

**WELCOME**

## What's New with WWP? – Americolleges Optimizations

Here at World Web Partners, we are constantly looking at new opportunities. We have successfully completed another round of Americolleges.com optimization, including the look and feel. We take pride in building properties that welcome our prospective students to search our directory to identify their school and program of choice. You will notice that we have various programmatic pages that contain the look and feel of each niche career. Please visit [www.americolleges.com](http://www.americolleges.com) and share your thoughts!

**DIANA'S CORNER**

## "Wow another year gone"

When I hear November, I immediately translate it to "Wow another year gone" and "Oh no! I need to do holiday shopping!". Even though the holiday season brings various elements of purchasing power, it also combines family and friends together for quality time. At WWP, we try to make every day special and impactful – we enjoy working together and collaborating on various projects. With the holidays, it takes our daily celebrations to the next level. Wishing everyone a wonderful Thanksgiving from our WWP family to yours! Please feel free to contact me anytime at [dc@worldwebpartners.com](mailto:dc@worldwebpartners.com).


**THE ROLON RECOMMENDATION**

## A Thanksgiving Message

As we welcome the beginning of the holiday season with Thanksgiving, I become increasingly aware and appreciative of the blessings that I receive on a daily basis. I am thankful for the opportunity to service our valued clients with a committed team of professionals that are more like family than employees. I am grateful for the love and support of my family and friends. More importantly, this is the time of the year where I truly appreciate that we are entering the Season of Giving.

The ultimate thanks one can give is paying your blessings forward. As we all take inventory of what we are grateful for, recognizing ways in which we can give back to others should be one of the goals that we set for ourselves.

On behalf of the Rolon Group and our family of companies, we wish you all the best this Thanksgiving, and continued blessings throughout this holiday season. – CEO, Anthony Rolon


**NANCY'S LINKS TO SOCIAL MEDIA**

## Mobile Cooks

Last year, during the week of Thanksgiving, there were twice as many searches for recipes than during the average week. And it's expected that almost half of those searches, will be mobile. 44% of recipe searches on Thanksgiving Day 2013 came from a mobile device- a 21% increase from the previous year. These mobile cooks are also using voice search to avoid getting cranberry sauce all over their smartphone screens. Video is on the rise, too, with a growth of 75% in YouTube food viewership coming from mobile devices. Will you be using your mobile device this year to help make the best pumpkin pie ever? For the entire article; please click here.



## 2016 Marketing Key Trends

With the New Year quickly approaching, we want to explore what marketing trends we can expect in 2016. Here are our favorites:

1. **Virtual Reality** - Craved by consumers; marketers will seek new ways to integrate this experience into a wide range of content.
2. **Amazon** - Brands will be retargeted to encourage consumers to return to their site rather than Amazon to make purchases.
3. **Service** - The most successful campaigns in 2016 will offer relevant and useful services to consumers and society at large.
4. **Digital Video** - Use of production experts, planners and account teams will be used to market research video platforms.
5. **Being an Activist** - Values will continue to be placed at the center of brands' communications strategies, specifically on major social and political issues. For the entire article, [click here](#).



## Happy Thanksgiving!

This year, before we feast on mounds of homemade mashed potatoes and gravy, watch hours of football and spend quality time with our families, let us not forget the true meaning of Thanksgiving: gratitude. On this day, we express our gratitude for what we are truly thankful for. We asked our team: "What are you most thankful for this year?" Check out the answers below.

1. **Diana** - my family, my inspiring team and all the opportunities this year has given us
2. **Jamii** - my family, my friends, my coworkers, my health and my positivity
3. **Lia** - my coworkers, who are great people with creative minds
4. **Nancy** - my health, my family and the possibility to make mistakes and learn something every day
5. **Julio** - being a part of the WWP team
6. **Marie** - the peace within myself which allows me to love unconditionally
7. **Anthony** - my wonderful family and exceptional staff



"Spread love everywhere you go. Let no one ever come to you without leaving happier."

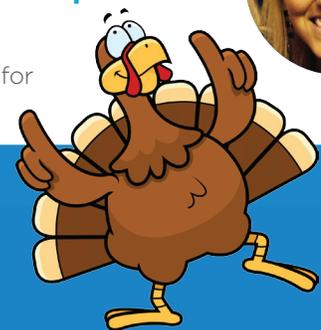
- Mother Teresa



## JAMII'S GOT JOKES

What would you get if you crossed a turkey with an octopus?

Answer:  
Drumsticks for everyone!



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