

HELLO | JULY 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



News from Simon Coulson

Hey there!

You always know Summer has arrived when Wimbledon starts, not one to sit back, I decided to take up tennis recently, so if you have any tips do send them my way. I think my backhand needs some work ;)

Plenty happening on the songwriting front, if you'd like to listen to my latest tracks, make sure you check me out on Spotify, the link is in the newsletter, alongside lots of other important internet marketing news.

Hope you take away some valuable insights and I'll see you in August!

Simon



OVERVIEW:

- Marketing Updates
- Microsoft Announces Unified Campaign Pilot Including Google, Facebook, Instagram & More
- 1 Sneaky Way to Get Lots of Reviews
- Are You Free on Saturday?
- Book of the Month
- Have you heard this?!
- Are guarantees lowering your sales?

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](#)

Microsoft Announces Unified Campaign Pilot Including Google, Facebook, Instagram & More

Users can manage multi-channel paid campaigns and organic social all from Microsoft's new tool.

Last month at Microsoft Advertising Elevate, Microsoft teased a soon-to-be-released hub that would enable advertisers to set up multi-channel campaigns, including the ability to launch and manage paid social campaigns. The hub would also allow advertisers to manage organic social.

Today, Microsoft Ads has announced the pilot launch of this functionality, which they are calling Unified Campaigns.

Find out more [here](#).



The CMO's Guide to Quora Ads In Less Than 5 Minutes

Quora has more than 300 million monthly active users. It allows people to ask questions and get answers from other Quora users, many of which are professionals or otherwise experienced in the subject matter.

Bruce Clay has published 'The CMO's Guide to Quora Ads in Less Than 5 Minutes' to help you set-up and make most from the Quora ads.

Find out more [here](#).



TikTok Just Added New Bulk Comment Deletion and Reporting Tools To Combat Bullying

From TikTok: "People put their hearts and souls into creating and entertaining on TikTok, and we recognize how discouraging it can feel to receive unkind comments on videos. So we're introducing the ability to delete multiple comments at once or report them for potentially violating our Community Guidelines. Accounts that post bullying or other negative comments can now be blocked in bulk, too. We hope this update helps creators feel more empowered over their experience on TikTok."

Find out more [here](#).



1 SNEAKY WAY TO GET LOTS OF REVIEWS

To get lots of reviews you're first going to need a place where people can leave their reviews. For example, if you sell on Amazon then Amazon is the place to capture your reviews. If you have a review system on your website, then that's where you'll be sending people.

Here's how it works:

You send your product to your customer, whether that means shipping it to them or sending them to your download page.

In your product where it cannot be missed, you enclose a card or page that says something like:

How Would You Like a ___ 100% FREE with FREE Shipping?

Visit www.GetFreeProduct.yoursite.com

Fill out the form, choose a product and we'll ship it to you 100% FREE.

No Shipping Charges!

No Hidden Fees!

No Credit Card Required!

Naturally if you're delivering products electronically, you will alter the language on this.

You can either specify what product you will send or you can let them choose.

When they go to your site, there will be a simple form asking what they purchased from you, what they want to receive for free, their address and the invoice number (if applicable).

Once they fill this out they are feeling HAPPY because they are about to receive a free product, and who doesn't love FREE?

This exact moment is the PERFECT time to ask for feedback (a review) on the product they already have.

Simply take them to the next page where they are asked for feedback on the product they purchased.

Naturally, many of your customers will want to reciprocate your goodwill and leave a review.

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](#)





THE 1-PAGE MARKETING PLAN: GET NEW CUSTOMERS, MAKE MORE MONEY, AND STAND OUT FROM THE CROWD

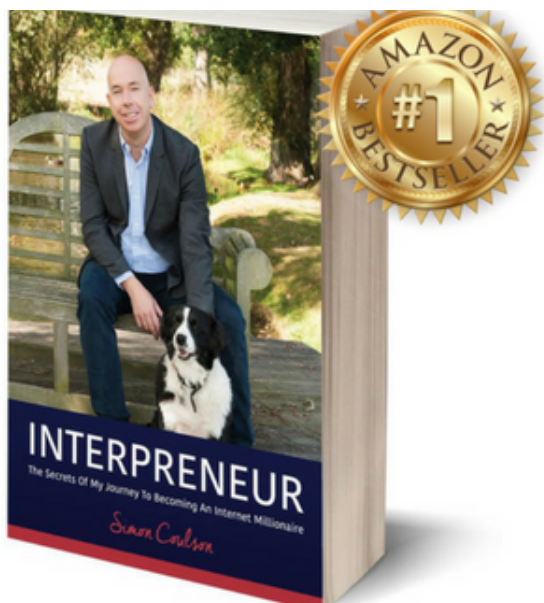
BY ALLAN DIB

TO BUILD A SUCCESSFUL BUSINESS, YOU NEED TO STOP DOING RANDOM ACTS OF MARKETING AND START FOLLOWING A RELIABLE PLAN FOR RAPID BUSINESS GROWTH. TRADITIONALLY, CREATING A MARKETING PLAN HAS BEEN A DIFFICULT AND TIME-CONSUMING PROCESS, WHICH IS WHY IT OFTEN DOESN'T GET DONE.

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](#)?



In The 1-Page Marketing Plan, serial entrepreneur and rebellious marketer Allan Dib reveals a marketing implementation breakthrough that makes creating a marketing plan simple and fast. It's literally a single page, divided up into nine squares. With it, you'll be able to map out your own sophisticated marketing plan and go from zero to marketing hero.

Whether you're just starting out or are an experienced entrepreneur, The 1-Page Marketing Plan is the easiest and fastest way to create a marketing plan that will propel your business growth.

Buy it [here](#)

SIIMON

HAVE YOU
LISTENED
YET?



LISTEN TO ALL THE
LATEST RELEASES
FROM SINGER
SONGWRITER SIIMON

<https://siimon.co.uk/home>

[CLICK HERE TO LISTEN ON SPOTIFY.](#)



2 TINY WORDS THAT WILL CHANGE YOUR LIFE

Imagine if just 2 tiny words could completely change how you look at things, how you feel about your day and even how happy you are in the moment.

These **2 tiny words** can literally change your life if you employ them in everything you do throughout your day.

And here they are...

(Where's the drumroll when you need it? Or maybe even a cowbell?)

"...get to..."

That's it. The words are "get to" as in, "I get to do this next thing I'm about to do."

Next time you're thinking you have to do something...

- ☒ I have to finish writing this email
- ☒ I need to create this product
- ☒ I must pick up the kids from school

Change your language like this...

- ☒ I get to finish writing this email
- ☒ I get to create this product
- ☒ I get to pick up the kids from school

Just 2 little words can make all the difference.

SUCCESS STORIES

Our Students Reviews

will you be next?

KC

Kadion Christie

1 review GB



20 Jun 2021

Internet business school

I attended the 3-day workshop and I would definitely recommend the Internet business school to anyone starting an on-line business and those who already have one. The presenters were knowledgeable, up to date on the latest and answered all the questions.

MO

Mo

1 review GB



21 Jun 2021

Internet Marketing Diploma Live

The internet marketing dip was packed with the latest information. The speakers were well prepared, loads of recorded and live material both written and verbal was provided, and lots of help was given via the live q&a. The wealth of information is overwhelming.

Head to our website for more details

www.internetbusinessschool.co.uk



THE
Internet Business
SCHOOL

PM

Pauline Molloy

1 review GB



20 Jun 2021

Internet Marketing Diploma course

I can highly recommend the 3 day accredited Internet Marketing Diploma course with the Internet Business School. Professional and inspirational delivery by a number of trainers who are all remarkably knowledgeable in their field and enthusiastic about sharing their knowledge and experience to motivate others to achieve success. A wealth of information, resources and

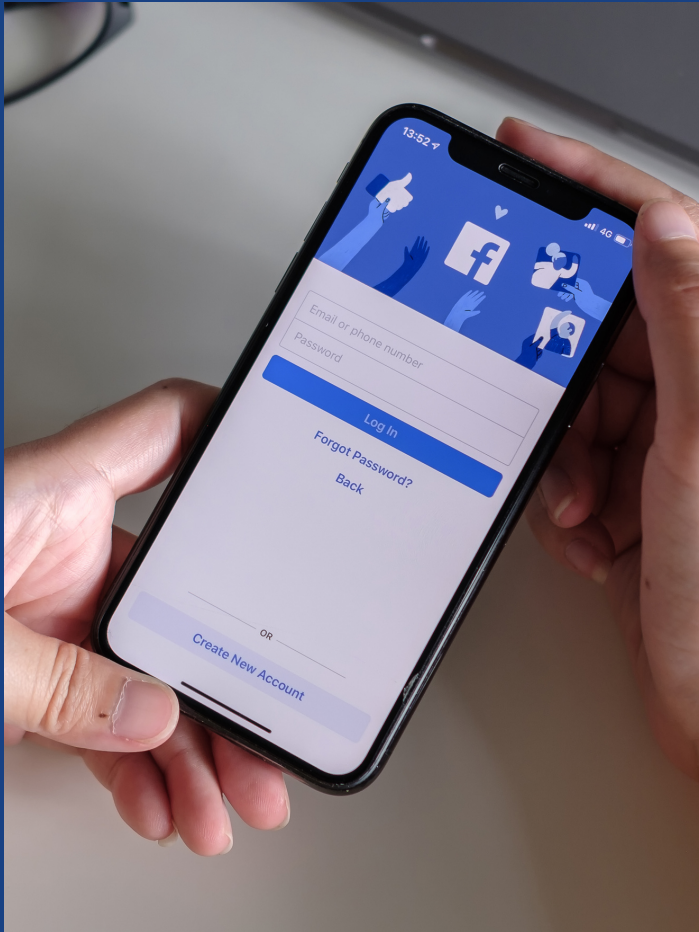


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FIVE STEPS TO WRITE GREAT FACEBOOK ADS FOR SENSITIVE PRODUCTS

Well-crafted Facebook advertisements help you to make potential clients explore your products and make a purchase.

Social Media Examiner's Tammy Cannon has shared five steps to writing great Facebook ads for sensitive products and services.

Find out more [here](#).

TWITTER JUST ANNOUNCED A NEW WAY FOR USERS TO MAKE MONEY ON THE PLATFORM - IT'S CALLED TIP JAR

Twitter just announced Tip Jar. This is a new way for users to earn money on the platform. The company will make no money from the tips. This from Twitter:

"You drive the conversation on Twitter and we want to make it easier for you to support each other beyond Follows, Retweets, and Likes. Today, we're introducing Tip Jar - a new way for people to send and receive tips. "

According to Twitter, this is the first step of many it is planning to offer users.

Find out more [here](#).



ARE GUARANTEES LOWERING YOUR SALES?

Refunds cut into your sales, right?

And they're darn annoying, too. You work so hard on your product and then someone tells you that it's not worth their money.

Sigh.

But we have to offer guarantees to keep our conversions high, right?

Maybe not, because human psychology is a strange thing.

Let's say you sell a \$1997 course with a full 60 day money back guarantee.

What your guarantee has inadvertently done is tell your customer that it's in their best interest to sell themselves against your course and get their money back.

And some of them will do exactly that.

But if you don't offer a refund and instead demonstrate how valuable your product or service has been to others, how they've used it to get results and how there is nothing else like it on the market, then maybe you don't need a guarantee.

After all, a guarantee is supposed to be a way of showing that your product WORKS. But if you can demonstrate that users get actual proven results, isn't that so much better than an offer to refund their money?

It's something to consider. You can either let your customers convince themselves that your product isn't worth what they paid...

...or you can demonstrate up front that this is the bargain of a lifetime and you want serious buyers only.

FACEBOOK ANNOUNCING NEW TOOLS AND FEATURES TO NURTURE YOUR COMMUNITY

Facebook have built new admin tools and experiences to help community builders to manage their communities, moderate conversations and reinforce culture.

Read the whole article [here](#).



THAT'S ALL FOR THIS MONTH FOLKS

SEE YOU IN AUGUST!
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

