

WELCOME

What's New with WWP?

World Web Partners has launched a new lead management system called YNOT. This system allows us to best facilitate the needs of our clients, manage lead inquiries, and effectively assist with optimizing campaigns. YNOT helps maximize admissions performance and minimize marketing costs through vendor management, lead scoring, custom reporting, map lead activity, SMS messaging, third-party integration, lead status updates and duplicate handling. YNOT also offers contact management and call tracking & monitoring for call centers. If you are looking for a lead management system you can rely on or perhaps you want to switch to a better LMS, **please visit <http://www.ynotone.com/>**.

DIANA'S CORNER

In honor of Valentine's Day this month...

I searched the web for the "Secrets to a Long Lasting Relationship" and found these tips useful in creating a strong, continuing business relationship:



LOVE

- Commitment:** Divorce is not an option
- Communication:** Be open and honest
- Respect:** You can't have love without respect
- Compromise:** Work towards a happy medium

BUSINESS

- Visualize solutions
- Keep communication lines open
- Respect goes a long way
- Find the middle ground for both parties

Please feel free to contact me anytime at dc@worldwebpartners.com.

 REPORTING LIVE
 WITH LORENZO

The Google Trends Data Goldmine

There is an incredible amount of information one can obtain from Google's Trends tool. It is most often used to understand brand health and monitor changes in consumer interests along complete metrics and factors such as seasonality. Google Trends is a numeric/historic representation of the relative volume of searches made on Google. It creates indexes that show trending instead of actual volume (a big difference between Trends and Keyword Planner). This data can be mined for actionable insights you just can't get from Keyword Planner. For more information, please visit: <http://marketingland.com/google-trend-goldmine-117626>



JAUQUESE'S TIPS

How to Use Visual Content to Increase Engagement

In addition to fostering more social media shares, incorporating images and visual content on your website keeps your visitors engaged. The more engaging your website is, the longer visitors will remain on your site. This increases the odds of them converting into a lead or sale! Topic, color scheme, designs, and dimensions all factor into the success of your visual content. Did you know that 55% of website visitors spend less than 15 seconds actively reading content on a page? For more about infographics and visual content, please visit: http://www.huffingtonpost.com/jonathan-long/how-to-use-visual-content_b_6652556.html.



President's Day

In addition to a day filled with love, chocolates, and flowers, we also celebrate President's Day this February. President's Day is the federal holiday reserved for honoring the leaders of our country. It's officially "Washington's Birthday," but the name was evolved informally over the years to honor not just the first president, but all 43 of them. Did you know that although Barack Obama is our 44th president, we have actually only had 43 presidents? Cleveland was elected for two nonconsecutive terms and is counted twice, as our 22nd and 24th president.



Facebook Introduces Relevance Score Ads

In efforts to refine and improve ads that users see in their Facebook News Feeds, Relevance Score for Ads was introduced this week. The scores measure how well the ad will perform for its targeted audience and are a reflection of the ratio of positive to negative interactions. Read the whole article here: <http://mashable.com/2015/02/12/facebook-relevance-score-for-ads/>



The dogmas of the quiet past are inadequate to the stormy present. The occasion is piled high with difficulty, and we must rise with the occasion. As our case is new, so we must think anew and act anew.

- Abraham Lincoln



What does the new Chips Ahoy marketing director do her first day on the job?



Answer: Enable cookies!

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