WORLD WEB PARTNERS

The Pulse of Online Marketing

January 2015

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 to 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 contact **info@ynot.us or 866-823-4499**.

DIANA'S CORNER

Happy New Year!

World Web Partners is excited to start off 2015 with new initiatives and a brand new lead management system! Our initiatives are innovative and forward-looking to provide the highest quality in lead generation and search efforts for our clients. With the launch of the new system we will open up the opportunity to make better strategic decisions based on trends and analysis for our clients. Thank you for your patience during this test period, as I am sure you have seen test leads come through. Let's make 2015 a year to remember!

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

NEW TEAM MEMBER

Welcome our New Team Member – Nancy Castillo!

Join us in welcoming Nancy to the account management team at World Web Partners! In addition to account management experience, Nancy is also well versed in social media marketing and Google analytics. As Account Manager, Nancy will be responsible for the overall performance of client accounts, as well as implementing strategic initiatives to ensure the success of our client's marketing campaigns.

Nancy is crazy about the John Oliver show, "Last week tonight with John Oliver" and thinks he is absolutely HILARIOUS!!! Nancy is a very warm and welcoming person who dislikes people taking advantage of others. If you are ever up to swinging a racket, Nancy will be available for a game of tennis. Welcome Nancy!

JAUQUESE'S TIPS

Top Three Digital Marketing Mistakes to Avoid in 2015:

In the wonderful world of digital marketing, there's a plethora of examples of what not to do! Here are my top three:

1. Ignoring Facebook's new algorithm change – Know and empower your audience
2. Driving your audience to irrelevant landing pages – Your call to action key words should be in your landing page headline.
3. Ignoring Mobile – Desktop should no longer be the first thought as people in the US are spending more time on their mobile devices.

Read the entire list of mistakes digital marketers should avoid here:
http://www.business2community.com/digital-marketing/12-mistakes-digital-marketers-shouldnt-make-2015-01114730

Happy New Year!

I hope you enjoyed your holiday with your family and friends. Now it is time to get back into the swing of things and prepare for an amazing 2015! Don't forget, Martin Luther King Jr. Day is observed on Monday, January 19th. Did you know that King Jr. skipped two grades in high school and started college at the young age of 15?

Are you preparing your marketing campaigns for Smart Glasses?

One of the biggest problems with wearable head displays so far is that tech companies have a hard time making gorgeous products that people actually want to wear. But Sony's doing things a little differently. Sony's new Smart Glasses Attach clips on to your existing sunglasses or prescription glasses so that you can wear it whenever you feel like you may need it. Further Reading: http://www.businessinsider.com/sony-smartglasses-attach-solves-the-google-glass-style-problem-2015-1

5 Online Video Trends to Look For In 2015

From mobile video to marketing automation to digital-first programming, here's how we see today's emerging trends growing into marketing must-haves in 2015.
1. Mobile will matter more than ever
2. Marketing automation will make videos smarter
3. Less focus on mass marketing, more on targeted marketing
4. It's all about original and premium digital video programming
5. From the "Great Unwatched" to the Conversion Driver

Read the whole article here:
http://www.forbes.com/sites/groupthink/2014/12/08/5-online-video-trends-to-look-for-in-2015/2/

As stated by the great poet Ralph Waldo Emerson: "to laugh often and much; to win the respect of intelligent people and the affection of children; to earn the appreciation of honest critics and endure the betrayal of false friends; to appreciate beauty, to find the best in others, to leave the world a bit better, whether by a healthy child, a garden patch, or a redeemed social condition; to know even one life has breathed easier because you have lived. This is to have succeeded."

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