WELCOME

What's New with WWP? – Beauty School Website Launch!

World Web Partners is proud to unveil one of many of our new niche sites we are rolling out in 2016. Topbeautyschools.com is a directory focused on schools that offer programs in cosmetology, massage therapy, skin care, fitness, nutrition, barbering and more. Users can search for beauty schools in their state and learn more about the programs they are interested in. Our goal is drive more SEM and SEO traffic to yield higher quality leads for our clients. Topbeautyschools.com is just the first of many of our niche properties and we very excited to continue expanding our network to better service our valued clients. **Please visit www.topbeautyschools.com and let us know what you think!**

TBS TOP BEAUTY SCHOOLS DIRECTORY

DIANA'S CORNER

Trends Predicted for Super Bowl 2016 Ads

In a couple of short weeks, millions of Americans will surround their TVs to watch the Denver Broncos take on the Carolina Panthers in Super Bowl 2016.   Last year, about 114 million watched the big game, making it one of the greatest and most expensive, advertising opportunities. One of the predicted advertising trends this year is two-part serial ads where viewers vote for the end of the commercial via texting. Other predicted trends are virtual reality, live-streaming and the use of smartphones to watch the game. Perhaps the next step for online lead generation involves one of these trends? We have personally seen the importance for mobile video ads since they are usually more engaging, more informative and valued higher.

NANCY'S LINKS TO SOCIAL MEDIA

Why Lead Aggregators Play an Important Role in Growth for Schools

Lead aggregators offer a fast and cost-effective way to connect with the right audience online. Instead of struggling with your online marketing campaign, school directories can be leveraged to build your online brand.

Why is it important to partner with a school aggregator? Here are a few reasons you should consider:
• Box out the competitors by creating brand bid partnerships with a school aggregator
• Improve your online presence by listing your school on a website of a school directory
• Rank competitively for long tail keywords by utilizing aggregators' paid search efforts

It takes several touch points before a student will reach out for more information, which is where lead aggregators come into play. World Web Partners can help you to boost your digital marketing efforts! http://www.worldwebpartners.com/blog/

Apple iOS 9.3 for Education

The Apple iOS 9.3 update's biggest changes will be all that are geared towards education. In a sneak peak release, Apple showcased new features that will make it even easier for schools to put their devices in the hands of their students.

Apple's new education-focused iOS update will offer new ways to log into Apple iPads for younger students, such as simply clicking on their photo to access their account. Teachers will be able to monitor their students' work through a new Classroom app and globally launch assignments, such as quizzes, across all iPads in their classroom. Schools would need to adopt the Apple hardware to take advantage of these updates and Apple is looking to help make that change by selecting 120 schools that are needy and working with them personally to bring in their products. Click here to read the entire story.

2016 Marketing Trends

This month marks the interim to a brand new year. As we begin our quest to make 2016 our best year yet, we review some of the digital marketing trends we expect to see.

1. **Apps for Everything -** In addition to mobile apps, there are now countless web apps, desktop apps and even apps that run on your TV. For marketers, that means apps give you the opportunity for increased leverage and productivity from your existing marketing resources.

2. **Social Care -** In 2016, make sure your social-media marketing messages are accompanied by the ability to have short in-the-moment conversations with the people you reach with your social marketing. That means using social-media monitoring tools to respond to social engagements and opening up further dialogue with customers who demonstrate a need to be serviced or sold.

3. **Fraud Protection -** In 2016, make sure your email-marketing systems are using the new Domain-based Message Authentication, Reporting & Conformance (DMARC) standard, and create a plan for notifying your customers in case of a scam attacking your company's brand or a breach in your security.

"Try to make at least one person happy every day. If you cannot do a kind deed, speak a kind word. If you cannot speak a kind word, think a kind thought."

- Lawrence G. Lovasik

FourWhere - tell random people where you are

The location of our Bat Cave is meant to be secret, so STOP CHECKING IN!

The Batcave
ROBIN just checked in
You are still the mayor

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WORLD WEB PARTNERS

www.worldwebpartners.com

954.306.6373
2001 Hollywood Blvd., Suite 305
Hollywood, FL 33020
sales@worldwebpartners.com