

WELCOME

What's New with WWP?

This month, our PPC team attended the SMX, Search Marketing Expo, in San Jose, California. It was great for our team to learn new strategies and discuss challenges and best practices. For example, highlighting the benefits versus the features in online ads can increase your number of visitors by up to 12%. They also discussed the importance of mobile advertising, content optimization and how social media is the closest way to reading a customer's mind. World Web Partners strives to be the best and by attending these conferences, we are broadening our knowledge and keeping our head in the game. If you are attending any conferences in the digital marketing space this year, please let us know! We would love to see you there!

THE ROLON
RECOMMENDATION

I am a big believer that we can learn from our past but we cannot spend too much time worrying about what we didn't do or what we should have done. Instead, we should try new or different things today that lead you to success in whatever you are working to achieve. We can't change the past but we can do the right things today so we can enjoy success tomorrow.

- Anthony Rolon, CEO



DIANA'S CORNER

Here at World Web Partners, we value our clients both current and future - we build partnerships with them and nurture that relationship all the way through. We believe we are an extension of your marketing efforts, and as such, we try to meet and exceed your performance goals and expectations.

This month, I took a trip to visit some of our valued clients. In this industry, much of our work is via email and conference calls so it's a nice change to meet with our clients face to face. We find that this helps to build rapport and establish a solid business relationship allowing us to continue to partner successfully with our clients. In my meetings, I was able to discuss current campaign performance and future campaign opportunities, and additional services WWP offers to help our clients meet their start goals. Please feel free to contact me anytime at dc@worldwebpartners.com.

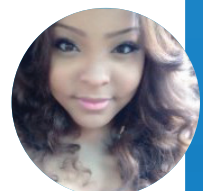


JAUQUESE'S TIPS

Facebook Engagement in Growing Your Audience

By now, we are all aware of social media's impact on the world. With 74% of internet users utilizing social networking sites, it is destructive to ignore the positive effects social media can have on growing your audience and your business. While social networking sites, such as Instagram and Pinterest, continue to climb in popularity, Facebook still tops the chart with 71% of adults online using the service. [Click here for more info!](#)

Now that you know the importance of a FB business page, what are you going to do about it? Once you've created your page, share, share, and share! Invite friends to like your page, share interesting and creative content to engage your followers, and advertise your page on business cards, signs, etc. You may even want to look into Facebook ads. [Click here for tips on getting started](#) and be sure to 'Like Us' on Facebook! 



Tax Month

It's that time of year to bust out your W-2s and 1099s because it's Tax Month! As far as I know, no one is ever excited to file their taxes but we must comply as good standing tax-paying U.S. citizens. Here are some fun facts on this not so fun topic:



- The first income tax ever was in 1404 in England.
- There are over 7 million words in the tax law and regulations. That beats the Gettysburg address and the Declaration of Independence.
- The IRS sends out over 8 billion pages in forms and instructions every single year, that's nearly 300,000 trees (now they use recycled paper). We hope Uncle Sam was nice to you this year!



The Periodic Table of Social Media

Marketing is creative but it is also a science. There is a distinct methodology that encourages strategy, enables execution, and measures results. The right mix of content terms, social media, advertising terms and your target audience metrics should equate to the perfect solution. Check out this fun social media periodic table and see how you measure up! Click here for the full article.



"You've done it before and you can do it now. See the positive possibilities. Redirect the substantial energy of your frustration and turn it into positive, effective, unstoppable determination."



- Ralph Marston

Why did the marketer get off the trampoline?



Answer: He was worried about his bounce rate!

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