I mean, it does depend on your goal for the video, but generally speaking, you'd hope to be influencing some sort of leads, pipeline, or revenue.

The top three metrics I would recommend for measuring the effectiveness of your video campaigns are:

- Attention span: how many of your viewers are watching your video all the way through?
- Influencing the next step: how many viewers took the next step after your video (clicked the in-video CTA, filled out the form, etc)
- Video views influencing MQLs, SALs, and won deals: do prospects who watch this video ultimately convert?

WHY IS IT IMPORTANT THAT BRANDS MONITOR THE EFFECTIVENESS OF THEIR CAMPAIGNS?

We call the approach of publishing videos and hoping for the best the "post and pray" approach. This isn't what you want to aspire to. What if you spent months getting a video campaign ready and out the door, only to find out that it is underperforming on its lead generation goals? You'd want to know that. Especially if the video your team produced in three days has contributed more to pipeline than any other video so far. If you had access to this information, you could produce more of the second videos and less of the first. You'd have (a) more leads and (b) more time!

There is no reason we shouldn't all be measuring the effectiveness of our campaigns. It's the bread and butter to building a successful marketing organization. Gone are the days of "we'll do it the way it's always been done!".

WHAT DO YOU THINK ARE THE MOST COMMON MISTAKES OR OVERSIGHTS ORGANIZATIONS MAKE WHEN USING VIDEO FOR MARKETING?

The biggest thing I would say we see organizations forgetting about is utilizing the data that's available for individual viewing behavior. There's so much information accessible that can help you better understand your leads and who's consuming what video content, which ultimately paints a clearer picture of who's more qualified to buy.

WHY IS PERSONALIZATION SO IMPORTANT FOR VIDEO MARKETING?

Every single person (and even their dog, at this point) receives so many marketing messages every day. So many messages that our attention span is actually shrinking partly because of this. Connecting one-to-one with your audience is really the best way to capture – and keep – their attention. And doing so with video adds that extra boost since it's already a preferred medium.

WHAT CAN BRANDS BE DOING TO PERSONALIZE THEIR VIDEO MARKETING?

Utilize a personalized video service that automates the personalization process (we offer this at <https://www.vidyard.com/personalized-video>). On top of being able to customize certain aspects within your actual campaign videos, you can use personalized thumbnails to get prospects to view your videos. For example, using a personalized thumbnail within an email can increase click-through rates by four-and-a-half times.



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Internet Marketing – A Brief LOOK

By: Herman Schneider

*If your products are great, there will be an automatic unpaid publicity on social media by happy customers, so don't forget your main task- **create quality products.***

Let us admit it, in today's age there is no alternative to Internet Marketing. I mean just think about it. The internet hasn't split the world into two but has created an alternate dimension to the real world, which is called the virtual world.

Most of us have one foot in both the worlds. The younger generations depend on the virtual world more when it comes to communicating, dispersing ideas and sharing information. It is also easier for things to gain popularity or go viral on the web than it is in the real world.

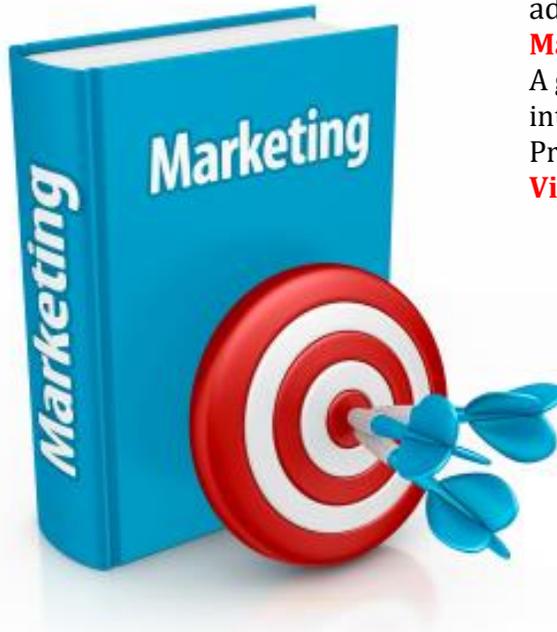
Even some of the well-known celebrities are famous because of their online presence.

So imagine the scope that online marketing has for any kind of business. It can be the thing which creates the difference between a modest success and a massive success.

When you go for internet marketing, know these:

- It will enhance your online presence and visibility.
- When you create meaningful and engaging content, it would eventually lead to higher web traffic for you as people would redirect themselves to your official website.
- However, increased web traffic is the outcome of dedicated and continuous effort. It doesn't happen overnight, so don't lose any sleep over it.
- If you have been investing in internet marketing but don't see any rise in the sales numbers, then there is something wrong with your marketing strategy and not with the entire concept of internet marketing.
- If your products are great, there will be an automatic unpaid publicity on social media by happy customers, so don't forget your main task- create quality products.
- Don't try to manipulate your customers. They aren't stupid. If they suspect foul play, they will not want to touch your product even with a stick.

MWM marketplace



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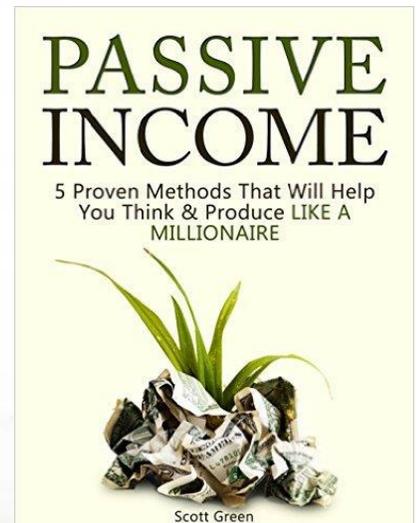
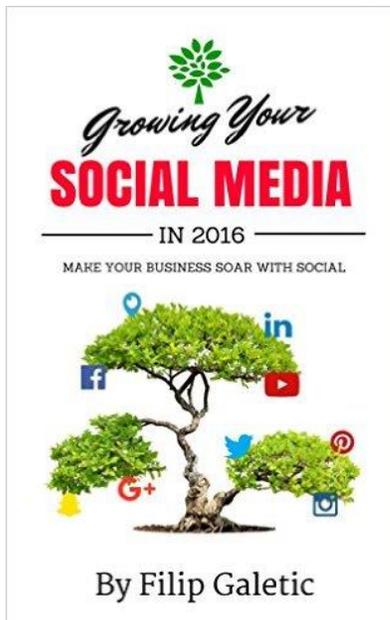
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Quotable:



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

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MWM contributors

Rosalie Clarke

Rosalie Clarke started online marketing in 2010 when she had her second child. Giving up her job was hard for her but she has found fulfillment in being a stay-at-home mother to her kids while earning.



Cesar Terry

Cesar Terry started his SEO company in 2005 and now, his company evolved into a digital marketing firm. His clients include child care providers, real estate brokers and small businesses.



Miriam Morrison

Miriam Morrison has been a freelance writer for over 6 years. She manages her own blog and writes for various businesses.



Paul Parker

Paul Parker is a popular name in the field of content marketing. This has been his specialization since 2003. When he's not working, he goes back to his first love—music.



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Edmund Douglas is a top name in the field of SEO. He goes around the world to conduct trainings and workshops for those interested in the business.



Dave Steele

Dave Steele is a freelance graphic artist and content writer. His expertise in SEO helps him create not only informative content, but Google-friendly ones as well.



Lynn Gordon

Lynn Gordon has been an online marketer since the year 2003. She has been to different parts of the world conducting Internet marketing workshops and trainings.



Rufus Hopkins

Rufus Hopkins is one of the most sought after social media managers in Perth. When he's not in front of the computer, you can find him in the basketball court.



Feature Article .

3 EFFECTIVE TOOLS TO USE IN YOUR INTERNET MARKETING RESEARCH

By: Paul Parker

Many companies and business entities today have discovered how lucrative internet marketing can be. For this reason, many of them often conduct online market research so that they can equip themselves with the knowledge about the trends on the internet and how to go about doing internet marketing.

If you are a person who is conducting internet marketing research, you will discover that some of the most popular tools are customer feedback forms, online questionnaires and web searches. These tools can help you gather much information about your future business prospects, your customers and your market.

The internet has made it possible for small business to carry out internet marketing research in a way that favors them cost-wise. If you are an investor or businessman who wants to conduct a low cost or free internet marketing research, you will find the following tools very important in your research:

1. Keyword searches

Sometimes you can just do a simple search on the web using search engines like Google and Yahoo. You should find out what keywords are normally used by people who search for your products or services on the internet. Assess the level of interest attached on every keyword and the number of competitors you have on the internet. Internet marketing research through keyword searches will enable you to know how many competing sites are using the same phrase and the products they offer. In addition, you will also be reminded of the product niches that you may not have thought of

Internet marketing research through keyword searches will enable you to know how many competing sites are using the same phrase and the products they offer. In addition, you will also be reminded of the product niches that you may not have thought of.

2. Online Surveys.

Online surveys can always help you gauge public opinion regarding your product or service. In addition, it is also one of the most cost effective ways of conducting internet marketing research. It will help you to ascertain whether your business idea or product is appealing to consumers. However, it may not be as scientific as phone or person surveys that use random sampling. Popular online survey companies you can use include Websurveyor, KeySurvey and EZquestionnaire.

3. Reading Blog

A lot of information can be obtained from blogs. Unlike website, blogs are regularly updated and contain fresh information. You can also use them for gauging public opinion as you carry research about internet marketing. You can search blogs using popular search engines like Blog Pulse or Technorati.



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INTERNET MARKETING FOR A BETTER BUSINESS

By: Miriam Morrison

With the inclusion of the web in almost every aspect of our lives, it becomes difficult to function without the use of the World Wide Web in everything that we do. And if the internet is what people want, then there is no doubt why businesses are turning to Internet Marketing.

Market the Way You Want To!

When it comes to online or internet marketing, there is no particular path to go on. You are the master of your marketing strategy.

Website Marketing

The simplest thing you can do as a part of your internet marketing is building a website. A website is the best way for your prospective or existing customers to reach you, to provide your contact details, or to exhibit your work.

Another advantage of having a website is that you can also showcase any promotions or special offers. Customer service can also be improved by providing a feedback form to visitors.

Just creating a website is not enough of course. Simple things like printing your web address on company stationery and choosing an unusual name will help too.

Email Marketing

Creating and sending emails are a cost effective way of advertising your business. You can use emails to communicate with your customers, to send details of special offers and promotions, and to provide customer support and service.

Email marketing is quite popular with businesses mainly due to the advantage of low costs.

Social Media Marketing

Another great way to go about marketing is through the use of social media. Social media sites like Facebook and Twitter have proven their worth in internet marketing. You can easily promote yourself on these locations, thus increasing your potential customers.

You can also promote your company through the use of blogs, online forums, discussion panels, and much more.

At the end of the day, it's up to you to decide what internet marketing strategy is the best for your company. So be sure to make the right choice!



MARKETING TIPS FROM EXPERTS

By: Rufus Hopkins

Many ponder if Twitter really is a proper platform for marketing their business. Though it is a bit tough getting the right audience exposed to your ads and gaining effective leads, twitter is known to be a great marketing ad if done right.

Tips from Experts

Share valuable Content

If your content isn't valuable or has no structure, there is no point in putting up your content link on twitter. Since you can only use 140 character on Twitter, it is important that you come up with a catchy phrase or line that will automatically link people to your link and retweet or like your post.

Use proper keyword in your tweet

What's a tweet if there aren't any proper keywords? The more efficient keywords you use, the better your chances of being found by the right audience. If you're a digital marketing agency, use keywords associated with a digital agency like SMO, SEO or digital solutions and so on.

Share links to useful and related content

Twitter is a platform where you will need to share other people's links in order to get your own link shared or retweeted. This way you get to build a great network of followers and potential customers.

The more transparent you are, the better your credibility. If you have messed up, man up to it and apologize for the mistake.

Create A Network with your audience

The more you respond to queries and offer solutions to customers or potential customers, the more likely you're going to get a positive word-of-mouth.

Customers like it when a business takes time to respond to customer queries and offer solutions.

Be transparent

The more transparent you are, the better your credibility. If you have messed up, man up to it and apologize for the mistake. Sometimes, you may post wrong information or might have the name or address or any other important information wrong. When something like that happens, own up to it and rectify your mistakes. People love companies that own up to their mistakes and make them better.

Be regular with your post

Being regular with updating posts will generate more activity on your page and will also lead to better responses.



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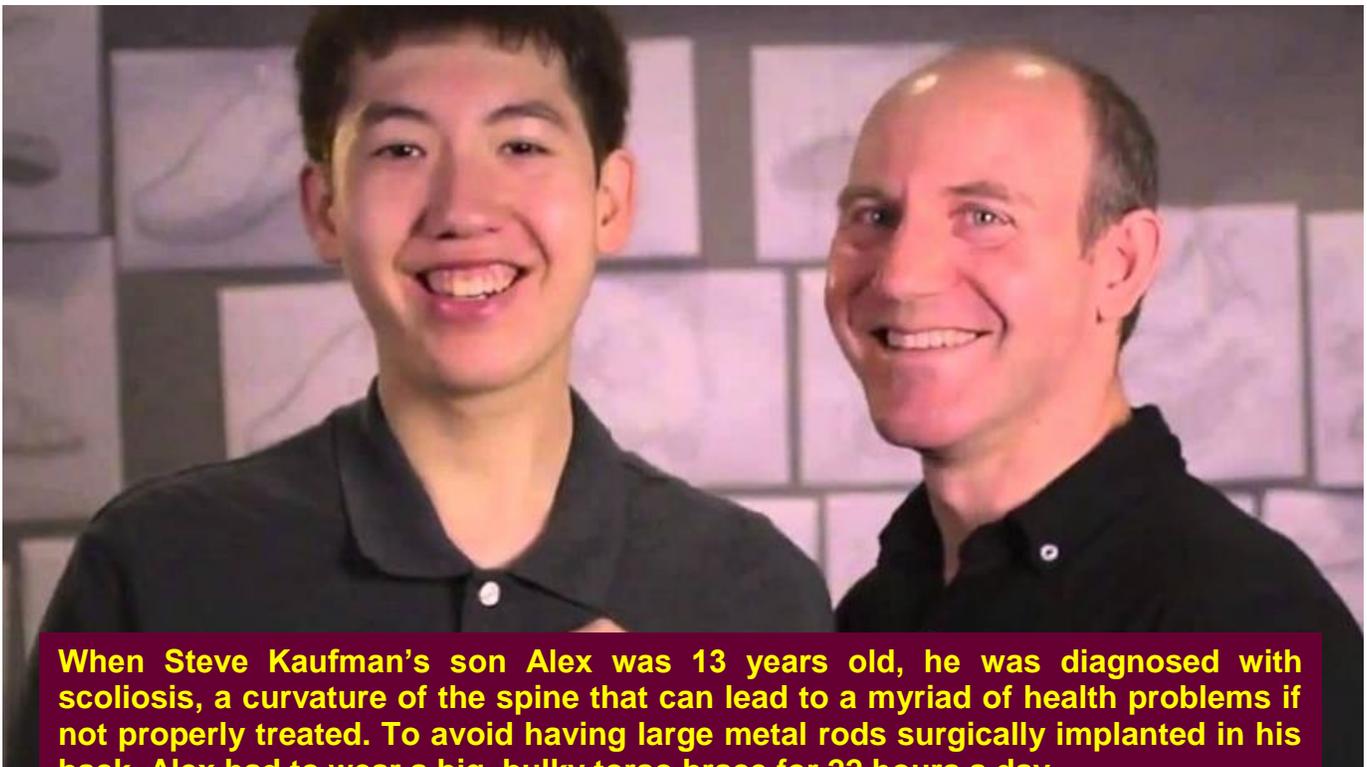
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MWM back story

HOW A FATHER'S LOVE FOR HIS AILING SON INSPIRED HIM TO REINVENT THE SNEAKER

By: Kim Lachance Shandrow



When Steve Kaufman's son Alex was 13 years old, he was diagnosed with scoliosis, a curvature of the spine that can lead to a myriad of health problems if not properly treated. To avoid having large metal rods surgically implanted in his back, Alex had to wear a big, bulky torso brace for 22 hours a day.

The brace stopped Alex's spinal curve from getting worse, but it also prevented him from bending over and putting on his shoes by himself. Not being able to complete a basic, everyday task of this nature can be humbling for anyone, let alone a teenager who longs to fit in. This worried Steve.

"I stayed awake in bed all night, brainstorming prototypes of sneaker-style shoes Alex could easily slip on and off, all on his own."

“He was cinched in the brace as tight as he could stand it, and he couldn’t deal with his shoes himself,” Steve says. “It had become an issue for his self-esteem and he wanted some independence. When it was taken away from him, I wanted to give it back.”

So the concerned father and former robotics engineer decided to solve the problem himself. “One day, the lightbulb went off,” he says. “I stayed awake in bed all night, brainstorming prototypes of sneaker-style shoes Alex could easily slip on and off, all on his own.”

Out of that desire -- motivated by a father’s love and care -- Quikiks was born.



.....

The goal wasn’t to create a functional pair of stylish slip-on shoes for his son. The bar he wanted to clear was higher than that: create an attractive, “non-orthopedic-looking” pair of rubber-soled sneakers that not only boosted Alex’s confidence, but looked pretty cool, too.

.....

Steve claims Quikiks are the first totally hands-free, fastening orthotically supportive footwear of their kind. To put them on, the wearer slides his or her feet into the shoes. In one step-in motion, the sneakers automatically fasten to the feet, without the wearer ever having to bend over or use their hands.

The key to the shoes’ slip-on capability is Steve’s patented “Step-in-Go” technology. Thanks to a clever mechanism, the shoes rotate open at the heels, creating a large entryway so you can slip your feet inside. When you press your feet down, the pressure automatically rotates the heels shut. A strong embedded magnet helps to keep the shoes fastened. To take them off, you simply strike your heels on the floor. The momentum and force automatically spring the shoes open, so you can slide your foot out.

Steve designed the first prototype for Quikiks in 2007. His first move was to visit the local craft store in his New York City neighborhood, where he picked up some cardboard and magnets. Next, he bought a cheap pair of sneakers from Walmart. He went home, cut them open and made alterations with his craft supplies. Later, he’d add more parts that he 3-D printed himself.

For six months, with Alex’s encouragement, the stay-at-home dad handcrafted one crude “Frankenstein shoe model” after another.

The goal wasn’t to create a functional pair of stylish slip-on shoes for his son. The bar he wanted to clear was higher than that: create an attractive, “non-orthopedic-looking” pair of rubber-soled sneakers that not only boosted Alex’s confidence, but looked pretty cool, too.



Next steps

After building his first working prototype, Steve began to see its potential to become a real, mass-market product. With an eye on the future, he met with an industrial designer. Together, they worked to refine the original model. Meanwhile, Steve was introduced to Marty Sokoloff, a local wholesale grocery store owner and angel investor, through a friend. Sokoloff invested \$50,000 into what was quickly becoming a business. With Sokoloff as his co-founder and backer, Steve officially launched Hands-Free, the company behind Quikiks, in February 2010.

As Steve worked to jumpstart the company -- securing design patents, attending medical device trade shows, and partnering with a reliable manufacturer -- his son turned a corner and no longer needed to wear a back brace.

Now a young man of 21, this means he also no longer needs his father's invention.

"Still, I'm not giving up," Steve says. "I'm pushing forward with a product that could help kids like Alex and a lot of other people with medical and cognitive challenges."

Quikiks aren't only for those suffering with back problems. Steve says they're also a good fit for senior citizens and obese individuals with limited mobility, hand and arm amputees, stroke victims and those suffering from debilitating arthritis, cerebral palsy, multiple sclerosis, severe autism and Parkinson's disease.

In July of last year, after seven "long, excruciating, difficult" years of trial and error fighting to bring his "crazy shoes" to market, Steve completed his first production run. At last, thanks to a successful partnership with a small factory in Mexico, the accidental entrepreneur has a sellable product in his hands.

His next challenge is to broaden his customer base and become profitable. Slowly but surely, while continuing to care for Alex full-time, he's making progress, selling Quikiks for \$250 a pair on his website and at a few doctor's offices and specialty shoe stores.

This past December, Steve was named the grand prize winner of Entrepreneur and Canon USA's Project Grow Challenge. Following a speech that moved many in the crowd to tears, he accepted the \$25,000 award at Entrepreneur's recent GrowthCon event in Long Beach, Calif.

He says he plans to use the winnings to invest in product improvements, market to more healthcare providers and to book more trade shows in the hopes of recruiting additional resellers and distributors. He might even hire his first employee.

For now, though, he's happy getting by with his wife Masako's help and Alex's, too.

"Alex was the inspiration for this journey in the first place," he says. "Even though he's out of that brace and doesn't need Dad's crazy shoes anymore, I look forward to working together with him so we can help a lot of others who still do."

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