

HELLO | SEPTEMBER 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



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News from Simon Coulson

Hey there!

Social media ... love it or hate it , it's here to stay and if you are a business owner it's time to think about how you are showing up online.

The first thing to decide is which platform? If you are more B2B (Business to Business) then LinkedIn is probably where your people are. If you run a photography business, maybe Instagram is the best place.

You then need to show up consistently, to built trust and rapport with your audience.

Be sure to check out Saturday School for free trainings and I'd love you to listen to my latest release on You Tube, all the details in the newsletter!

Simon



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

Persuasion Science: Marketing Insight from Robert Cialdini

Do you want to persuade more people to do business with you? Looking for persuasion techniques that work for any business?

Here you'll discover three modern principles of persuasion science and what they mean for marketers.

Find out more [here](#).

How to Create a Social Media Calendar: A Template for Marketers

Here's how to set up an effective social media content calendar to plan and manage your posts. You'll also get suggestions for great tools to help you create and manage that content.

Find out more [here](#).



How to Beat Your Competition in Blogging

Neil Patel: "Video is going to be the future. It's much more interactive. You can do step by step. You still need to do text-based content, but now you have to do omni-channel. You have to do podcasts, video and text. You can't just do one anymore. See blogging is much more competitive. There's over a billion blogs. That's roughly one blog for every seven people in this world. You need to do more than just create a blog. You need to do the video content. You need to do a bit of everything if you want to do well now".

Find out more [here](#).



Twitter Testing Dislike Button With a Catch

Some Twitter users on iOS devices can now press a small thumbs down under some posts. Twitter says the option to downvote posts is an effort to gather feedback about which replies are relevant. As talk show host Stephen Colbert quipped, "Finally, we'll be able to tell if people on Twitter hate something."

But there are a couple of catches: The option to dislike a post is only available on replies to tweets, rather than the original post. And not every user will see the same options.

Downvotes won't be visible to posters or to the public, which is a proactive step in keeping things positive on the social media giant.

Find out more [here](#).

3 CLEVER WAYS INTERNET MARKETERS ARE USING INSTAGRAM LIVE

Thanks to the global pandemic, in March 2020 Instagram Live finally took off for the first time in its history. And it's been super popular ever since with people who are looking for more meaningful ways to connect with one another.

This video feature is being used by influencers, content creators, celebrities, brands and everyday users.

Users can discover what their favorite brands and influencers are doing in real time by simply tuning into Instagram. This means you can strengthen your audience relations, create a stronger bond with your followers and showcase your products and services in a much more meaningful and impactful manner.

Here's how to get ready for your first Instagram Live:

- Make sure your account is public before going live to get maximum reach.
- Place your phone in a vertical position to take up the entire live screen.
- Make sure you have adequate lighting before going live.
- Use a tripod or phone stand to hold your phone steady.
- Have a good microphone to sound your best.

And here's how Internet Marketers are making the most of Instagram to further their success:

1: Collaborating with an Expert on a Hot Topic

Choose a topic and find an expert, and then host an Instagram Live in which you interview the expert on your topic. If you get the right topic or the right guest, these live events can bring in a lot of traffic. Get them both right and things can blow up, getting you more traffic than you thought possible.

2: Doing a Live Product Launch

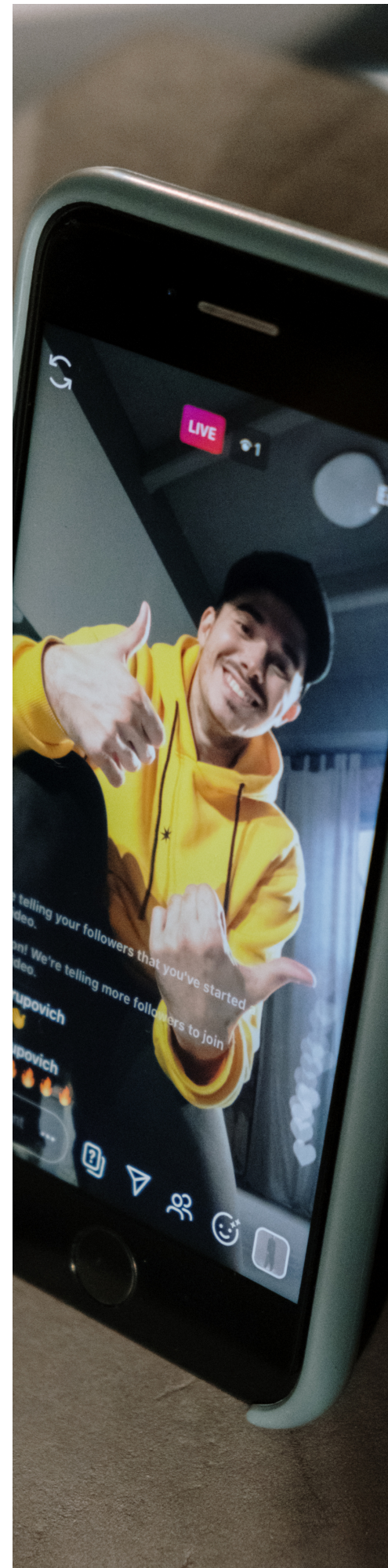
This might take a little nerve but it can work wonders. If you're releasing a new product, why not do it LIVE on Instagram? Have a few affiliates or experts in your niche lined up to do short, 5-minute segments talking about the need for your product, the benefits of your product they like the most, or even testimonials of how they've used the product.

Show your sales coming in to further validate your product's success. Showing live sales will beget more sales which can cause an avalanche of sales if you pull this off correctly.

3: Do a live Q and A

If you're an expert on your topic, why not hold live Q and A's where anyone can come and ask you questions? For those questions that require in-depth answers, give them the abbreviated answer and then be sure to send them to your appropriate product links if they're interested in getting even more help.

Bonus: The secret recipe for success on Instagram is to use all of Instagram's features. Post a feed story, a story, a real and going live on Instagram all at the same time will get you maximum exposure. Then remember to save your Live video by clicking on "End" in the top right corner, click save the video to your camera roll, and add the content as an IGTV when you're finished.

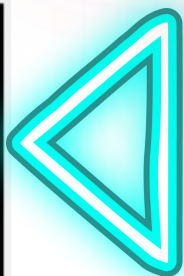
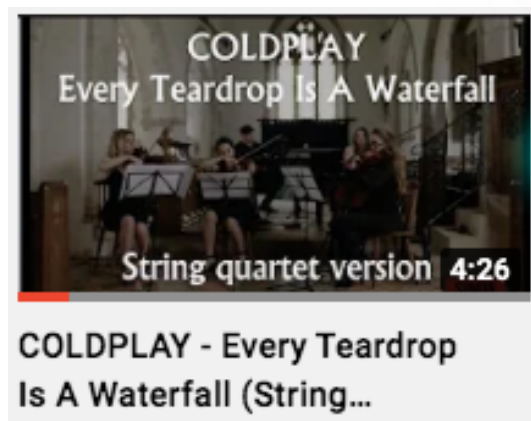


RELEASE RADAR

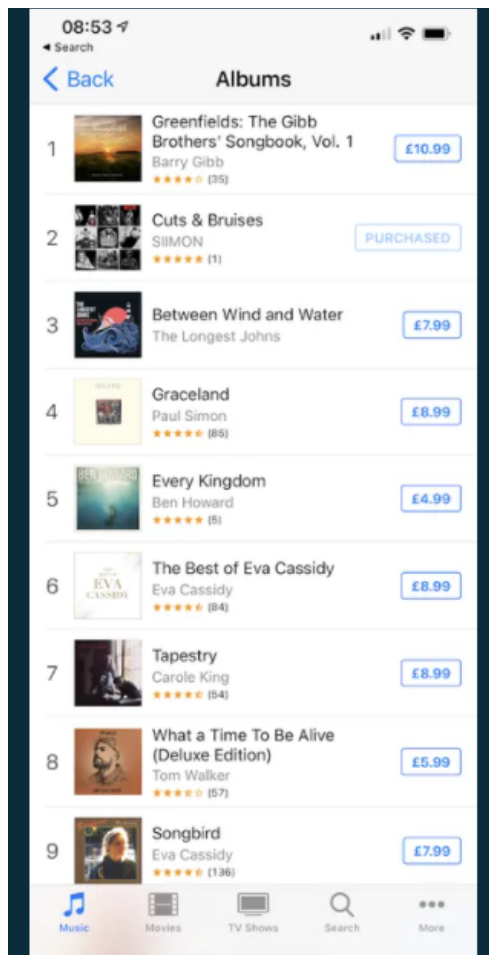
Siimon

Have you heard the latest release yet?

ITUNES NO 2
SINGWRITER



Latest Release



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](#)





OUT OF OFFICE: DITCH THE 9-5 AND BE YOUR OWN BOSS

BY FIONA THOMAS

'THIS BOOK IS A BRILLIANT ONE-STOP SHOP FOR ALL YOUR FREELANCING NEEDS'

- Emma Gannon, Sunday Times bestselling author of The Multi-Hyphen Method

'THE STRAIGHT-TALKING, NO-GLOSS LIFE RAFT THAT I WOULD HAVE SO HAPPILY CLUNG TO IN THOSE TURBULENT FIRST YEARS'

- Sara Tasker, entrepreneur and author of Hashtag Authentic

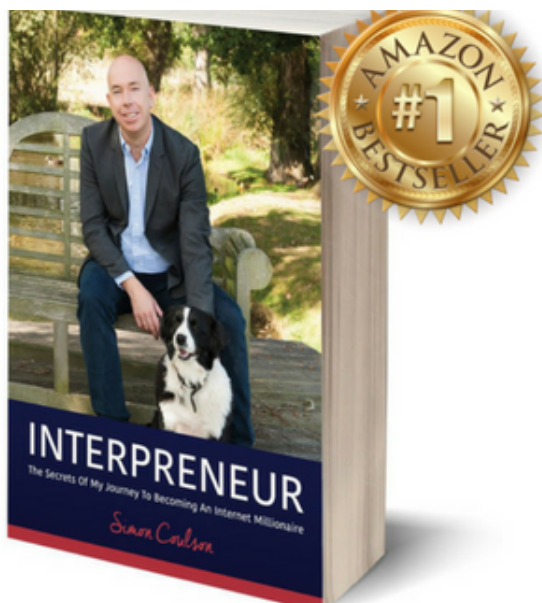
Whether you are flirting with the idea of going freelance, just starting out or a few years down the line, this no-nonsense guide addresses all the questions you might have about working for yourself and making the most of life when you do. Fiona covers topics such as how to raise an invoice, submit a tax return, claim expenses and network, as well as why working from home is proven to have a positive impact on productivity and mental health. With a focus on understanding the 'whys?' just as much as the 'hows?', Fiona helps you dive into freelance life and pushes you to the next level, making sure you're taking time to reflect on your business and your state of mind.

Buy it [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](#)?



ONE TINY TWEAK ADDS \$12,000 PER YEAR TO INCOME

Actually, this has grown by far more than that initial number, but \$12,000 a year is where it started.

This is a bit tedious and may take you an hour or two, but \$1,000 a month isn't a bad payoff. To make this work, you need to already have a business in place, complete with at least one product and multiple download pages.

If you have a core product, such as a high-end course or coaching, that is your most likely candidate for this.

Place a link to your core product on all of your download pages. ALL of them.

Depending on your traffic to your download pages, this should bring in a few extra hundred or more per month.

And it gets better... above the text link you inserted on each download page, you're also going to place a screenshot of the sales page there, too. This will further increase your sales, but don't stop there.

Add a button that takes buyers to the sales page of your core product, but do NOT make the button the same color as the download button. If it's the same color, things get confusing for your customers and sales will go down. This has been tested, and please feel free to test it further yourself.

There are many other ways to set up this offer on all of your download pages, but according to testing the above method converts the best.

Remember, it's a text link, a screenshot of the sales page and button that is a different color than the primary download button on that page.

Test it yourself and see what happens.



SUCCESS STORIES

Our Students Reviews

could you be next?

JW Jack Williams
1 review GB



27 Jul 2021

The content and delivery of the training has been hugely beneficial

The content and delivery of the training has been hugely beneficial to me starting and growing my new online business.



Head to our website for more details

www.internetbusinessschool.co.uk



THE
Internet Business
SCHOOL

CU customer
2 reviews GB



27 Jul 2021

I completed the online diploma course...

I completed the online diploma course and i have to say it was great value and stacked with up to date training. The support team are really responsive and helpful. Thanks for your help throughout the program.

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.



www.internetbusinessschool.co.uk



INSTAGRAM GROWTH WITH ORGANIC CONTENT: A COMPREHENSIVE GUIDE

Want to grow your Instagram reach and exposure? Wondering what to post? Learn how to grow your Instagram account without ads by watching this in-depth guide from Instagram expert Jenn Herman. Learn what types of posts to use in the Instagram feed and Instagram Stories, and how to format and structure your posts for better organic reach and active engagement.

You'll also get tips for using color, calls to action, and human elements in your posts. Finally, you'll learn how to use Instagram Insights to find trends that will inform and improve your Instagram content performance.

Find out more [here](#).

80 THINGS TO CHECK BEFORE, DURING, AND AFTER LAUNCHING A WEBSITE

Websites are complex. There are so many things that are easily overlooked, like a broken link or a misspelled word.

And of course, a handful of things could go very, very wrong. Like what if you forget to test an important data capture form and then lose out on generating a bunch of new leads? Or worse, what if you forget to properly set up site redirects, and those valuable search engine visitors get a 'page not found' message?

Instead of worrying about the what ifs, wouldn't it be much easier to have a comprehensive website checklist to run down before every site launch? Here's one you can use for enterprise websites, microsites, landing pages, and everything in between.

Find out more [here](#).

21 MUST HAVE SMARTPHONE SOCIAL MEDIA MARKETING APPS

Here's how to manage everything from your posts to your plans to your ad campaigns. All of these can be found in the App Store or in Google Play.

Adobe Spark Post – create graphics on the fly with tons of templates and ideas, including animate effects when you really need to grab attention on social media.

Amplifr – social media scheduling app helps you post at the best times with optimized messages and makes it easy to reuse high-performing content.

Anchor.fm – audio recording app for micro-podcasting, audio broadcasting and transcriptions.

Believe.tv – use their freemium service to broadcast live to your brand's Facebook followers.

Boomerang – video flip it and reverse it content creation app for Instagram.

Buffer – post and schedule updates to Facebook, Twitter, Instagram, LinkedIn and Pinterest.

Canva – prebuilt templates and editing features for professional, creative designs.

CoSchedule – get a bird's eye view to manage and edit social media posts.

Facebook Ads Manager – optimize copy or adjust budgets from anywhere.

Hootsuite – create, schedule, plan publish and monitor your posts.

Hyperlapse – shoot timelapse videos without tripods and video equipment, even if you're moving around.

Iconosquare – manage your overall Instagram strategy and presence.

IFTTT – “If this, then that” tool lets you build connections between more than 600 apps and tools.

Mention – monitor any topic, name or keyword on social media.

REP – businesses post a product to feature and then influencers apply for free, paid or PPC collaborations.

Restream.io – broadcast your live video to multiple platforms at once, including Facebook Live, YouTube, Instagram, Twitch, Periscope and more.

Ripl – tons of templates to help you create shareable, professional social media videos and animated graphics.

Slack – stay in touch with your team to delegate, collaborate, send updates and get feedback.

Smarp – online team communication and advocacy software that turns everyone on your team into a brand ambassador, sharing content on social media.

Snapseed – advanced and easy to use photo editing app for fine-tuning your visual content.

Trello – track in progress social media projects and tasks, update your team and check in to see what you should be working on.





THAT'S ALL FOR NOW FOLKS!

SEE YOU IN OCTOBER!

THE
Internet Business
SCHOOL

**GROW YOUR BUSINESS
WITH MY HELP**

**HEAD TO OUR WEBSITE
FOR THE LATEST
COURSES & OFFERS**

www.internetbusinessschool.com

As featured

