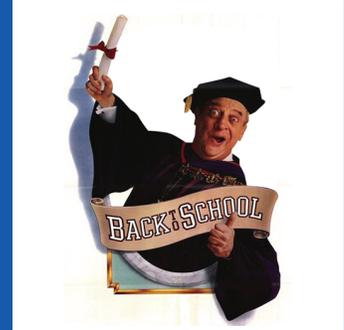


WELCOME

What's New with WWP? – School is Back in Session!

Parents everywhere are rejoicing as they send their kids back to school with fresh haircuts and book bags filled with new shiny markers and crisp, clean notebooks. But going back to school is not just for kids, it is for adults too! Adult learners are also starting their fall semesters this month across colleges and universities nationwide. Americolleges.com can help potential new students get on the right track in no time, with our free college search. Knowledge is power and power gives you the ability to accomplish anything you dream of.



DIANA'S CORNER

YouTube or Facebook video... Which one will bring you the best reach and why?

As we look through recent statistics on search and user engagement, Facebook is becoming a real contender. You may think Facebook is old news according to recent high school graduates, however it provides a more customizable user experience that is easy to share with a bigger audience. At WWP, our clients feel confident that our team is constantly looking at evolving digital strategies to assist us in producing quality leads.



Please feel free to contact me anytime at dc@worldwebpartners.com.
For the entire article, *please click here*.

LIA'S CALENDAR

Be a Snowbird in Our Florida Office This Winter!

Here in South Florida, hot and rainy days are very regular. Especially in August, we tend to find ourselves looking for our umbrellas because even though the sun is shining and its 90 degrees, a midafternoon rain storm is usually awaiting us. But, drier days are just around the corner and we can look forward to more beach days soon! For those of our clients that live up north and want to get away this winter from shoveling their driveways and enduring the bitter cold, come take a trip down south and visit WWP! You can visit us in our offices in Hollywood, FL and then take a five minute walk down to the beach!



JAUQUESE'S TIPS

The ABC's for Online Marketers

Do you know your ABC's? Of course you do! Thanks to your kindergarten teacher and a song with a catchy melody, you will never forget them. How about the ABC's of online marketing? I found an alphabet to help you become the best online marketer you can be. Here a few of my favorites:

I - Imaginative - Marketers should use their creativity when it comes to advertisements and promotions in order to attract more consumers.

O - Optimistic - Be positive in everything you do!

T - Truthful - Never advertise false information when it comes to your products and services.

For the entire alphabet; please click here.



5 Trends Reshaping Social Media

In just a few short years, social media has become not just a way of networking but its own mass media. Here is a peek into where it's going and what it means for businesses:

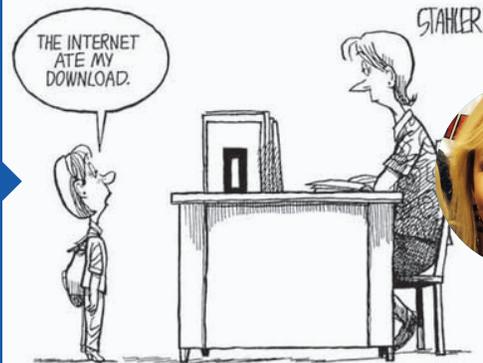
1. Facebook is moving to an older demo - Facebook users 65 years old and older are projected to increase about 8% while the younger millennial (18-24 years old) will decrease.
2. The future is handheld - Mobile apps not only allow users to text and call long distance for free, but it lets them construct a world where their favorite services can be accessed anywhere.
3. Social networks are becoming search engines - 88% of online consumers are influenced by online reviews directly from sites such as YouTube and Yelp.
4. Politics will play out on social media - In earlier years, a social media presence was a novelty move for politicians, it is now necessary to be active on Facebook, Twitter and Instagram.
5. Big data is used to personalize, and culture is king - With big data comes an opportunity to personalize services to suit each of your consumers, form relationships, and create unique experiences

For the entire article, click here.



"Worry does not empty tomorrow of its sorrow, it empties today of its strength."

*-Corrie ten Boom,
Clippings from My Notebook*



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