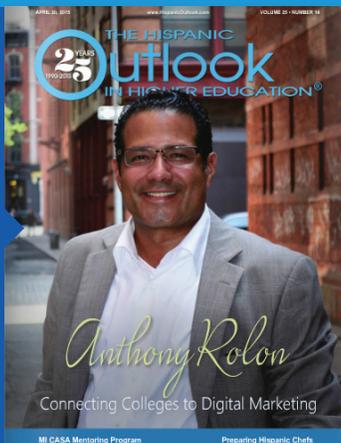


## WELCOME

## What's New with WWP?

### Welcome New Team Member – Hongbo Wang!

Hongbo Wang has joined the World Web Partners team as Project Coordinator. Hongbo is originally from China and recently acquired his Master's Degree from Florida International University in Engineering/Industrial Management. Hongbo loves music, dancing, basketball and is very technologically savvy. He is an ardent fan of NBA player, Dwayne Wade, and chose to study in Miami, FL for not just the beaches and nightlife but convenient access to the Miami Heat games! Please join us in welcoming Hongbo Wang to the World Web Partners team! (hwang@worldwebpartners.com)

HONGBO'S  
HEADLINES

## CEO, Anthony Rolon, featured in the Hispanic Outlook in Higher Education Magazine

Anthony Rolon, CEO of the Rolon Group, was featured in a 3 page spread in the Hispanic Outlook in Higher Education Magazine this past April. The article touches on how Rolon found success through hard work and how his extensive experience in the higher education sector brings him continued success and growth. One of Rolon's quotes from the article is: "Everybody is not made for traditional colleges. Everybody is not made to go and do four years of college. Students need options. We need a path for everyone" For the full article, please [CLICK HERE](#)

## Happy Mother's Day!

This month, I would like to wish all of the mothers a happy mother's day! Being a mother to my daughter is the most fantastic job I could ever have! Yes, it has its challenges but the maternal love and direction I give my daughter is unlike any other. I strive to take care of my WWP team with the same passion and dedication. I never want to just be someone's "boss" but instead, a mentor that my team members can look up to for motivation, advice and a helping hand. There is always room in my heart for my pseudo daughters and sons.

Please feel free to contact me anytime at [dc@worldwebpartners.com](mailto:dc@worldwebpartners.com).



## DIANA'S CORNER

## Why the Elevator Pitch Hurts Your Chances of Winning New Clients

Whether you are at a networking event, a conference or just mingling with new people at happy hour, chances are you will be asked "What do you do?" How does one summarize what they do in a few sentences that will sound appealing or intriguing? If you immediately categorize yourself as a "manager" or "teacher" or "director of \_\_\_\_\_", you are allowing that person to categorize you as one of the other "managers" they already know. Instead, try asking them a question in your response. Let them wonder more about what you do and engage in an actual conversation! A real conversion will be more memorable for that person and could help you earn their business in the long run.

For the entire article, please [CLICK HERE](#).



## JAUQUESE'S TIPS

## APSCU - Denver - #wwpwinning

World Web Partners is excited to join our network of esteemed clients and partners at the 2015 APSCU annual convention in Denver, CO. From June 2-5, 2015, World Web Partners will be exhibiting at the Colorado Convention Center at Booth #600. This year, our theme is "The Partner that Cares". We want to engage our clients by embracing who we are and market our



esteemed staff that drives our success in the digital marketing industry. Be sure to stop by our booth, #600, to say hello and check out our 'up close and personal' back drop! Check out the hashtag #wwpwinning to stay connected with WWP!



## Tips for Making a Great Online Marketing Video

If you are thinking about creating an online marketing video for your company, be sure to follow these tips to ensure it's a great one!

- 1. Production Value** - Invest in high quality production. Good lighting, different camera angles and audio all contribute to making a video look professional.
- 2. Know Your Audience** - Before investing in a video, think about who your potential clients are and your purpose for making a video.
- 3. Hire Professionally** - Don't cut corners and invest in hiring the professionals, who will add insight to your ideas while you focus on the big picture.
- 4. Tell a Story** - Engage your audience with a compelling story that has relatable characters, conflicts, journeys and conclusions.
- 5. Reflection** - When creating a video, make it priority of yours to create a true reflection of your company and brand. You want to advertise your product truthfully with a compelling story your audience can relate to.



"Consult not your fears but your hopes and your dreams. Think not about your frustrations, but about your unfulfilled potential. Concern yourself not with what you tried and failed in, but with what it is still possible for you to do."

- Pope John XXIII



**Why do cab drivers make good paid search advertisers?**

Answer: They can really drive in traffic.



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