

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

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SEPTEMBER 2018

TOP SIX SOCIAL MEDIA MARKETING MISTAKES TO AVOID

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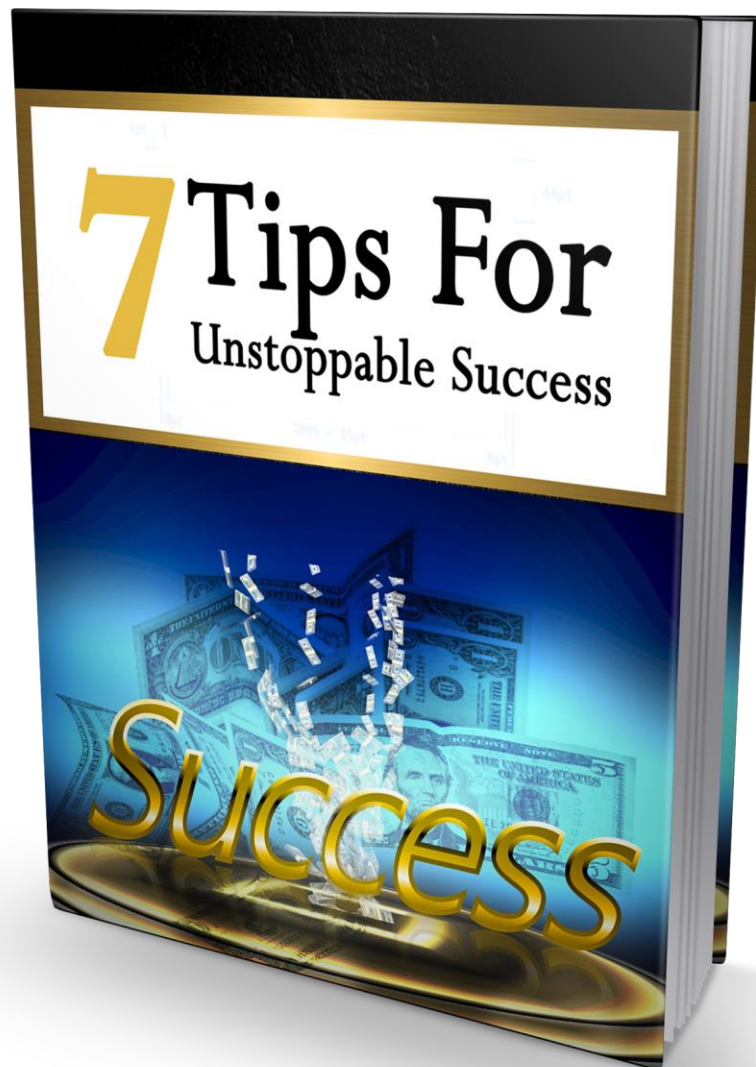


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- **MWM Back Story – DAILY JOCKS IS THE PERFECT EXAMPLE OF HOW CONTENT MARKETING CAN HELP SCALE AN ECOMMERCE BUSINESS**

I hope you enjoy this month's issue of the magazine, and as always please email me any comments, contributions or feedback.- **OVER 76 Great Back Issues of Making Web Money!**

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

Email me at: **harry.crowder@gmail.com**

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Making Web Money Online Marketing Magazine

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Various experts in their fields

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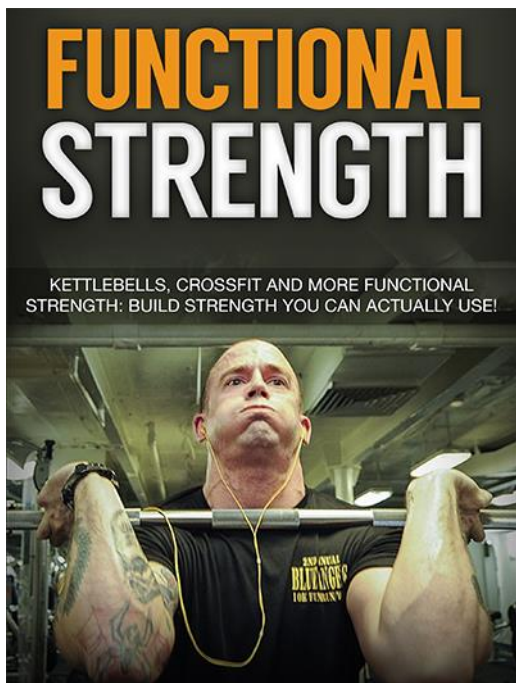
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?

Did you know:

Facebook is blue because Mark Zuckerberg is color-blind and best sees the shade of blue.

TOP SIX SOCIAL MEDIA MARKETING MISTAKES TO AVOID

By: Cassandra Kennedy

Creating a *social media marketing strategy* is not the easiest thing to do. The platforms have grown exponentially over the past two years and options are endless. Yet, there are certain **social media marketing mistakes** that you should never make – come what may!

1. Don't Forget The Post – It may not seem like a big deal to forget the occasional post, but it matters. Being visible on *social media* is the only way to gain popularity and grow your business. That means having to post as per your schedule and never missing a beat.
2. Being Irregular – The most popular social media accounts have one thing in common. They are regular in their content. They do not jump from product to selfies to quotes to random photographs. It is a great *social media marketing mistake* to not follow a timeline, since that develops a fan base attuned to your moves.
3. Getting Boring – Social media is a creative medium, and only the best get eyeballs. A post format may have worked great for a certain campaign. That does not mean you will keep repeating it each time. Try out new things, since followers can get bored rather easily!
4. Publishing Too Often - Bombarding the timelines of your consumers and fans is not a good *social media strategy*. While people do like seeing updates, piling them on tends to annoy people. The best case scenario here is that they ignore your posts, the worst is that they unfollow you.

5. One Solution Doesn't Fit All - Not all *social media sites* are created equal. The skill set needed for Facebook needs to be tweaked for Instagram, Twitter or YouTube. Walk away from this *social media marketing mistake*, create posts as per the platforms for the best results.
6. Paid Likes, Comments and Shares – It's rather easy to pay for fake followers on most social media platforms. But, the interaction will not reflect these numbers, and that is something fans can easily identify. Instead of looking like a fool, refrain from paying your way through.

It's a minefield out there, where one wrong post can make everything go haywire! Play it smart and avoid six major *social media marketing mistakes* for a good life ahead.

Yet, there are certain **social media marketing mistakes** that you should never make – come what may!

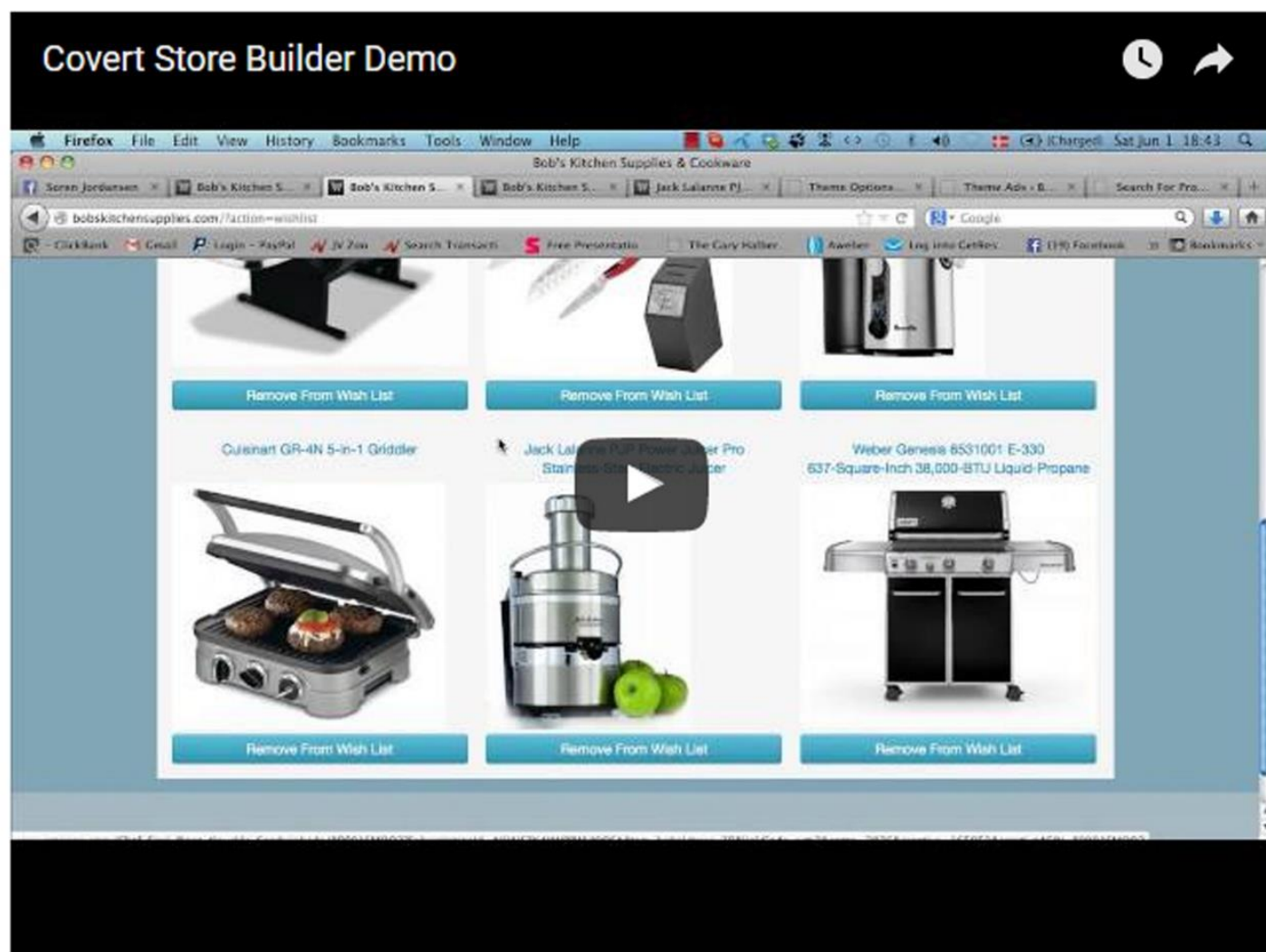


Quotable:

“Hardware: the parts of a computer that can be kicked.” ~Jeff Pesis

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TYPE OF CONTENT YOU SHOULD USE ON SOCIAL MEDIA

By: Velma Powers

Sometimes you may spend years working on your social media posts and still not get the desired output. To improve your social media content I'm going to tell you the basic things you need to keep in mind

Points to keep in mind

Tweet Images on Twitter

With the help of images, you get more responses and retweets because images are very appealing and attract users to your tweet. Don't be tweeting only text. Sure, sometimes a single line can break the internet but not everyone is that lucky. If you want more retweets, you have got to make use of visuals.

Share content twice daily

Instead of only sharing your content once, try sharing it 2-3 times a day. The more active you are, the better the response rate. The more content you share, the better your traffic results on your page and you reach new followers and even reach an audience that's not specified in your nation. In short, you get international reach.

Instead of only sharing your content once, try sharing it 2-3 times a day. The more active you are, the better the response rate.

Experiment and test on social media

It's important to play with two headlines for your content, see which one has better feedback and responses. Once you find out what works, you can get to spice up your content a little bit for future purposes.

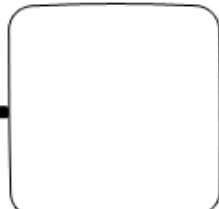
Be transparent about your business, your products and what you do in general. If you're posting wrong content on social media, change it or when someone confronts you, be honest. There is no point hiding facts, the audience can look through you.

Retweet someone else's post. If you do this, the person will feel obligated to return the favour. This can also establish great networks between two people and the followers of your 'acquaintance's' post will boost your following and exposure as well.

Conclusion

Establishing your business or brand on social media can be tricky but you have got to think of a strategy that will benefit you in the long run. Short term thinking should be avoided at all costs because if your thinking is limited then chances are that your results will be too.

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INTERVIEW: ARIANNA HUFFINGTON



We infuse everything we do with an element of anticipation, surprise, and playfulness – especially in our headlines and splashes. We’re not afraid to have fun while doing it, because we want to provoke and initiate debate.

Arianna Huffington is media royalty in the US. As she launched her influential website The Huffington Post in the UK, Stylist meets the woman who revolutionized news.

The first time Arianna Huffington stands Stylist up, it’s for a dinner party with the Greek prime minister.

On the second occasion, she’s at the opening of the Special Olympic Games in Athens and security concerns prompt a last-minute schedule reshuffle. I finally catch up with her while she’s in transit at Heathrow, en route to LA, whereby she swiftly charms me, thanking me for my patience in her distinctive Greek accent [she was born in Athens before moving to the UK aged 16]. “Well, I suppose you’re worth it,” I joke. She laughs the deep laugh of someone who knows that yes, she is. After all, Huffington is the power behind The Huffington Post, the website which was launched in 2005 as an alternative online news outlet.

Publishing new content on a daily basis covering everything from business to fashion and with articles from 9,000 bloggers including Barack Obama and Madonna, it had 35.6 million visitors in May. (“We are about to hit 100 million comments,” she cheerfully reminds me.) Its challenging yet engaging delivery of world news struck a particular chord with women (it already has many British readers) who appreciated a news site which didn’t dumb down its content or focus on celebrity and lifestyle.

Quotable:

““

“Treat your password like your toothbrush. Don’t let anybody else use it, and get a new one every six months.”

~Clifford Stoll

For Huffington, success came early; the Cambridge graduate became a bestselling author at 23 with her book *The Female Woman* and went on to write a further 12 books on subjects as varied as gender politics, corporate greed, her daughter's anorexia and Picasso. However, it was in the mid-Nineties that she entered the public eye – in a different role – as the articulate Republican wife during her politician husband Michael Huffington's unsuccessful Senate bid in the mid-Nineties. (A campaign which remains – at \$28 million – the most expensive non-presidential election bid in American history.)

She sold The Huffington Post to AOL for \$315million, securing herself a powerful position within AOL in the process. As a result, she regularly features in the Time 100 list of the world's most powerful and influential people and rang in at number 28 on last year's Forbes list of the 100 most powerful women in the world. And she's now set to bring The Huffington Post to the UK on 6 July.

Why has The Huffington Post struck such a chord with female readers? - We actually have an even balance of male and female readers. But at HuffPost we aim to make our coverage addictive. We infuse everything we do with an element of anticipation, surprise, and playfulness – especially in our headlines and splashes. We're not afraid to have fun while doing it, because we want to provoke and initiate debate. For instance, when the Pope got a Facebook page, our headline was "Poke The Pope"; when the Dominique Strauss-Kahn story broke, our splash top was "OMG IMF".

You are one of the best connected people in the world. How are you so good at networking? I'm sincerely interested in what other people have to say. I'm always asking people to blog. Writing blogs, tweeting, updating your Facebook page, editing photos, uploading videos, and making music are all forms of self-expression. So all I'm doing is offering another outlet for self-expression.

At 21, you became the first foreign student to head the Cambridge Union debate team. Have you always enjoyed voicing your opinions? You know, when I first arrived at Cambridge, my accent was a challenge to my involvement in the Cambridge Union. I was a classic fish out of water. But, in the end, my passion for debating overcame my fear of being an outsider with a strange accent. And, as [former US Secretary of State] Henry Kissinger once told me, "In US public life, you can never underestimate the advantages of incomprehensibility." Students would often gather in my room for late-night discussions, despite the rule that men had to be out by 10pm. One evening there were about a dozen men and women in my room talking and eating stuffed vine leaves which my mother had sent me. The halls monitor caught us and took me into the senior tutor's office for having "excess men" in my room, and I was fined a shilling per man. It was a bit of a bargain really, because they were pretty decent guys.

Over dinner, do you discuss "big issues" with your daughters and friends [Arianna has two daughters and still lives with her younger sister], or do you like to take a break and focus on something lighter? I love debating the big issues, and I'm lucky enough that my daughters live and breathe their opinions too! But I also find it helps to break whatever pattern you're in. I like to do this by hiking with my friends, or doing yoga or meditating. And I love country music. Also, for inspiration, I go to sleep.

You're an interesting combination of a high-powered, hard-headed businesswoman and champion of meditation, yoga and the meaning of dreams. Can you explain? I was lucky enough to have a mother who combined an insatiable curiosity in the world with a belief in balance and knowing yourself. She hated BlackBerrys and iPhones, and was a wonderful counterpoint to my hurried existence. The last time she got angry with me [before she died] was when I was chatting to my daughters while checking my emails at the same time. She announced, "Arianna, I abhor multi-tasking." We've actually recently published an article on The Huffington Post titled, "In Praise of Uni-Tasking."

Surely you're one of the most adept multi-taskers in the world... [Laughs] Well, I say these things because I need to hear them. You preach the things you most need to hear, not necessarily the things you do. I admit it. But I look at my schedule every day and work out what time I need to get up, work out a 10-minute meditation session and do my best to get eight hours' sleep. It doesn't always happen, of course. But I'm aspiring to being a well-rested, well-balanced woman, which is a start. I learned that I needed time out the hard way. Three years ago I fainted from exhaustion. I smacked my head on my desk, broke my cheekbone and needed five stitches in my eye. That was a wake-up call; I needed to make recharging and unplugging a priority.



THE HUFFINGTON POST

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You've been criticised for changing political allegiances, moving from Republican to Liberal and finally standing as an independent candidate for Governor of California in 2003.

For years I've been saying that the big issues of our time are beyond left and right. I have no idea what is left-wing about caring for the middle class. The middle class – or HuffPost's story about the lost generation and kids who can't get jobs – these are not left-wing issues. These are issues that are central to the stability and prosperity of every country. I wouldn't say my goals have changed, only my thinking about how to meet those goals. Even during my Republican interregnum, I was always pro-gay rights, pro-choice and pro-gun control. I have the same values I've always had, but I'm always open to better ways to achieve them.

Some of the criticism levelled against you – particularly when you were a Republican wife – seems to be sexism pure and simple. Has being a glamorous woman been an advantage or a disadvantage?

I've always resisted that thought. There's no more stultifying role than that of a victim. Sure, I believe there are certain qualities that are admired in men but not so much in women. Drive and assertiveness are used more pejoratively when applied to women. But I've always told my daughters that it's up to us not to let anything in culture get in the way of what is important to us. We have to work to eliminate barriers. But while they still exist, don't let them get to you. I have never felt like a victim.

For years I've been saying that the big issues of our time are beyond left and right. I have no idea what is left-wing about caring for the middle class. The middle class – or HuffPost's story about the lost generation and kids who can't get jobs – these are not left-wing issues.





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BOSTON CONTENT: AN INTERVIEW WITH A CONTENT MARKETING EXPERT



In our blog, we talk about tackling the challenges of creating content as well as strategies for content. Boston Content, a new community for professionals that already has over 800 members, was founded with this mission: “To provide learning, career growth, and inspiration to content marketers, producers, and aficionados. In the end, as ‘content’ booms as an industry niche, we want careers to follow suit.” (Jay Acunzo) Creating content doesn’t have to be a solo endeavor anymore. You’re not alone: many people in Boston face the challenges of content creation on a daily basis. Boston Content is here to bring these creative types together, so we can help each other out.

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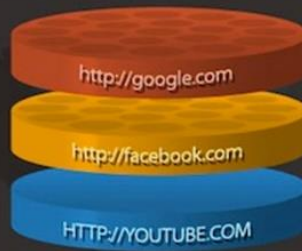
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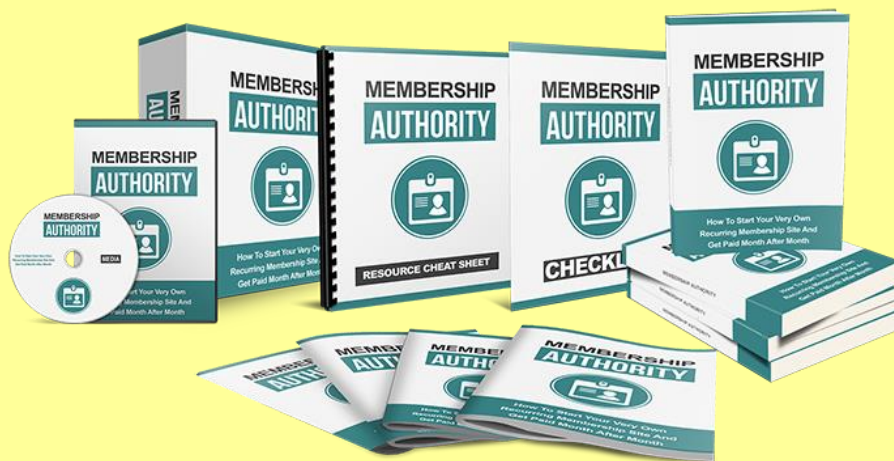
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Jay Acunzo is the co-founder of Boston Content. Jay is also the Director of Platform & Community at NextView Ventures, and has held positions at Google and Hubspot in the past. Recently ranking high up on the list of the top 100 most influential marketers in the world, Jay knows what he's talking about re: content. I had the opportunity to chat with Jay via email about the community he's helping to create through Boston Content. He has some remarkably insightful thoughts about producing quality work, fostering creativity in Boston, and more. Here are the highlights of our conversation:



TRELLIS: WHAT INSPIRED YOU TO START THE GROUP BOSTON CONTENT?

Jay: I met my co-founder Arestia Rosenberg for coffee and we bonded over the fact that, despite very different backgrounds, we both had “content” in our titles with no clue what the career path held in the future. We organized a random meet up for folks in a similar boat and eventually formalized into Boston Content.

TRELLIS: WHAT'S THE BEST FEEDBACK YOU'VE RECEIVED FROM MEMBERS OF BOSTON CONTENT SO FAR?

Jay: Recently, three different members landed new jobs that they found and interviewed for all through Boston Content. There's no better feedback than the implied satisfaction from both sides: that one person liked a company and opportunity and one employer liked a candidate enough to work together.

Data is wonderful and essential but if you only did what the numbers suggest, you're stuck looking backward and not adjusting for the future — let alone taking any big, scary risks using your smarts and creativity.

TRELLIS: AS YOU'VE SAID IN YOUR (EXCELLENT) NEW PODCAST, BOSTON IS NOT KNOWN AS A CREATIVE CITY EVEN THOUGH THERE ARE MANY GIFTED, CREATIVE PEOPLE WORKING IN THE CITY. HOW CAN WE CHANGE THIS MISCONCEPTION?

Jay: Rob Go from my firm, NextView Ventures, said it best when discussing Boston's attitude towards B2C startups: We need to be more okay looking stupid. Creativity requires you to constantly take risks and pursue the new, the different, and the bold, but we get stuck in our ways trying to use old approaches repeatedly because the data suggests it. We need to lead more with intuition and put ourselves out there more, then course correct with data. Data is wonderful and essential but if you only did what the numbers suggest, you're stuck looking backward and not adjusting for the future — let alone taking any big, scary risks using your smarts and creativity.



TRELLIS: WHAT DO YOU FEEL IS THE MOST REWARDING ASPECT OF CREATING CONTENT?

Jay: I'll say two things. First, you put yourself in the shoes of an audience while you create it and are really giving something of yourself each time. (Two writers given the exact same assignment both come up with entirely unique results. Who you are and how you think matter.) And second, just by giving a damn and really caring — I mean agonizing over your work and pouring yourself into it, creatively — you stand out from all the noise and crappy content out there.

TRELLIS: AT TRELLIS, WE THINK THE LACK OF CONSISTENT CONTENT CREATION IS A MAJOR ISSUE MANY BUSINESSES FACE. IN YOUR OPINION, WHAT'S THE BIGGEST CHALLENGE BUSINESSES HAVE WITH CREATING QUALITY CONTENT?

Jay: Many companies have embraced the idea of **MARKETING** content that they've produced. Very few understand the nuts and bolts of creating content. I don't mean this ephemeral idea of creativity either. I mean how to produce content that both tells great stories or feels premium and quality **AND** achieves a business goal. Instead many are trying to "polish turds" and over-promote bad content.

They need a mentality shift. They need to play the long game which businesses can be woeful at doing. It's not enough to gain clicks — you need conversions which are generated when audiences take actions on your behalf. You trigger an action **AFTER** the click (when they move from just a pageview to, say, a lead). If the content they're spending time with is awful or fails to deliver on your sexy headline, why would they ever convert?

So this is less about ideals and more about ROI in my mind, but the ideals like quality and creativity lead to that return.

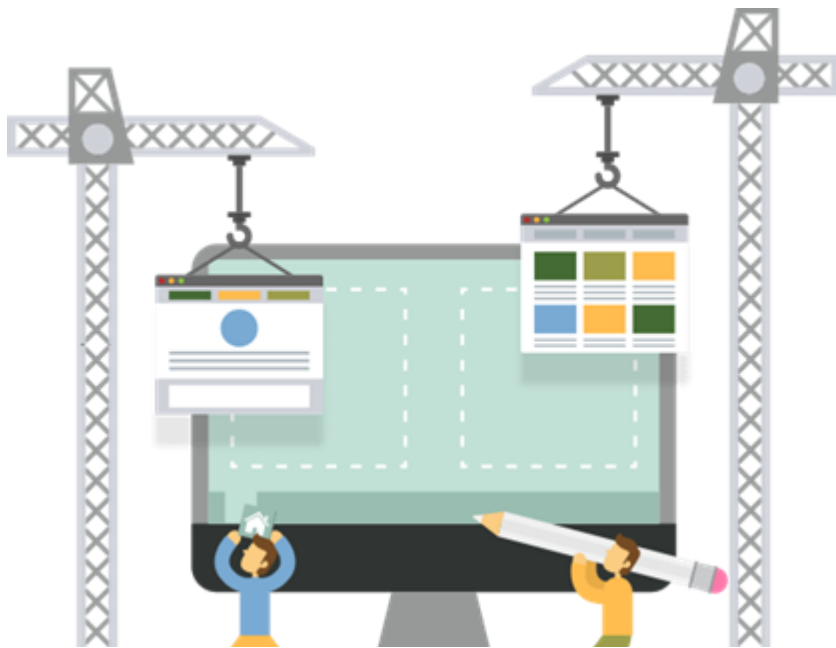
TRELLIS: WHAT ADVICE DO YOU HAVE FOR SOMEONE WHO DOESN'T KNOW WHAT TO WRITE ABOUT, OR WHERE TO START? WHAT INSPIRES YOU TO CREATE?

Jay: Keep it amazingly simple: what are your target buyers' biggest questions or problems? Solve or answer them with content. At the end of the day, your product or service and your content should all solve the same exact problems for your audience. Period.

Trellis: Thank you for your time Jay. You have superb advice, as always. Readers, thank you for checking this article out. If you want more help w/ your business, or just want to connect with a community of smart, cool and creative people, join us at Boston Content.



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Sola is an intelligent massager to provide a relaxing time

It goes without saying that life can get rather stressful after a particularly difficult day at the office – or even at home, so much so that you feel as though you need to get out of the house and enjoy a massage session. However, things do not always end up according to plan, and for all of the ladies out there, should the hubby end up being too tired to meet your amorous advances at the end of the day, perhaps it is time you fall back on a different kind of massager in the form of the Sola, where it has been dubbed to be the world's 1st intelligent 4-in-1 personal massager that has been designed by women – for women.



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Kelly Sumner has created a new innovative charging cable that also automatically backs up your smartphone every time you connect it to charge. Providing peace of mind and the knowledge that all your data is secure even if you haven't docked with your desktop or laptop computer.



The new MEEM Memory Cable is equipped with a USB port and Apple Lightning or MicroUSB connector and will automatically backup your data whether it is connected to a Power Adaptor, Car Charger, PC port or Power Bank.

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RUNTIMATE MAGNETIC RUNNING BELT SYSTEM



Runners looking for a convenient way to carry smartphones, keys, water or anything else whilst engaging in their chosen sport, may be interested in a new magnetic running belt and arm band which has been created called Runtimate.

Runtimate has been specifically designed to hold your workout equipment and gadgets conveniently in place around your waist or arm. Providing easy access to everything you might need whilst out running without the need to stop, check out the promotional video below to learn more about its design and inspiration.

The creators of Runtimate explain more :

Magnetically secure your workout gear to Runtimate Running Belts and Armbands and unlock it whenever you need it. It's that easy. Keys. Towels. Water. Phone. Our worst nightmares when we decided to go out for running. We tried everything, from waist packs to running backpacks: carrying and using comfortably that stuff was almost impossible. We looked for something better:

- Something with the capacity of a backpack in the space of a waist pack.
- Something so comfortable that you would forget it while running.
- Something designed to maximize usability.

Runtimate Belt and Armband represent our vision of the future of sport waist packs and backpacks. We thought magnets could save us from the bother of carrying running gear efficiently. After more than a year, we can proudly introduce a state-of-the-art invaluable device for your outdoor training.

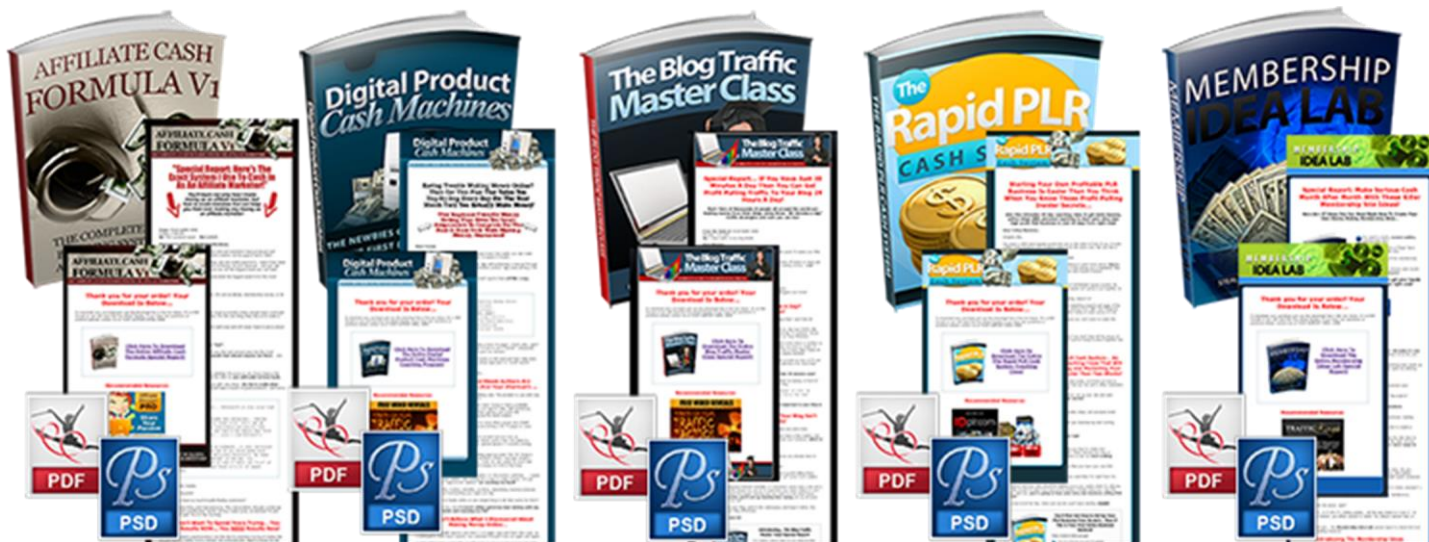
The Runtimate project is currently over on the Kickstarter crowd funding website looking to raise €65,000 in pledges to make the jump from concept to production. So if you think Runtimate is something your running could benefit from, visit the Kickstarter website now to make a pledge from €25 and help Runtimate become a reality.

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

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Also, You Can Sell The Emails You Create With Mailscriptx

People are taking huge advantage selling email scripts on sites like Fiverr, Freelancer, Upwork and many more, it's time for you to tap into the gold mine.

This ground breaking software creates high converting emails that get sales and results with one single click

It's the world's first email creator software that works for any niche!

Loaded with premier features that enable you to either sell your own products and services, and also sell email scripts to other people and charge a hefty fee for it!

See MailScriptX In **Action**



Did you know

USA leads the pack of nations with most Internet hubs. USA has 97 hubs, Brazil has 23 and France has 21 hubs.

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- Know how to **quickly and cost effectively** create the type of digital product you want

How to create a potential hot-selling eBook

- Know how to alter things like price, cover image and more in order to **optimize your sales**
- Understand **how to drive more traffic** to your landing page using SEO, PPC, e-mail marketing and social media
- Understand affiliate programs and tools like JVZoo, ClickBank and WSO Pro
- Know how to **build an army of affiliate marketers** who can drastically increase your sales and profits
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This is the ultimate guide to **How To Launch a Digital Product Business!** You'll discover all the steps, tools and resources to help you become a successful digital marketer!

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e-Commerce is growing like never before!

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

Dear Online or Offline Business Owner,

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

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

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

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

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

Look at astonishing stats:

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

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

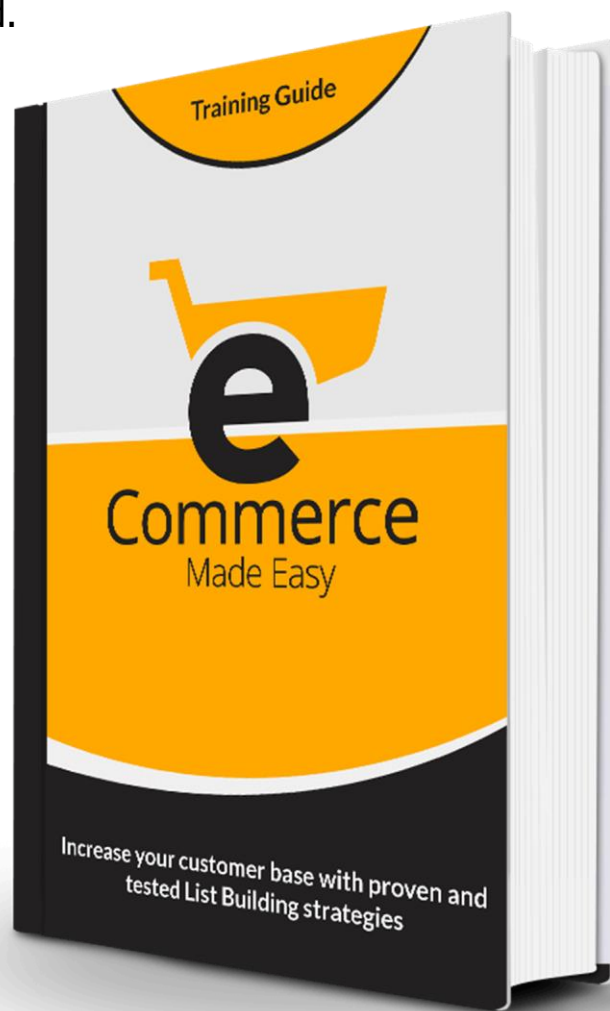
- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com

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

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

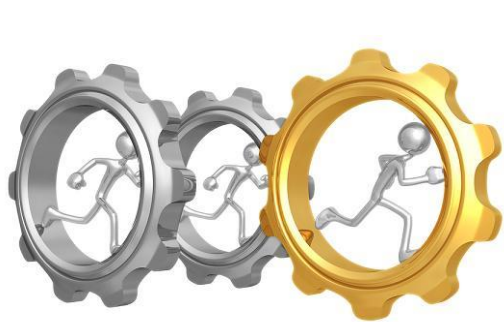
With over 85% of searches for products and services happening online, the growing relevance of eCommerce can't be taken for granted

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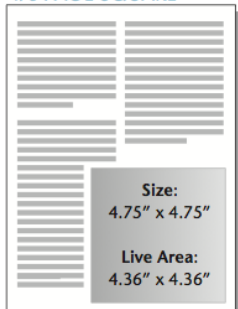


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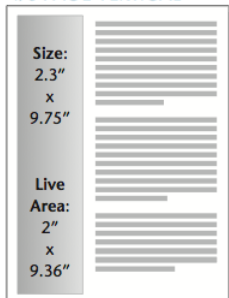
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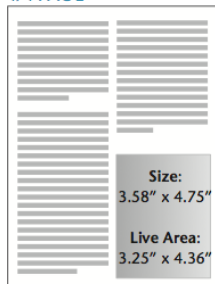
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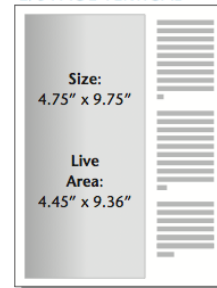
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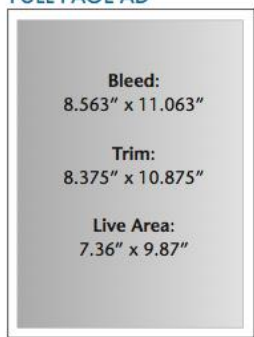
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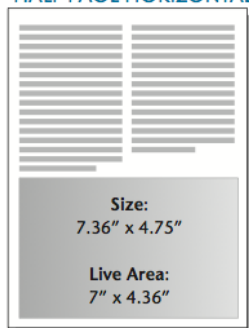
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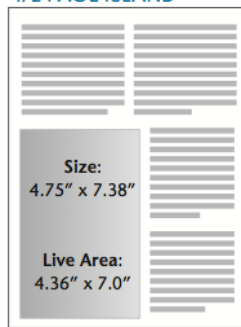
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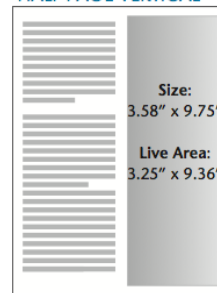
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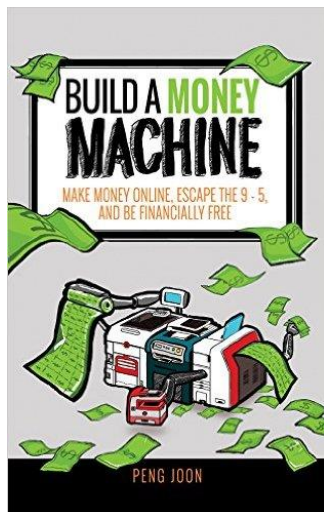


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By: Peng Joon

Build a Money Machine reveals a simple 5 step system used to build, grow and explode any business online. Each chapter is carefully constructed from the basics of starting out all the way to automating the entire business.

The book walks the reader through Peng Joon's journey from starting out in debt to becoming one of the top online vendors in the world.

Readers will learn how to find lucrative niches on the Internet, build and manage their websites without any technical skills, position themselves as an authority, get an unfair advantage to getting traffic and to living a life full of choices.

50 Great Ideas: Easy SEO for Business

By: Jodie Cook & Ben Cook



The 50 Great Ideas series brings you the best, tried and tested ideas and tactics for the major social media platforms.

Okay, SEO is not strictly social media, but social media has an increasingly important role to play. Search engine optimisation cannot be ignored by businesses in the 21st century and having a high-ranking site for relevant search terms can be of major benefit. Unfortunately, SEO can be confusing, challenging and costly if done incorrectly.

We've broken down this potential minefield into 50 actionable ideas that anyone can implement. We also reduce the 'black box' element of SEO by explaining exactly how and why each tactic works.

This book really is a must read for budding digital marketers who aren't familiar with on-page and link-building SEO tactics.



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Vital Touch

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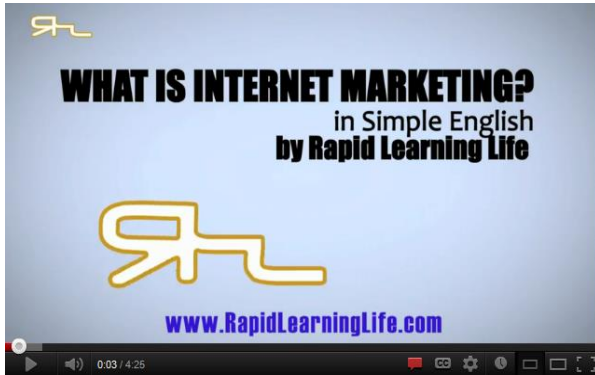
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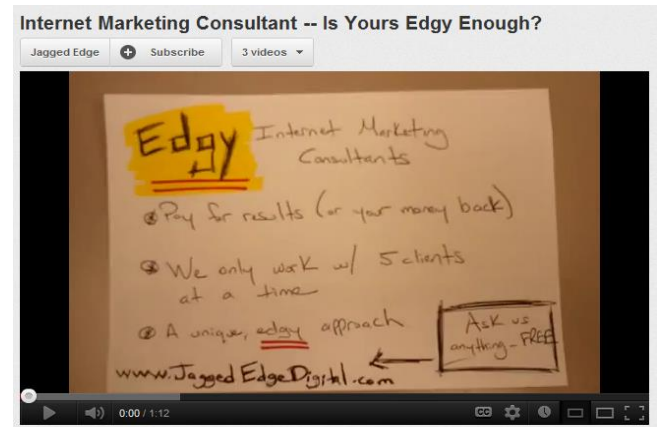
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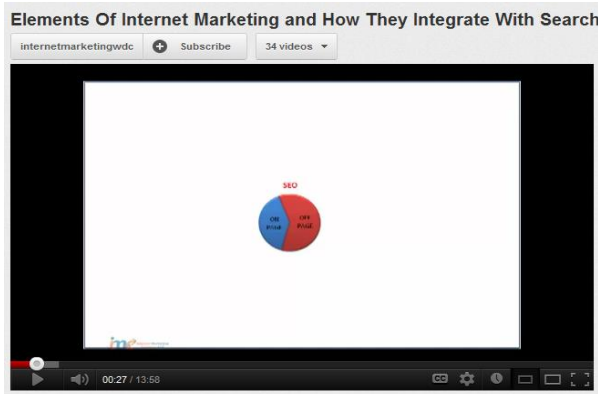
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UTILIZING THE BENEFITS OF DIGITAL MARKETING

By: Clint Harrington

Being able to interact freely with people is one best benefits of internet marketing. Feedback is usually in real time and comes in from varied sources.



Ever since the world has become internet savvy, *digital marketing* is seen as a blessing. As the format develops, the **benefits of internet marketing** are becoming clearer. The top five benefits to look out for are:

1. Reach New Markets - Traditional advertising and marketing suffers because of geographical location. It becomes restricted to a certain area and services people in that region. The *benefits of internet marketing* include an openness to touch markets all over the state, country, continent and even the world. Well-designed *digital campaigns* take advantage of this and are able to diversify into new markets with ease.

2. New Customers, New Experiences – A great *use of internet marketing* is to personalize the campaign seen by the potential customer. Two of the major strategies used are email and social media campaigns. A marketer can easily send out different versions of the same email and social media elements to the potential customers. They will see it as a new experience altogether, created as per their changing interests.

3. Improved Interaction – Being able to interact freely with people is one *best benefits of internet marketing*. Feedback is usually in real time and comes in from varied sources. Questions and dilemmas can be sorted out within minutes, as compared to days and weeks.

4. Bringing Down the Costs - As with most things digital, the cost that goes behind creating a campaign is significantly lower. For one, the media spends are lowered as money is not put into purchasing spots on television, radio and billboards.

There are fewer real world resources utilized, allowing *cost effective marketing*. In the case of sales and services, internet marketing creates a system where consumers and producers come in direct contact, reducing the cost of a middleman to store and display.

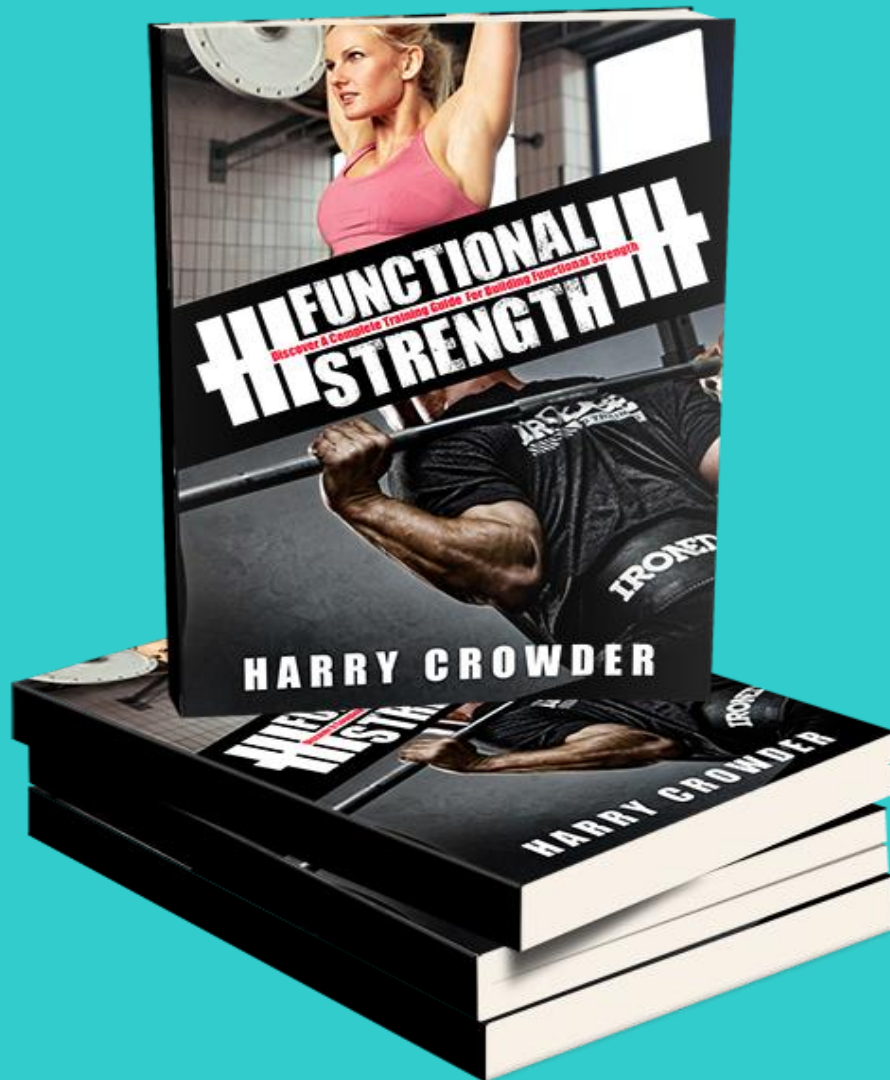
5. Laying the Road towards the Future - The *process of internet marketing* has a huge potential to mine data from customers. It is able to glean the ages, location and basic interests of people that have seen the marketing message. This allows digital marketing to craft better and focused campaigns with each new ideation cycle. Such are the *benefits of internet marketing*.

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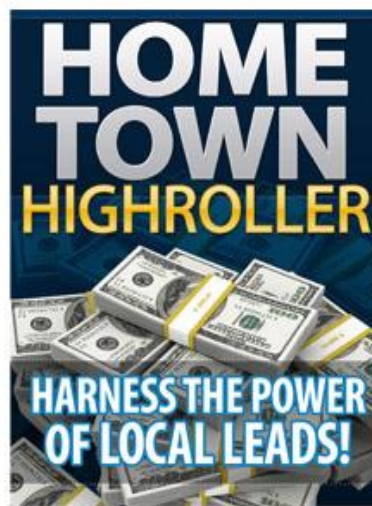


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SOCIAL MEDIA EXPERT INTERVIEW: SARAH WORSHAM

By: Kane Lodge

We [Sazbean Consulting] help organizations figure out how to use the web and social media in order to meet their business objectives. Websites, social media, search engines and other types of online marketing tactics can be powerful tools if organizations use them properly. We help them figure out how.

SARAH, TELL US A LITTLE ABOUT WHAT IT IS YOU DO?

Sarah is the CEO of Sazbean Consulting - a Michigan based web strategy company. They help companies & organizations grow online by creating digital strategies based on customized analysis and achievement of business goals.

Gone are the days of a cute ad or catchy jingle. Customers want to know what's in it for them, and that goes beyond just advertising to them.

Tell us about the journey you undertook to get you where you are now? Where did you start?!

Well, I started programming on the web in college (where I got a computer engineering degree). After college I worked on large e-commerce sites like Eddie Bauer and 1-800-flowers. Then I went off on my own for awhile creating websites for small businesses. I wanted to get more experience on higher-end technology, so worked at a B2B media company managing all their websites (over 100), as well as their online strategy. Late 2008, I wanted to go back to my own business and also take the opportunity to get my MBA from the University of Michigan, so I left to focus on Sazbean Consulting.

How important would you say having a social media presence is for businesses these days?

This actually depends on the type of business you have, but almost all businesses should at least have a website that's useful to their potential customers, which usually means more than just being a sales brochure. Also, social media can mean a lot of different things, from participating on discussion boards, to contributing to online publications, to more mainstream social media like Facebook and Twitter. What types of social media are important to a particular business will depend on where their potential customers are online. But yes, using various tools, either online or off, to build relationships is key to any organization.

What three bits of advice would you give a business that is taking their first steps into the world of social media?

The most important thing in social media is to really understand the need and wants of your customers. Gone are the days of a cute ad or catchy jingle. Customers want to know what's in it for them, and that goes beyond just advertising to them. The best thing to do when getting started with social media is just to listen. Do some searches, check out industry associations and publications and find out where your customers are online. Then, just listen to what they're saying. You'll find out a lot about what concerns them, what they want and need. And then you can look at ways to fulfill those needs with your products and content. The great thing about social media is that gives you access to information you used to have to pay big bucks for in a market research study. Doing a good job of listening on social media can really impact your business by providing value to your customers in both your products and your content.

What do you think the future holds for social media?

It's not really the future, but mobile is going to continue to affect online marketing. People will be connecting to your online presences and content from a variety of devices, which means serving those devices, as well as the different types of needs people have when using different devices. For example, when you look up a business from your mobile phone, you're probably most interested in the phone number or address (or maybe the menu if it's a restaurant). When you're at your computer, you have a bigger screen, and so are more likely to browse for more in-depth information. How businesses are able to serve different need at different times is going to be a big driver with their use of social media, at least in the near future.



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A BEGINNER'S GUIDE TO INTERNET MARKETING

By: Justin Matthews

Today the internet is aggressively used by every business organization in order to create a market and to garner consumers for the products and services they provide. The dynamics of Internet Marketing has effectively changed over the years due to increased usage of varied social media websites and internet in general by consumers.

A business organization has to ensure that they use Internet Marketing to the best possible extent as it yields results and garners consumer's attention towards the organization's products and services alike. The following steps can be termed as a beginner's guide to Internet Marketing.

1. Planning a Marketing Strategy

An organization is required to plan a marketing strategy that incorporates the consumer's they wish to target, the light in which they want to show their products and so on and so forth. The marketing strategy must be planned around important factors in order to optimize the results.

2. Acquiring Website Traffic

Website traffic can be simply defined as views by the consumer. The number of views or traffic a blog page or a website generates is important. There are varied ways through which this can be possible one of which can be Click On Ads.

Social Media is an important part of every consumer, and the business organization should make the best use of social media as possible.

3. Making Best Use of Social Media

The business organizations can connect with n numbers of consumers by effectively and efficiently connecting with them through various platforms of Social Media. Social Media is an important part of every consumer, and the business organization should make the best use of social media as possible.

4. Improving the Mobile Version of Website

This is an important step that must be followed by every business organization. Mobile phones are the new personalized personal computer and varied consumers prefer browsing the internet on their mobile phones and hence the mobile version of the organization's website must be made compatible and improvised.

5. Search Engine

Search Engine is the most powerful source through which the consumer and business organizations can connect. In order to use Search Engines effectively, the organization has to ensure that their website is the best possible website for that concerned product or service.

These are the simple steps that an organization can adopt in order to get started and have an edge in Internet Marketing over its competitors.

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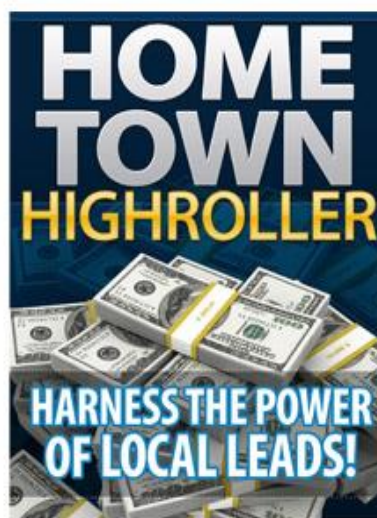
“

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Velma Powers used to be a real estate broker, but she discovered her love for writing and Internet marketing in 2011. She now works for a big digital marketing company in San Francisco.



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Gertrude Curtis has been a digital marketer since 2006. She knows the ins and outs of Google and she has helped so many clients gain more clients through online visibility.



Clint Harrington

Clint Harrington has been an Internet marketer for 12 years. He has traveled many parts of the world to share some tips and techniques.



UNDERSTANDING ONLINE MARKETING- QUICK TIPS



By: Gertrude Curtis

Inbound marketing is about impressing your audience by giving them something of value. Blogs, vlogs, videos, podcasts, newsletters, e-books- these and many other similar mediums are used to establish a transactional relationship between you and your target audience.

So you are considering marketing your business online. But you aren't sure how to start. Let me tell you then that online marketing is vast. There are many facets to consider, many things to know. But in the beginning, all you require is a rough connection between all these elements so that you can see a picture and understand what you are about to do.

What Is An Online Marketing Campaign

A campaign is when you decide on an objective, say gather 100 subscribers, and work toward achieving it with the help of resources in a predetermined frame of time. One business can have many campaigns running parallelly.

A campaign has a target audience, tasks, budget and strategies to get from A to B. It can be led by a team or an individual, depending on the size.

Inbound Marketing- Why It Works

Inbound marketing is about impressing your audience by giving them something of value. Blogs, vlogs, videos, podcasts, newsletters, e-books- these and many other similar mediums are used to establish a transactional relationship between you and your target audience.

You offer them valuable, engaging or enjoyable information. Your audience, in return, gives you their time, attention and possibly business.

What Makes an Online Marketing Campaign A Good Choice

Many things, to be real. Marketing with the help of online means provides you with options to reach people across the globe with a few well-timed clicks.

It Fits Your Budget

It is also a viable option for people with differing natures of a budget. You can have a \$8 campaign, a \$20 campaign or a \$50 million campaign. The success of the campaign depends on an idea and how you can fit that idea into your budget.

It's Optimizable and It Yield Fast Results

With online marketing, you get quick results. You get to observe how your campaign is performing. You get tons of data, and you can analyze it to improve your procedure, making it easier to spot flaws and correct them.

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Check out which veggies boost female metabolism and burn stomach fat



1 Tip for a Tiny Belly

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

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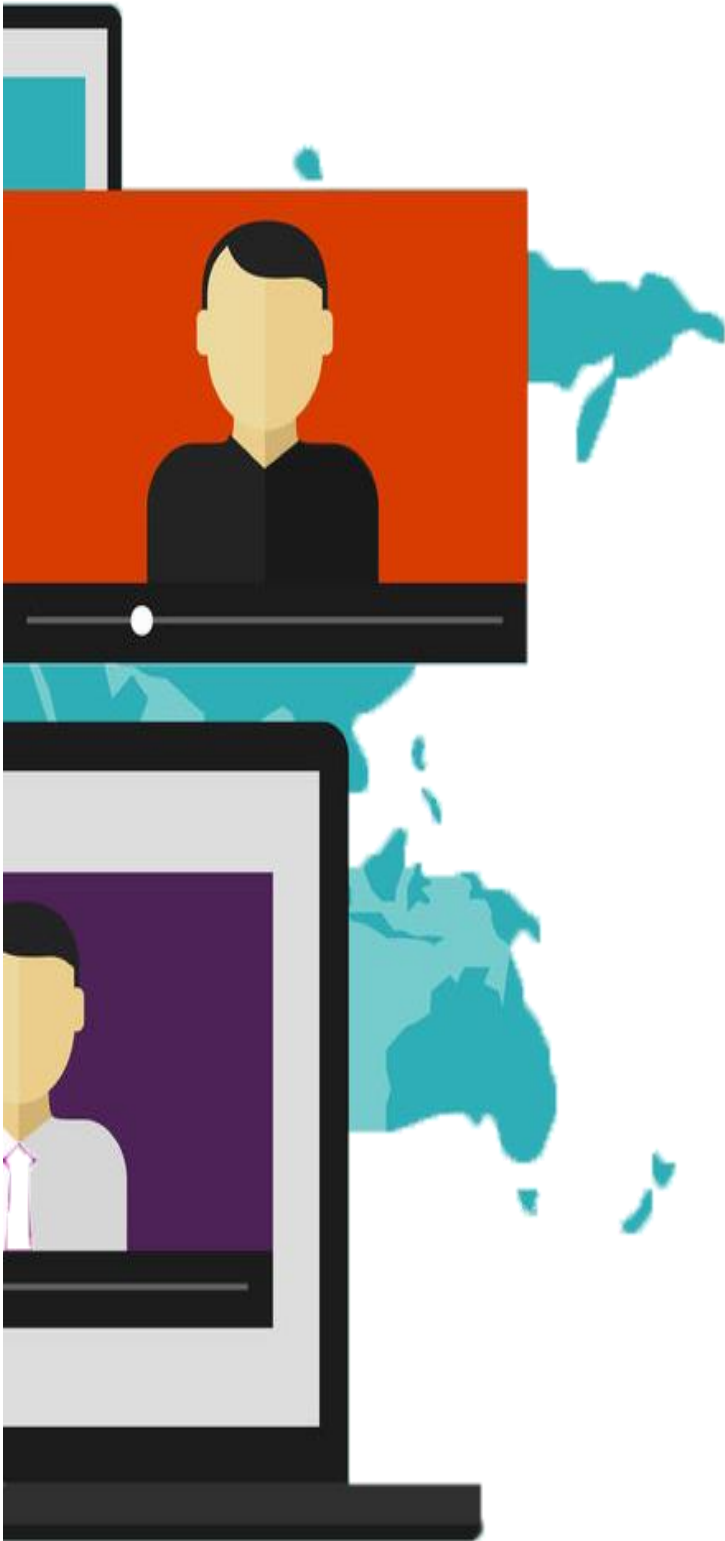
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This Month's Marketing CLINIC

WEBINARS

The Easy Way to
Connect with a
Worldwide Audience!





One of the biggest problems any online business owner has is how to connect effectively with an audience that is located around the world. The simple answer to that is to start using Webinars or Google Hangouts for your business.

Webinars provide any business owner with some great advantages:

1. You can get your business in front of more people at any one time.
2. Webinars can be recorded and viewed multiple times.
3. You can email your webinar links to your list.
4. Webinars help to reduce the span of time zone gaps.
5. Webinars can be recorded at any time.
6. You don't necessarily have to have a live audience for your webinar.
7. Guests must register to join your webinar and this helps create a targeted list.



Webinars also help reduce the time and need of having to travel to different locations for business meetings and conferences. You don't even have to negotiate busy traffic to connect with a satellite office. Instead you can fire up your webinar software and hold a quick meeting.

Another great use for webinars is when it comes to hiring and training your staff members.

Today hiring virtual workers is a popular trend. Many of these workers will reside in a different location and time zone from you. You can easily create training videos inside your webinar software for them to use.

While you may prefer to train while they are in attendance. You can record the session so that they can refer to it as needed. This reduces the time they have to wait to get any questions answered.

As you can see there are many uses of webinars, not just as a replacement for the traditional slide show presentation. Webinar software provides you with access to a private room. This is perfect for anyone who offers any type of coaching or consultation service. All activity is private and does not even have to be recorded. This also allows coaches to provide services to people who live outside their local area. It is not unusual for a coach to have clients in Australia or Europe, with them being based in the United States.

Webinars are a great way for any business owner to expand their market reach and target new customers and clients. The ability to record webinars means that your audience has repeated access to it whenever the need arises.

Haven't started using webinars yet?

Maybe now you can see how powerful their reach can be.



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

By: Mat Beeche



Melbourne-based Daily Jocks is the perfect example of how using content based marketing to build an audience can end up creating a highly scalable and financially successful internet business. Founded nine years ago in 2009 by Nicholas Egonidis, Daily Jocks was launched as a blog showcasing men and men's underwear and was monetized via advertising. Three years ago, Egonidis decided to pivot the company and become an online retailer selling the very products he has been showcasing.

The result a sports-inspired menswear ecommerce business that sells underwear, swimwear and sportswear. Daily Jocks also has a unique value proposition that sets it apart from other competitors in the space: a subscription service called the Underwear Club.

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

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

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



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

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

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

Egonidis says the key to Daily Jocks’ growth has been the focus he has placed on building the company’s mailing list. This has become an important tool allowing Egonidis to drive traffic to the site to get subscribers to purchase products.

According to Daily Jocks’ data, once customers have placed their order and receive their purchase, there’s a high a conversion rate to them becoming monthly subscribers to Underwear Club. It’s also worth noting that Egonidis does not spend money on running Google Advertising or SEO; a majority of customers are driven to the site via Daily Jocks’ Facebook community and EDMs.

DAILY JOCKS

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

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

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

The Underwear Club boasted over 6,000 paying members just after its startup and is still growing. The biggest challenge around this, according to Egonidis, is trying to find the units of stock to fulfil all those orders.

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

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

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

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

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

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

Online Marketing Trends- where only CHANGE is Constant

By: Jordan Cook

Internet has made a lot of changes in this world and has also resulted in the change of marketing. Old techniques have become antiquated as newer techniques to reach a wider range of people while using the internet has become the new talk of town. There are a lot of trends that have developed or are developing that have helped marketing increase its folds.

Content Marketing- customizing your own content has gained a lot of importance. As marketers have started to post personal content that has been developed for the sole purpose of their product or brand, consumers have started to get more involved. Creating personal content helps to strike a chord with the customers that contents that were copied or gained from an external source could not do. Blogs have become very common and is the driving source of online marketing.

The lesser, the better- being simplistic is better than going in-depth. Customers prefer a direct answer to all their questions. Beating around the bush should be kept out of the field as it makes the customers take another road. If you want to attract more and more customers, you need to provide clean and uncluttered content to them that helps them understand what you have to offer in a better way.

Search Engine Optimization-

Gaining a high ranking on search engines is what every website is aiming for and rightly so. The first link that opens up on Google is the page that everyone visits. Therefore, every website and webpage want to be the first few links on search engines such as Yahoo, Bing or Google. There is a system for ranking and it should be followed to gain a higher place in the ranking system.

The only thing that will remain constant with online marketing is change and we need to keep updating ourselves with this knowledge to stay ahead in the race.



Creating personal content helps to strike a chord with the customers that contents that were copied or gained from an external source could not do. Blogs have become very common and is the driving source of online marketing.

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