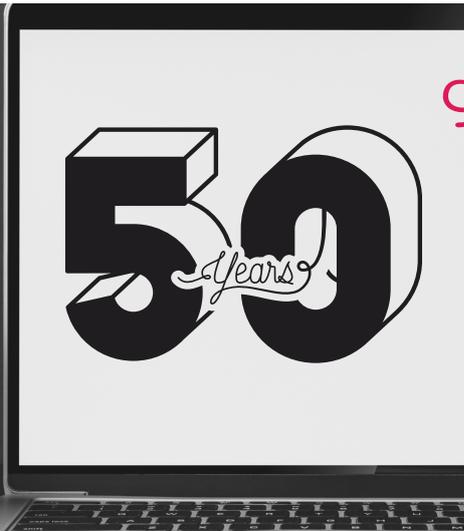


HELLO | APRIL 2021

MARKETING UPDATE



Internet Marketing News, Tips and Resources from the Internet Business School with the UK's most up to date Internet Marketing Training Company



OVERVIEW:

- Marketing Updates
- Vimeo vs Youtube
- Are You Free in Saturday?
- Book of the Month
- How to Get 200% Increase in Opt Ins

Are you looking to create extra income online in 2021?

Head over to our website to get your own personalised 6 page report to discover which Internet Business is right for you. [Click here](#)

News from Simon Coulson

Hey there!

My team seem to have had fun with this month's newsletter! It is true though I turn 50 this month.

I had to postpone my party but looking forward to it later in the year.

Last month we ran our Internet Marketing diploma for over 100 delegates and had some great feedback. If you'd like to get onto the next one do email the office at internetbusinessschooloffice@gmail.com.

Looking forward to the end of lockdown, see you in May!

Stay safe.



Simon

Marketing updates!

“Hi! If you have any questions, I’m here to help.”

Sound familiar? Chatbots, is a form of artificial intelligence (AI) used in messaging apps. This tool helps add convenience for customers—they are automated programs that interact with customers like a human would and cost little to nothing to engage with.

When Facebook opened up its developer platform and demonstrated the possibility of chatbots to the world through its Messenger app, the adoption of chatbots accelerated in 2016. Google also quickly joined the game through Google Assistant. Since then, there have been a large number of chatbot applications built on websites, applications, social media, customer support, and many other examples.

Find out more [here](#).



PREPARING FOR A COOKIE-FREE FUTURE

In 2020 Google announced it will join Apple and Mozilla in phasing out third-party cookies in its web browser by 2022.

This means that third-party cookies – which have driven the online advertising economy for the past two decades – will soon be consigned to internet history. In, next month's newsletter we will be sharing more about the implications for marketers.



How to Add Original Artistic Images to Your Site for Free

Use the Google Arts and Culture app to turn your photos into works of art. A new feature called, “Art Transfer” that lets you apply various art styles to your own photos has been added to the app

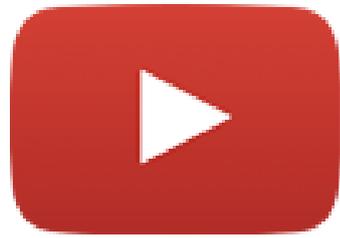
To use the Art Transfer feature:

- Open the Google Arts and Culture app .
- Tap the Camera icon in the bottom-center.
- Click Art Transfer.
- Either take a new photo or choose one from your current photos.
- Choose an art style to apply to your photo.

For example, that landscape photo you took could become a bold, swirling Vincent van Gogh-like painting

Find out more [here](#)

VIMEO VS. YOUTUBE – WHAT’S THE DIFFERENCE?



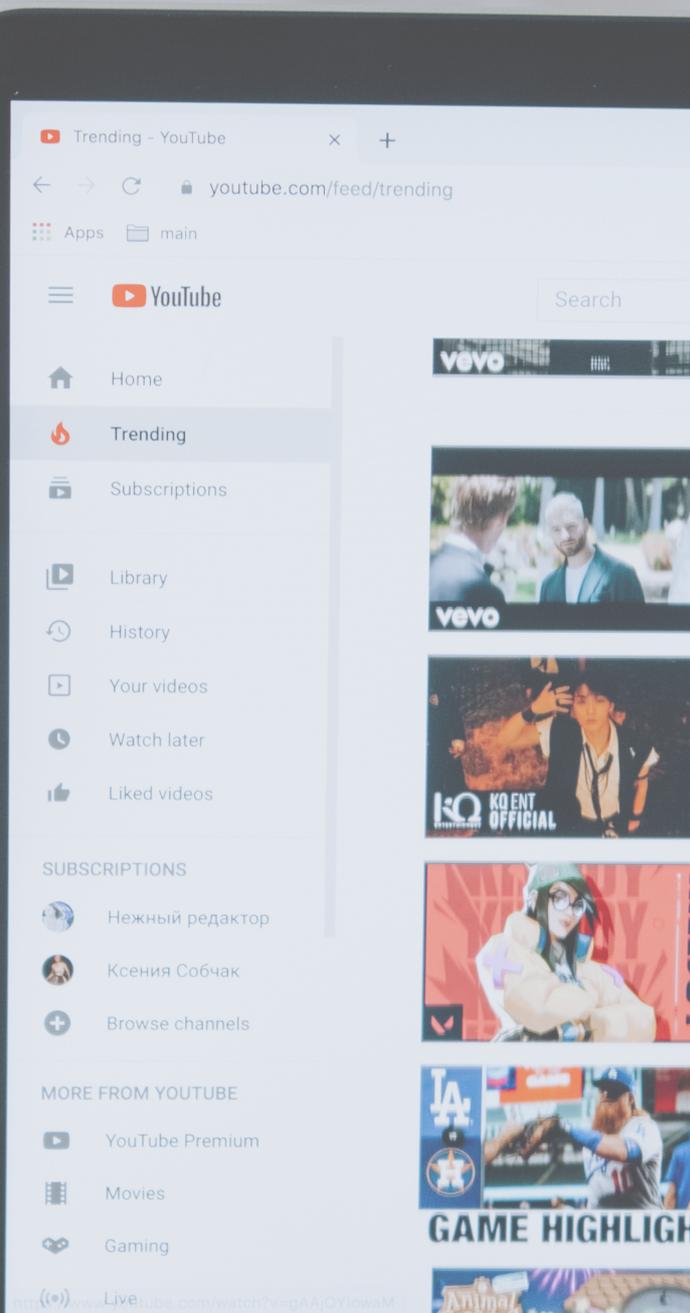
YouTube



vimeo

Vimeo is YouTube’s closest competitor, but it’s not a YouTube clone. Because there are very real differences between the two, you might find that Vimeo is sometimes the better choice for your videos.

- **Prestige** – When someone says, “YouTube video,” what do you think of? And when someone else says, “Vimeo video,” what do you think of now? Anything and everything is on YouTube. There are no quality filters to speak of which is why anything and everything is uploaded there, including junk. But Vimeo is strict about what it allows to be posted. This is good and bad for you. While you can’t post just anything on Vimeo, what you can post will automatically be considered higher quality and more prestigious than if you posted it on YouTube.
- **Staff Pick Potential** – Vimeo loves high-quality and one of the ways they show it is to select certain videos to receive the Staff Pick badge of honor. Entire video careers have been launched after being discovered by curators on Vimeo.
- **Technical Quality** – YouTube processes 500 hours of footage every single minute. Is it any wonder why they have to prioritize compression speed over compression quality? But because Vimeo has stricter guidelines for acceptable videos, its processing load is far lighter which means the quality is far better. Try uploading the same video to both YouTube and Vimeo at the same resolution, and then see which version looks better.
- **Better Audiences** – because Vimeo is picky about what can be uploaded to their site, it attracts a more sophisticated and engaged audience than YouTube. Youtubers are notorious for short attention spans, whereas Vimeo viewers will watch entire films of slower, more thoughtful content. Even the comments are better on Vimeo, with more mature, insightful thoughts being left for the video creator.



- **Features** – Vimeo has some practical advantages over YouTube as well. For example: Replace video but keep URL: If you update a video on YouTube, you lose all of your likes, comments and stats. But on Vimeo, you can upload a new video while keeping the same URL, the same comments, stats and likes, and without breaking any embeds on third-party sites. Passwords – Vimeo lets you set passwords on any video, so that only people with the password can view it. YouTube does not have this feature.
- **Membership videos** – You can set which domain(s) are allowed to embed your videos on a per video basis. This way you can hide your videos from the public and only allow access on a particular site, such as a membership site.
- **Branding the web player** – Embedded Youtube videos always look the same and they always end with a myriad of suggestions you did not choose. But Vimeo lets you alter the appearance of the web player with your own logo and branding, making it look fantastic on your website.
- **Pay-per-view** – with Vimeo on Demand, viewers pay to watch your videos. You keep 90% of the revenue and there are no ads.
- **You pay for no ads** – While YouTube is funded by ads, Vimeo has several video plans to choose from, starting at free and going up to \$75 a month. Between YouTube and Vimeo, which is the right choice for you? That depends on your goals. If you want to crank out videos quickly to reach as many people as possible, YouTube is likely your choice. If you want to embed to a membership site, charge for quality content, restrict who sees your videos or focus on short films, documentaries and interviews, then Vimeo might be your answer. With YouTube you can get more views, and with Vimeo you can get more engagement. You decide which one works for you, or better still, use both as needed.

10AM SATURDAY SCHOOL

FREE ON SATURDAY?

FREE EXPERT ADVICE EVERY WEEK

Each Saturday at 10am GMT we will bring you complimentary training sessions named "Saturday School" from a wide variety of industry experts to deliver you content that could fill that gap and get you to where you want to be.

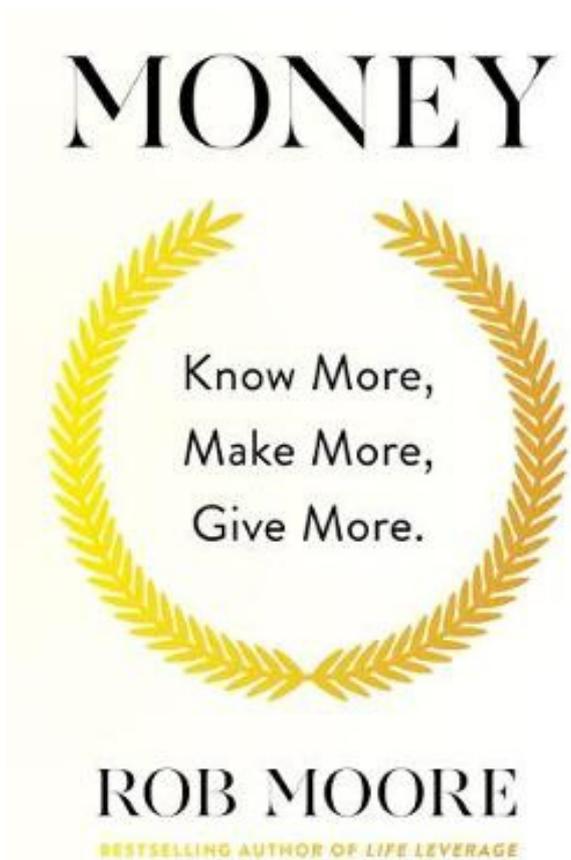
What's the reason for this you may ask?

I know that knowledge is very powerful and it sometimes only takes one small piece of information or content to kick start someone's journey.

In addition to this I know first hand that often the fees charged to get access to Industry Experts can be unattainable, therefore we have decided to make Saturday School **complimentary** for all our **Subscribers** and the sessions will always be content rich!

If you are yet to Register for Saturday School [CLICK HERE](#)

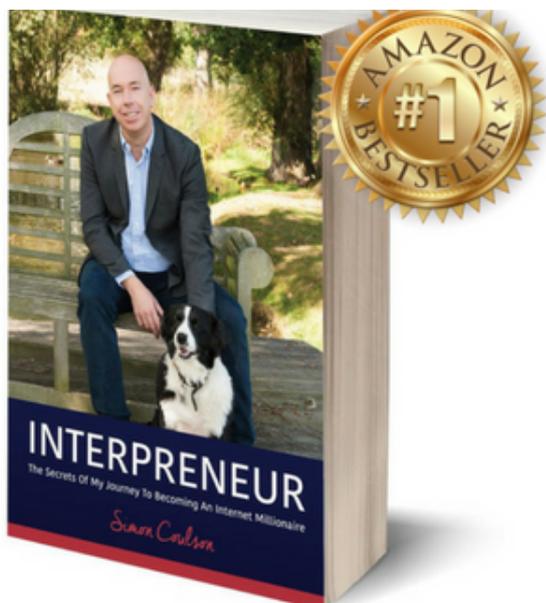




INTERPRENEUR BY SIMON COULSON

The Secrets of Simon's Journey to becoming an Internet Millionaire: The Secrets of my Journey to becoming an Internet Millionaire

Have you read it yet? Get your free copy [here](#)?



MONEY: KNOW MORE, MAKE MORE, GIVE MORE: LEARN HOW TO MAKE MORE MONEY AND TRANSFORM YOUR LIFE

BY ROB MOORE

LEARN HOW TO MAKE MORE MONEY AND TRASFROM YOUR LIFE...Do you want to get to the stage - soon - where you are truly financially independent, able to use your money in the way you'd like, and be completely confident in your ability to take care of yourself and your family?

That is a universal desire, but many of us regard wealth and financial independence as a goal which we'll likely never achieve - there are just too many bills that need paying and there is a widespread belief that the money game is rigged. Even people who win the lottery or inherit money often seem to wind up losing it. The evidence suggests you can't win a game that you don't understand - even if you start out winning - because you never understood the game in the first place.

So how can you win with money? How can you create independent wealth and hold on to it? This inspiring book by self-made multi-millionaire Rob Moore explains the rules of the game, shares simple tricks for managing money better, details how to create a plan for an ambitious future, and shows you the very best way to become a millionaire - to think and behave like one!

Buy it [here](#)

HOW TO GET A 200% INCREASE IN OPT-INS

Here's how a simple change to your opt-in page can give you a 200% increase in your conversions.

Or rather...

The BIG mistake you're making right now that's costing you a TON of opt-ins every single day.

This won't apply in all situations but when it does, it's amazing what a difference this can make.

Let's say your affiliate is sending out your promotion to their list.

Your email, which you've written for your affiliate, gives all the reasons why they should opt into your list to get the special offer – or whatever it is that you want the reader to do.

You craft a brilliant email that gets them excited and ready to hand you their email address. They click the link, and what do they find?

A great big headline with a bunch of bullet points and copy, telling them why they need to hand over their email address.

Think about this...

In the first step, you SOLD them on joining your list.

They. Are. Ready. To. Join. Now.

Then they click the link and they are confronted with another sales pitch on why they should join your list.

You already sold them once. They were ready to join. But now instead of letting them join, you are trying to sell them a second time.

All it takes is ONE objection to this new sales copy and you've lost them.

In sales, they call this overselling. Once the customer gives you a buying signal, you STOP SELLING and you let them BUY.

In every case where you are selling them on taking the action BEFORE they get to your optin page, change the opt-in page to a very simple black and white form. At the top of the form is what they are signing up for, such as a workshop, webinar, etc.

For example, it might say, "Traffic Multiplier Workshop." In this case, you would give the time and date: Tuesday, May 12th, 6pm EST. Then there's a field for their name, a field for their email address, and a button that says, "Register for the event."
It's that simple.

This works especially well if you're using solo ads and you're paying by the click. Send them a long email that does an excellent job of prequalifying them, and then send them to a super simple sign up page. Your solo ad click conversions can go from 20% to 50% or 60% with this one change.

Just give them all the info they need within the solo ad itself, and then send them to as plain and boring of a page as possible, so they have nothing stopping them from doing what they intended to do – sign up.

SUCCESS STORIES

Our Students Reviews

will you be next?



Paul

9 reviews GB



17 Mar 2021

Best 3 days training ever

I attended the 3-day masterclass and I would strongly recommend it to anyone starting an on-line business and those who already have one. The presenters were knowledgeable and answered all the questions.

I am in my late sixties and am living proof that you can teach an old dog new tricks, so please don't ever think you are too old. All you need is an open-mind, a can-do attitude and of course, an internet connection.

I will be launching a new (for me) Digital Marketing business and have already found some friendly fire to practice on.

Thanks to all for a great weekend and motivation to act

Useful Share



Head to our website for more details

www.internetbusinessschool.co.uk



THE
Internet Business
SCHOOL



Cyanne

5 reviews GB



4 days ago

Incredible content delivered with integrity

I have listened to a few free webinars provided by the Internet Business School. I was so impressed with the depth of knowledge and integrity that I finally paid for something: the 3 day Internet marketing course. What an amazing 3 days; the content was so interesting; well planned with interactive exercises, Q&A, a range of experts and even music. Incredibly, an overview of coverage was provided - invaluable for learning. I learnt so much and my confidence soared. Before this course I didn't know where to start in the seemingly complex area of internet marketing. I'll be back for more and have made a start already. Thank you for getting to me straight away too.





6 TIPS TO MAKE ZOOM MEETINGS BETTER

Zoom gives you the capability to hold face-to-face meetings, show what's on your screen to everyone else on the call, pass control from one person to another and record the call as a video.

Do you know some ways to control and improve Zoom meetings and other online gatherings?

Check out these expert tips to avoid embarrassment and boost productivity

Find out more [here](#).

8 REASONS TO ADD PODCASTING TO YOUR MARKETING STRATEGY

When you want to connect with customers in a more personalized way, voice can make the audience hear the emotion behind your words. Podcasting can be a key tool in a company's digital marketing strategy. If your customer is there, then you must be there.

We're going to look into why podcast marketing should be a part of your content strategy and try to learn from some successful examples.

Find out more [here](#).

Email Marketing: Doing THIS Reduces Reply Rates by 40%

According to SalesLoft, explicitly referencing Coronavirus or COVID19 in the subject line of an email creates a 40% reduction in reply rates. Their suggestion: Be human, don't lead with Coronavirus, acknowledge the situation and then get to the point. Secondly, things are changing fast. What worked last month might not work this month, so continually be testing and adapt your approach as necessary.

Find out more [here](#)

My 4 Favourite Reverse Image Search Apps

Have you ever needed to identify a picture or an item? These apps let you upload an image to search instead of entering text.

- CamFind – take a picture, upload the image and CamFind identifies the object.
 - Google Lens – Google's visual search engine analyses the image and gives you a link to the Google image search page in the results.
 - Photo Sherlock – upload the image, optionally crop the image to focus on the main element, then let the app fetch your results.
 - TinEye – this is an online tool, so you'll need to download a dedicated app. Search an image by URL or by sharing a file. You can sort the results by best match, most changed, biggest image, newest or oldest.
-

THAT'S ALL FOR THIS MONTH FOLKS

SEE YOU IN MAY!
STAY SAFE!



"Grow your business faster and easier with my help, than you would going it alone. Check out our latest courses and offers"

Simon Coulson

INTERNET BUSINESS SCHOOL AS FEATURED

