

## WELCOME

**What's New with WWP? – Please join us in welcoming the newest member to our team – Julio Encarnacion!**

Julio will be taking on the role of Account Manager. Julio is from St. Croix, U.S. Virgin Islands but came all the way to South Florida to earn his M.B.A. in Marketing from Lynn University. When Julio isn't putting his marketing skills to work, he enjoys studying cars, fishing and hunting. He also has a taste for seafood – especially salmon, Mahi and calamari! Julio's favorite movie is Pirates of the Caribbean and he loves to listen to dancehall, reggae and dub music. Please join us in welcoming Julio to the WWP Team!

## DIANA'S CORNER

**Buyable Pins!**

I am in love with Pinterest! This “catalog of ideas” that ranges from recipes, animals, fashion, technology and much more has risen in popularity over the past few years. Just 3 months ago, Pinterest rolled out Buyable Pins, which gives users the ability to buy stuff directly on the Pinterest iOS app. Pinterest and some merchants say about 90% of those using the e-commerce feature are new customers. We are aiming to attract new customers, too, with this social media app. Check out our AmeriColleges page - [www.pinterest.com/americolleges/](http://www.pinterest.com/americolleges/) and let us know what you think! To read more on buyable pins, please **click here**.



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

## LIA'S CALENDAR

**September 11th Anniversary**

This year marked the 14th anniversary of the September 11th tragedies that will forever be seared into the minds of Americans. On this day, we honor the men, women and children that lost their lives back in 2001 on that calamitous day. Observations were held nationwide including the annual four moments of silence at Ground Zero in New York City. In addition, the Tribute of Light, which is 88 search lights arranged to mimic the twin towers, was lit as a reminder of what was lost 14 years ago.

**Get the Most out of Your Social Media Marketing Dollars**

Social Media Marketing has become an indispensable resource for generating prospective students for higher education institutions; however, it isn't the two-buck-per-acquisition solution it was when Facebook ads first rolled out. One consistent method to try is Conversion Rate Optimization (CRO). CRO is a process that prioritizes initiatives that convert at a higher rate in order to lower costs, optimize your cost-per-goal completion, and maximize your overall return on investment for PPC social advertising. Using this strategy, one can easily distinguish the paid social efforts that are worth the investment from those that are not. For the entire article, please [click here](#).

JULIO'S  
BULLETIN REPORT

## Don't Get Hung Up on Skype: Free Video Conferencing Options

This past week you may have noticed that Skype was down, as they experienced a global outage, upsetting many of their customers. Here are some additional free video conferencing website options you may try:

- Google
- Jitsi
- VoxOx
- Goober
- Ekiga
- ooVoo



For the entire article, please visit our blog at: <http://www.worldwebpartners.com/blog/>



"Whoever loves much, performs much, and can accomplish much, and what is done in love is done well."

- Vincent Van Gogh



What is a telemarketer's favorite song?

Answer my call, maybe?



### Be sure to follow and like us!

- <https://www.facebook.com/WorldWebPartners>
- <https://www.facebook.com/AmeriColleges>
- <https://twitter.com/worldwebpartner>
- <https://www.linkedin.com/company/world-web-partners-inc.>
- <http://instagram.com/worldwebpartners>



**WORLDWEB**  
PARTNERS  
[www.worldwebpartners.com](http://www.worldwebpartners.com)

954.306.6373  
2001 Hollywood Blvd., Suite 305  
Hollywood, FL 33020  
[sales@worldwebpartners.com](mailto:sales@worldwebpartners.com)