

## Thinking Ahead: Women's History Month

March has evolved to be so much more than just that month after February. When Congress passed the 1987 legislation which designated the third month of the year as Women's History Month, it ushered in a well-deserved platform for recognizing the achievements of women past and present while inspiring a new generation of women to pursue future greatness.

The trend of women outpacing men in their pursuit of Higher Education, is an enrollment fact that institutions need to recognize, and what better month to utilize your marketing platforms for the purpose of messaging specifically targeting women.

**Social Media:** Highlight the accomplishments of women while challenging your followers to start creating their legacy by continuing their education

**Website:** Show your commitment to women's empowerment by hosting workshops and forums specific to women's issues. Publicize these events on your website and invite the public to participate

**Display Ads:** Opt for messaging that targets women with a specific call to action that resonates with them and capitalizes on the awareness Women's History Month offers.



*Richard is the VP of Client Services for our sister company, Tribeca Marketing Group.*

## Connect Search Engine Watch Conference

This month I attended a conference by Connect Search Engine Watch covering the latest in technology, strategy and thinking across Paid & Organic search. Intent marketing was one of the highlights and seemed to be the catalyst for success. Attending the keynote presentation by Google's Digital Marketing Evangelist was the highlight. He drove home the fact that we cannot just focus on demographics or psychographics anymore. It all starts with the content which develops your message then everything follows. His message of using funnels to predict the prospects behavior is that it is time to do away with that methodology, as intent has changed and so has customer acquisition. At WWP, we make it a point to produce articles that are authentic and speak to future students, we want students to know that we care about their future so they can make the best choice in choosing their school giving them a higher success rate of graduation. We can help you with that message too! Please feel free to contact me anytime at [dc@worldwebpartners.com](mailto:dc@worldwebpartners.com).



"The most precious gift we can offer anyone is our attention. When mindfulness embraces those we love, they will bloom like flowers."

- Thich Nhat Hanh



## Google to Ban Adobe Flash Advertising

This year, Google will be banning all Adobe Flash ads, so ads will now have to use HTML5 for animations.

Google said: *“To enhance the browsing experience for more people on more devices, the Google Display Network and DoubleClick Digital Marketing are now going 100% HTML5.”*



Google’s internet browser, Chrome, has already begun blocking Flash elements as of last year. Almost 58% of the desktop internet market utilize Chrome. For the entire article, please click here.



## Presidents Day

In observance of President’s Day, February 15th, here are some fun facts about our historical country leaders:

- Washington did have fake teeth but they were made out of ivory, not wood.
- Lincoln’s national park has a building with 56 steps – one for each year he lived before being assassinated.
- The first president to live part of his term in the White House was John Adams.
- Barack Obama has two dogs, Bo and Sunny.
- Franklin Roosevelt was the first president to ride an airplane.



## Facebook Messenger Plans for Business Boosts

Facebook’s message app, Messenger, now has 800 million active users, making it the fastest growing app in the U.S. last year. Facebook’s VP of Messaging products, David Marcus wrote “the versatility of messaging tools that allow users to express themselves in a range of ways in one place, whether through stickers, photos, videos, voice clips, GIFs, or through video and voice calls will cause a decline in SMS and text messages.” This is good news for businesses, as the number of messages sent to businesses on Facebook has doubled over the past year, allowing companies to communicate with their clients directly and in real-time. Click here to read more.



### Be sure to follow and like us!

- <https://www.facebook.com/WorldWebPartners>
- <https://www.facebook.com/AmeriColleges>
- <https://twitter.com/worldwebpartner>
- <https://www.linkedin.com/company/world-web-partners-inc.>
- <http://instagram.com/worldwebpartners>



**WORLDWEB**  
PARTNERS  
[www.worldwebpartners.com](http://www.worldwebpartners.com)

954.306.6373  
2001 Hollywood Blvd., Suite 305  
Hollywood, FL 33020  
[sales@worldwebpartners.com](mailto:sales@worldwebpartners.com)