



INFLATION BUSTERS

10

LIFE-CHANGING

ONLINE BUSINESSES
YOU CAN START TODAY



GROOVE SPECIAL REPORT

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Inflation Busters: The 10 Life-Changing Online Businesses You Can Start Today

The COVID-19 pandemic dramatically increased commerce in the digital marketplace. In 2021, **1.79 billion** people purchased online and **36%** of all small or personal **businesses** are making sales on the internet.

The time to get your business online is now. The simple truth is you can run any business. The key is to select the right software to serve your business, and in the digital marketplace, there are hundreds of choices.

With this ebook, you received an invitation to get a free Groove account, and we hope you took us up on it. Groove is designed to help people run an online business. The software was designed by marketers for marketers, and everything you need to run your online business can be found with one login to your Groove dashboard.

So you can see the possibilities, we've compiled case study examples of the most popular online businesses you can run or start with Groove. After that, this book will discuss many of the other things you can do with the apps in the Groove ecosystem.

Our goal is to give you some clarity for the most popular and profitable options. Choose a path that speaks to you, and get Groovin'!





Affiliate Marketing

Those who are new to online business with no product, service or experience can begin their online journey right now without needing any of those to sell.

Affiliate marketing is almost like a commission-only sales position. You market other people's products or services and get a percentage of the sale. With many digital products offering commissions as high as 40 or 50%, this can be a very lucrative and speedy way to start online. For this reason, affiliate marketing is an extremely popular business model, not only for newbies, but also for experienced marketers who want to expand their businesses.

There are many affiliate partner options out there. Simply research, find a product you love, and tell others about it. The affiliate program generally gives you a link that can be followed that attributes any sales to you, whether you share on social media, blogs, emails, or personally.

We make this process extremely easy with Groove. There is affiliate software built right in, and anyone who signs up has an instant business opportunity.

With Groove, because every new user is instantly approved for the Groove Affiliate Program, you can begin to promote the moment that you sign up for a Groove account.

There are also promotional tools that are professionally created for you, which means that you're provided with sample emails, blog reviews, articles, press releases, graphic banners, social posts, videos, signature fields and more, all designed to help you promote your affiliate links.



In addition, there are thousands of hours of expert training archived on our YouTube channel, GrooveDigital Academy, GrooveGrowth membership, GrooveDigital Presents replays, and other private training exclusive to fellow Groovesters.

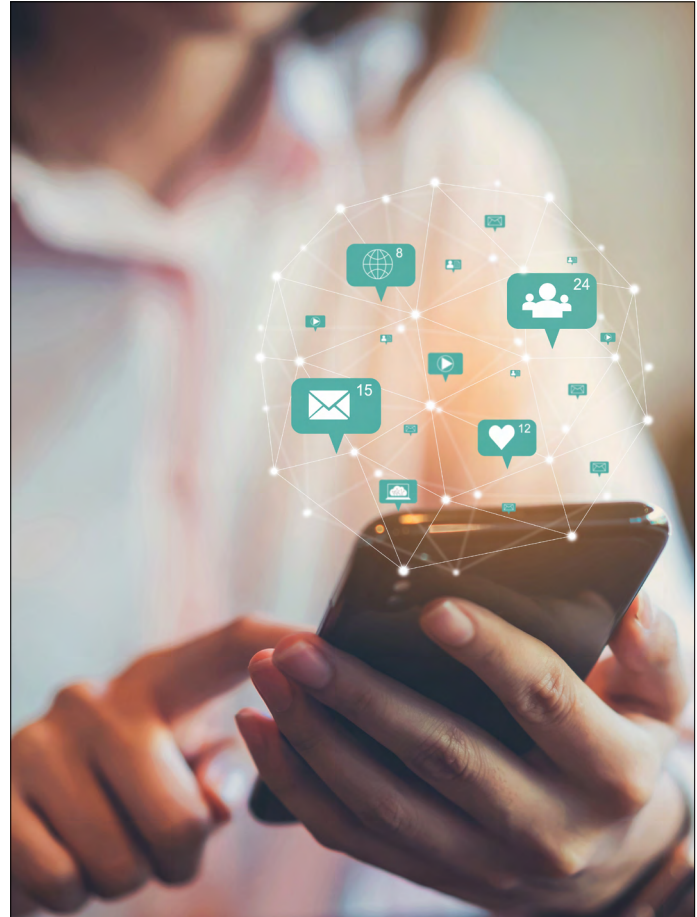
This means everything you need to get started is already available, and all you need to do is to start taking action.

Case Study: JoAnn Wolloff <https://affiliatemarketeronfire.com/> and <https://bridgingthedigitalgap.com/>

JoAnn Wolloff is an online business owner who not only published her book and became a #1 bestseller on Amazon, she became an affiliate partner of the Groove Affiliate Program.

While promoting the Groove platform, JoAnn taught users how to use various Groove apps. Her offer was to help people get started using the Groove suite of apps, if they purchased through her affiliate link.

She created a membership site which provides content to seasoned adults or newbies to online marketing or affiliate marketers who are stuck. Her membership is extremely affordable (at the time of writing, it is \$8 per month). And it serves two purposes. The first, is that it serves her community. The second is that anytime she has a new offer, she has a captive audience right in her membership platform.



Groove was the catalyst that enabled JoAnn to write her bestselling book on Amazon. She embedded all her affiliate links into her book, which has a boomerang effect. She has over 25 affiliate links in her book, which she gets a percentage of when people purchase. She uses GroovePages to promote her book, as well as direct and redirect every affiliate link so that she has an optin page to collect name and emails, and send them to the page she is affiliate marketing for.

Using Groove's suite of products, JoAnn was able to generate over \$70,000 in her first year of digital marketing.



Ecommerce

Ecommerce can be a profitable business model for those with the right resources and software tools. But traditional ecommerce requires many moving parts.

For example, you need to create an online store, partner with manufacturers, purchase items in bulk, find a warehouse to store and ship (fulfill) your inventory, as well as provide customer support.

While starting an ecommerce business can definitely be a worthwhile enterprise due to the potentially high margins on product sales, it's sometimes necessary to have significant startup capital to build a large team just to run it. Even with the right team, it would still be a lot of work to manage your business.

The good news is that there is a grand solution to this dilemma. It's called dropshipping.

Dropshipping is a partnership between you and a supplier, where you are responsible only for the online store and taking orders, while the dropshipper handles all the inventory and shipping on your behalf.

For example, you can build an online store and promote products chosen from your dropshipping catalog. When the orders come in, you forward all the necessary details over to the dropshipper so they can package up the goods and send them to your customers.



If you prefer to sell printed items, such as t-shirts, mugs, bags, and other apparel or accessories, you can also work with print-on-demand (POD) suppliers who can print and deliver the products for you.

In both instances, you never need to see or touch the products.

Normally, this would take a bit of work to set up. The creation of stores, finding suppliers to partner with, and integrating all the necessary tools can all be technical and a bit overwhelming.

This is where Groove comes into play with GrooveKart®, a professional ecommerce store builder with all the required integrations already built right in.

Groove has created partnerships with the best dropshippers and print-on-demand suppliers so you don't need to haggle. Even better, GrooveKart® integrates directly with our partners, so all you need to do is click an approval after you've collected the money, and your POD or dropshipper will get all your clients' details, and create and ship them immediately.

GrooveKart® makes it super simple to find products you want to dropship, create your own designs for printed items, and build your entire store within a matter of hours.



Your entire ecommerce business can be managed right there in GrooveKart®. Access customer and order information and anything else you might need.

Case Study: Long Island Cat Kitten Solution <https://licatskittens.org/>

L.I.C.K.S is a non-profit organization dedicated to rescuing as many animals as they can.

To supplement donations, they created a GrooveKart® store which offers cat-related products, as well as their own branded designs.

In addition to GrooveKart®, they are using GroovePages®, GrooveFunnels®, and GrooveMail®, to generate donations, and tell people about their worthy organization.

They use GroovePay for low payment processing rates (as well as PayPal), and their sites were designed by [GrooveAgency](#).





Info Products

One of the premiere Internet marketing business models is the creation and selling of information products.

Information products have been created and delivered in a variety of ways, including home study courses, physical books, digital downloads, online videos, PDF files, and more. These tend to be profitable because you create it once, and resell the same product multiple times in a digital format, with no additional cost or time.

Internet marketing experts discovered that the best way for their customers to consume their content, while adding extra levels of security to protect their intellectual property, is with the use of membership sites.

Membership sites require legitimate customers to create an account, and access to the information products can only be achieved inside the secure membership area.

Within the membership site, customers access all the content that the info product owner has created and set up for them. This can be in the form of text content, videos, as well as any other downloadable file.

Without the adequate technology, membership site creation can be quite technical and extremely complicated.

Fortunately, GrooveMember™ makes everything simple.



Use GroovePages® to create a full website or sales page to market and sell your info product, which seamlessly integrates with GrooveMember™ to create different types of access levels for a variety of users.

GrooveMember™ enables you to create a private membership area where your customers can log in to access the content that they paid for, or you are allowing them to access for free in exchange for their email address.

This ensures that only those with the appropriate login credentials can access the private content you have worked so hard to create.

Case Study: Nicholas McIntosh, <https://affiliatescrusher.com/>

Nicholas McIntosh has created an information product called Affiliate Crusher, which is an online course that teaches people how to use Groove for their own business.

This includes ways to get the most out of GroovePages® and GrooveVideo™, as well as various uses for list building and email marketing with GrooveMail®.

Affiliate Crusher is also listed in the GrooveMarketplace under “Internet Marketing,” and is often featured in Groove tutorials and promotional materials as it is one of the best examples of how to flourish with Groove..

According to Nicholas, the use of all the Groove apps to create information products has been a breeze, and his online businesses have generated a healthy income for both himself and the affiliates who have been involved in its promotion.



Content Creator

There are many ways creators can monetize their creativity with a content creation business model.

Writers can easily become bloggers and with the power of search engines, their work can be quickly found by the people who need their knowledge the most. Their work becomes the perfect portfolio and resume.

While providing valuable information to your readers, you may also consider monetizing your blog. There are multiple ways in which you can monetize your blog. The most common are:

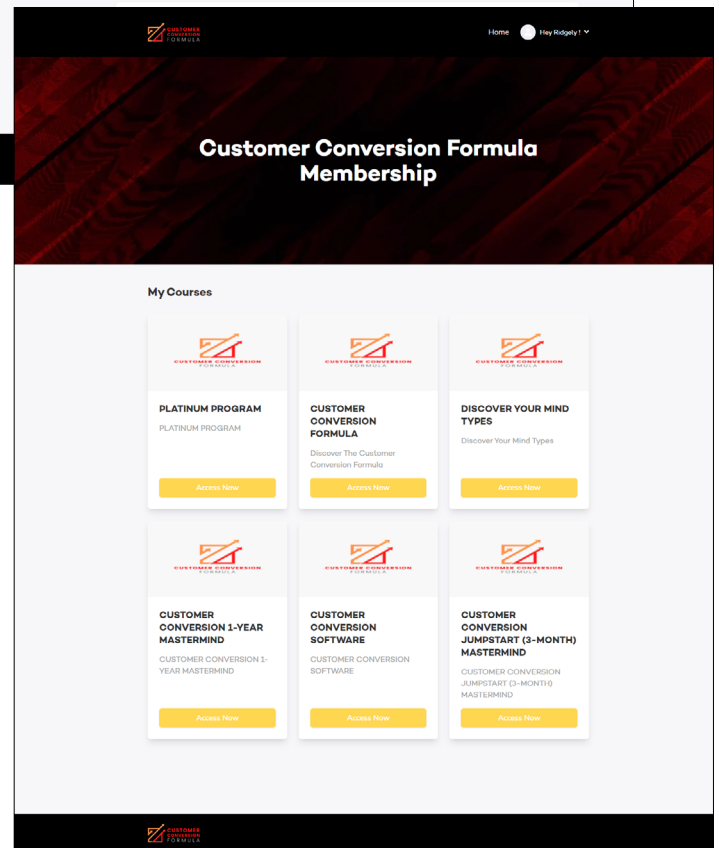
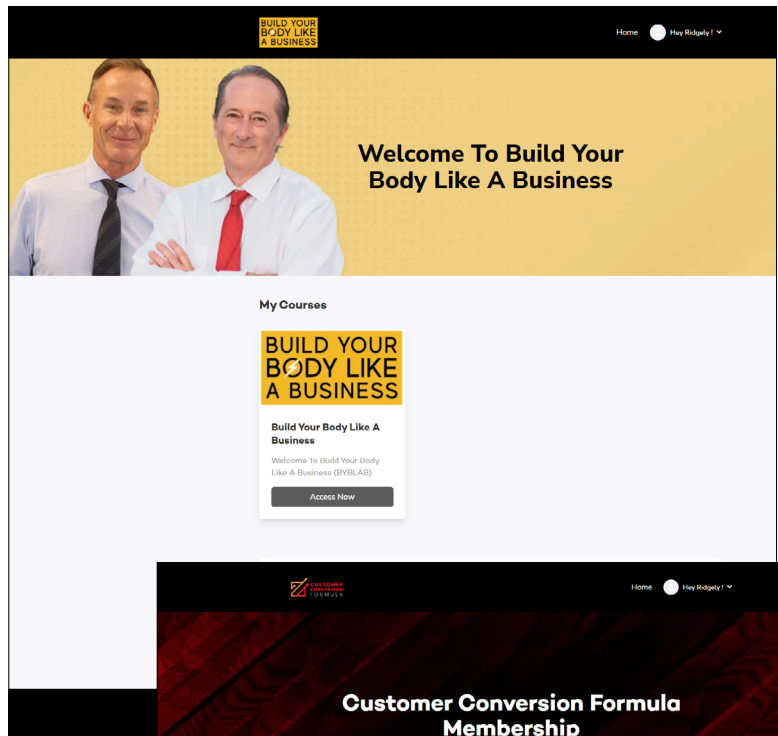
- Selling your own products or services
- Promoting other people's products and services
- Building a list of subscribers for a longer-term monetization strategy
- Displaying ads on your website
- Building up and then selling off your entire blog later down the line

Blogging has proven to be effective at building long-term income online, as your blog content can remain on the Internet indefinitely, earning you money long after you've created it.

Which blogging platform should you use? Well, not all blogging platforms are created equal. Some aren't user-friendly and some aren't search engine optimized, making being found by your target audience more challenging.

Enter GrooveBlog™, an easy-to-use blogging tool that is created by marketers who completely understand the value of making sure your content looks professional and can easily be found on all the top search engines.

At Groove, we're adding more and more features every day, improving an already robust software that also happens to be one of the best blogging tools available on the internet.



Create your first blog with GrooveBlog™ if you haven't already, and start monetizing it with any of the exciting ways we covered above..

Case Study: Ridgely Goldsborough, <https://customerconversionformula.com/>

Ridgely Goldsborough is perhaps one of the most generous and prolific content creators there is. He shares his wealth of knowledge in the internet marketing industry, and partners with industry greats, providing knowledge and education.

The image shows a landing page for 'Customer Conversion Formula'. At the top left is the logo 'CUSTOMER CONVERSION FORMULA'. A yellow 'Get Started' button is in the top right. The main headline is 'Free Customer Conversion Formula AND Training' in a red box. Below it, a sub-headline says 'I'll Show You How To Get More Customers in This Short Video Below!'. A small text line reads 'Brain biology converts more prospects into customers--every time. Learn how here.' The central video player shows a man, identified as 'Ridgely Goldsborough, Co-Founder: Customer Conversion Formula', speaking. A 'Click for Sound' icon is in the top left of the video. A yellow play button is in the center. Below the video is a yellow 'Get Started For FREE!' button. To the left of the video is a testimonial box for 'Flavio K from Argentina' with a 'Verified by Groove' badge. Below the video player, the text reads 'Limited Time Offer - Get The Client Conversion Formula For FREE - No Credit Card Required'. To the left of this text is another testimonial box for 'Flavio K from Argentina'. To the right is a computer monitor displaying the 'CUSTOMER CONVERSION FORMULA' logo. Below the monitor is a list of bullet points under the heading 'Want More Customers?':

- You know how most businesses struggle to get enough customers to grow and thrive?
- What if you had a way to convert prospects into customers any time you want, as many as you want?
- Imagine a formula that would give you the secret sauce to bring a flood of customers to your business...on an ongoing basis.
- Imagine that this formula worked 24/7 and kept on working even when you sleep...

Below the list is the text 'AND, what if it was absolutely FREE? (Instead of \$199?)' and a yellow 'Get Started For FREE!' button.

His Customer Conversion Formula uses GroovePages and GrooveFunnels to sell the product, GrooveSell to collect payments and provide gated access to GrooveMember, where he delivers his priceless content. He also has a membership site called Build Your Body Like a Business, which uses GrooveMember and GrooveVideo to provide content to his users.

Live Events

The live event business model has proven to be one of the better ways of making money, which is why so many entrepreneurs decide to either become speakers, trainers or event organizers.

Even if doing live events is not their full-time business, many entrepreneurs still incorporate speaking as part of their business model to generate more leads, sales and build their overall brand.

In recent times, and for obvious reasons, there have been fewer offline events, but the passion for live events continues and this has translated into engaging virtual events.


Regardless of format, live events are still profitable for speakers as they often upsell their products or services. Offers such as continued education opportunities or special deals on coaching, products or services are common.

Moreover, event organizers can make money by selling tickets to the event. Additional products, services and affiliate programs can be promoted throughout the event, as well.

These live events may be in the form of webinars, live streams or pre-recorded content disguised as live sessions.

This is where Groove really shines. With GrooveWebinar™ you can upload a pre-recorded webinar and run it as if it's live. The webinar still allows a chat function, so that even if you are not actively hosting the webinar, you can login and answer questions and interact with attendees live. This is known as an evergreen webinar.





The obvious advantage of running evergreen webinars is that when you're streaming live anything can happen. You could have an internet glitch, your kids could barge into the room or your dog could start barking. Or you could simply be having an "off" day. What we recommend and have done in the past is to give a live webinar multiple times, see which one converts the best, and then use that as the recorded, evergreen webinar.

Here's the best bit. Because your audience thinks the webinar is live, you can spend your time focusing on interacting with attendees and answering their questions, instead of presenting. GrooveWebinar™ then saves the chat, which you can accept or reject, so that you can use the exact transcript in later versions of the same webinar. Now you can run the webinar again using the chat transcript to provide life-like interaction. So forget about scheduling conflicts - run the webinar on autopilot, even when you're in meetings or while you're sleeping at night. The attendees won't know the difference and still believe the webinar is live.

There's no shortage of ways to monetize with live events so ensuring you're utilizing the right software is crucial to support the process.

With Groove, you can promote your GrooveWebinar™ by creating effective landing pages with GroovePages®, the registration forms seamlessly integrate with GrooveWebinar™ and GrooveMail®, ensuring automated email communications. And for products you're selling on the webinar, simply set up your product funnels with GrooveSell™ - the url of your product can be programmed to appear at the exact right time without your input, so that your sales process is refined and totally hands-off.

Case Study: John Chong, <https://www.summitasia.com>

John Chong is the Founder of Summit, an event organization company known for putting on seminars and workshops that feature some of the world's top speakers.

Many of Summit's live events typically attract audiences into the hundreds, and even thousands, with huge success all across Southeast Asia, including countries like Malaysia, Singapore, Indonesia, Thailand, Vietnam, Japan, India, Taiwan and more.

Unfortunately, the pandemic has closed down the live events industry for most parts of these regions since March 2020, so during this time, Summit has reinvented itself as an online community that provides education through virtual events.

A new website has been built with GroovePages®, which includes membership elements created with GrooveMember™, as well as a database set up with GrooveMail®, videos managed with GrooveVideo™, products organized through GrooveSell™, evergreen webinars automated with GrooveWebinar™, and an affiliate program run by GrooveAffiliate™.

Thanks to Groove, this platform has breathed new life into the Summit community, which is now able to continue delivering value to thousands of aspiring entrepreneurs and upcoming marketers around the globe.





Mentorship & Coaching

With so many changes happening around the world these days, more and more people are looking for alternative solutions to make ends meet.

The unfortunate truth is that most people start from scratch because life has always taught them that the safest way is to go the traditional route of finding a career and working a traditional job.

There are so many people who have a tremendous amount of value and knowledge in a specific subject. It could be anything: from crocheting to fitness or advice on how to overcome life's hurdles. Many of these people find themselves in demand with friends and acquaintances who clamor for their advice. But they've never thought to create a business and profit from their knowledge.

With the increase of traffic in the online landscape, there is now a huge opportunity for these people to become mentors and coaches, so that they can reach more people and help those who need their guidance right now.

The mentorship and coaching business can be extremely rewarding because you get to craft a program that fits with your experience, and the clients you take on will have the benefit of learning directly from you and your expertise.

You are literally in the business of helping people, and there is no better feeling in the world than sharing your knowledge and doing something positive that contributes to society by providing a helping hand to those who need it.



Mentoring and coaching can be extremely profitable. And what could be better than taking care of yourself and your family while helping others on the road to success?

As with everything else, you just need to make sure you're approaching the business with the right intentions, as well as using the right software to run your coaching business.

Regardless of the kind of mentorship program you might be running, Groove has all the tools you need to set up your website, generate leads, and deliver your content.



Case Study: William C. De Temple, <https://9figurecompany.com/>

The 9 Figure Company's promise is simple: they help entrepreneurs scale their businesses to 9 figure revenue in 5 years.

Their main website is a masterclass on what a website should look like. The main page includes two calls to action: one to book a strategy call with the team and the other to gather sign ups for the email list by providing a free Ebook in exchange for some personal details. Both of these CTAs are powerful ways to collect leads.

This website also builds authority and creates trust with the visitor by including written and video testimonials. It creates a feeling of transparency with the visitor: it explains how the company works, what they can do for you, and the promise to their customers.

Knowing the people behind the company is crucial in creating relatable brands. This site does this by having a dedicated page to William himself and another page outlining the promise to all that work with the company. Visitors can get clear on the code of conduct and what it means to work with the business.

Finally, it has all you need to know about contacting them: phone numbers, office locations, and how to schedule an appointment with one of their team.

Traditional Local Business

Leveraging the Groove platform does not necessarily mean that you must start an online business.

In fact, there are many Groovesters who are able to take their traditional local offline businesses and bring them online solely for marketing purposes.

That's because any business can be promoted on the internet, as long as there is enough information for visitors to contact you or even make a purchase.

How do you bridge the offline and online worlds? One way is through an online booking system so potential customers can contact you, a phone number that they can call, or a variety of options in which transactions can take place directly on your website.



When you take a local business online, you allow for more flexibility in terms of the ways that your website can be marketed. With the right platform, not only can you attract organic search engine traffic, but you can also drive paid traffic to your website through online advertising platforms, such as Google, YouTube, and Facebook, among others.

Any business can have a website created and subsequently marketed online, and there is a huge demand for traditional business owners to find qualified digital marketing experts to help them achieve this.

Case Study: Nick Danger Jones, <https://www.freakyfoottours.com>

Nick Danger Jones uses GroovePages® to build up a large, SEO-rich website that is now ranking in the top 10 of almost all his target keywords designed to bring visitors to his haunted tours business located in Flagstaff, Arizona.

On top of that, Nick also uses GrooveBlog™ to rank high on search engines to get even more online exposure with blog posts that provide value to people looking for interesting things to do within his region.

Campaigns have also been set up with GrooveMail® to send out promotions to customers who have expressed interest in similar topics via email. GrooveMember™ is used to build out an onboarding training guide and GrooveKart® has been set up to sell branded products.





Agency Service

Starting an agency service-based business is probably the best way to leverage all the apps available within the Groove platform.

Established digital marketers may want to create a professional service around helping other entrepreneurs and companies to start or improve their businesses online.


These services may include website, landing page and sales funnel creation, ecommerce store setup, blog publication, email marketing management, membership site building, and video marketing services, just to name a few.

Most agency providers who work with multiple tools are required to put in a lot of work to not only learn the tools necessary to provide all these services for their clients, but also keep track of all the logins of the tools themselves.

Luckily, with the Groove all-in-one platform, all the top services can be provided and managed under one roof, simplifying the work necessary for agencies to deliver top-notch services to their customers.

With Groove, agencies can use GroovePages® to create professional websites, landing pages and funnels, GrooveKart® to build ecommerce stores, GrooveBlog™ to set up SEO optimized blogs, GrooveMail® to automate email marketing, GrooveMember™ to manage membership and content delivery sites, GrooveVideo™ to run video marketing campaigns, GrooveSell™ to control entire sales processes and affiliate management, and so much more.





Groove has made the lives of agency owners so much easier because of the simplicity of all the tools, so much so that even brand new entrepreneurs with little to no experience are able to use Groove to provide high levels of service to fellow entrepreneurs who need it.

Groove's made it so easy, in fact, that we've started our own agency to help entrepreneurs launch their businesses online. Covering everything from funnel migration, website and funnel builds, email automations, membership sites, webinar marketing, branding and copywriting, GrooveAgency does everything you need to get your business up and running in no time at all.

Even if you already have your business running online, GrooveAgency can help you seamlessly migrate to the Groove ecosystem so you can ditch your under performing legacy platforms and move across to the best all-in-one digital marketing platform on the planet.

And it gets better. Groove has white labeled our service so you can sell GrooveAgency services as your own. No more worries about managing and paying outsourced staff or unreliable project delivery - Groove takes care of it all for you.

Case Study: Kevin Strite, <https://yourbestgroove.com/>

Kevin Strite offers services to help clients build their business with Groove apps.

He uses GrooveMember to share information on how to use Groove. He uses GroovePages to create websites, GrooveMember to develop membership sites and share his educational content, GrooveMail to run email campaigns, GrooveVideo to increase conversions through video marketing, and GrooveSell to set up and manage his entire sales process.

Kevin's a real Groovester!

Not only that, but his agency builds websites, blogs, memberships, ecommerce stores, email campaigns and so much more - all within Groove's all-in-one platform.

Kevin's secret weapon? He uses [GrooveAgency](#) for a significant portion of his client's work. Why use GrooveAgency if he can do it all himself?

Firstly, it saves him time and the large overhead costs of using external contractors. Secondly, it's super easy working with GrooveAgency. He finds the clients and tells Groove exactly what they need to do. GrooveAgency uses their team of designers and marketing experts to create the perfect finished product for the client. It's like having his own fulltime tech team, but without the crazy costs.

So when a new client needs branding, websites, logos, funnels, and more, the work is done by the Groove team of experts, using all the latest technology from Groove.



Lead Generation

To maximize your online business success take full advantage of all the tools available within the Groove platform, as well as all the business types we've talked about.

And with any business, one of the top marketing goals is to generate more leads.

Lead generation is not only a marketing process, but it can also be a legitimate business model in its own right.



When you generate leads for your business, these leads can be continually contacted and presented with your offer until they become convinced that it is the right product or service for them.

In addition, the leads you generate can also be used to promote other products and services you might have now or in the future, as well as other people's businesses should you want to get into affiliate and referral marketing.

The top way to generate leads is to have a website that contains a lead magnet: special offers, free gifts and other kinds of incentives that, with a call to action, help capture your visitors' name and email address and, optionally, other pieces of information, such as phone number, country of origin and even full address.

While this may sound a bit technical, Groove makes it easy to promote your lead magnet and capture customer information.

Simply create a website or landing page with GroovePages®, while using GrooveMail® to collect the details of the leads you generate.

This contact information is then stored in your GrooveMail® account and can be used to mass email your entire list of contacts whenever you want.

Lead generation is not only essential in your own business, but a powerful skill you can also offer as a service to other online business owners.

While lead generation (generating and then pushing offers to or selling leads) is a highly profitable business model in and of itself, it can also be used for a traditional business.

Case Study: Dr. Steven Vasilev, <https://kickendo.com>

Dr. Steve is America's first and only Triple Board certified (Gynecology, Oncology and Holistic Medicine) integrative physician who specializes in Ultra-advanced Robotic Excision Surgery and recovery for endometriosis.

His website is a masterful example of lead generation for new patients. His funnel has a button to directly call his office for those that are ready to call. This is a tracking phone number so that he can get meaningful statistics about how many people call from his site.

For those that are not ready to call right away, there is a second call to action: "Discover More." That in turn leads to a more in-depth page with information about him, and the medical treatment he offers.

The ultimate call to action is for his website visitor to fill in a HIPPA compliant form, requesting an appointment.

Looking for a PROVEN expert robotic excision surgeon? Call: 424-255-1340

Feeling **Frustrated, Unheard, or Hopeless?**

IT'S TIME TO TAKE CONTROL OF YOUR ENDOMETRIOSIS

Patients often come to me frustrated, because past surgery and treatments never provided or no longer provide relief. Maybe there was incomplete, inadequate or antiquated treatment?

We offer the absolute highest level of surgical excision expertise and guidance on advanced biomolecular-based mainstream & integrative support, so that you can **Kick Endo** and Thrive!

These are common endometriosis symptoms, and there are many more:

- ✓ Persistent or unexplained pelvic pain
- ✓ Painful sex
- ✓ Excruciating bowel movements
- ✓ Severe intestinal discomfort and/or bloating
- ✓ Infertility
- ✓ Constant urge to urinate

424-255-1340 Call for a consultation Discover More

Integrative Advanced Minimally Invasive Pelvic Surgeon

I'm Dr. Steven Vasilev, and I'm America's First & Only Triple Board certified (Gynecology, Oncology and Holistic Medicine) integrative physician who specializes in Ultra-advanced Robotic Excision Surgery and recovery for endometriosis.

This means you get:

- ✓ A doctor who listens, hears and understands your unique problems and concerns;
- ✓ A high tech minimally invasive expert robotic excision surgeon with over 30 years of experience, who has seen it all, so no surgery is too complicated;
- ✓ A comprehensive analysis of your specific symptoms, unique experience, test findings, previous treatments, and risk factors including genetics, which



**Get A Quick, Easy
and Convenient
Business Line of
Credit or Loan**

Quick Capital For Small Business

Qualify In Seconds !!!

<input type="text" value="Name"/>	<input type="text" value="Business Name"/>
<input type="text" value="Email"/>	<input type="text" value="+1 758-284-5678"/>
<input type="text" value="Time in Business"/>	<input type="text" value="Monthly Gross Sales"/>
<input type="submit" value="Submit"/>	

Credit lines / Loans
\$10K – \$1M

Approvals as fast as
3 Hours

Funding as quick as
Same Day

Flagship Website


No matter what business you're in these days, you need to have an online presence. With all of the impressive ways of making money online we've discussed so far, they'd be nothing without a flagship website.

What do we mean by "flagship website"? Well, you might have a stand alone blog or a funnel that just accepts traffic from social media but no actual web presence that explains who you are, what you do, and why you're the best person to do it.

After all, not everyone has an office any more. And even if you do, you can bet your bottom dollar that potential customers will visit your flagship website first before they even set foot out of their front door to visit you.

Your flagship website brings everything about you together in a visually impressive and compelling way.

In today's ever competitive marketplace, building a brand that stands out is more important than ever before. So your flagship website should be a place where you can demonstrate and build your brand authority in your area of expertise. By including testimonials it should demonstrate how you've helped people, and through displaying recognizable brand logos, show that you are a trusted partner with other well-known businesses.



To build that brand recognition, include an “About Us” page to explain the story behind your brand, your values, and introduce your team (if you have one!). It’s a chance for you to really show why you’re the number one person to go to in your industry, all speaking to your target audience in a relatable and empathetic way.

Not only that, but it can be a single area where you bring your offers together. You may have many different funnels selling various products to traffic generated from multiple sources, such as your email list, or from social media ads. But if you offer multiple products or services, then that traffic might only ever see one offer. Your flagship website brings together all your offerings, and presents them in a holistic and powerful way to show your audience what you’re really about.

It’s a place where visitors can get to know you and your company a little better.

Yet, you shouldn’t just let people come and go from this site. You can use your website to turn your visitors into leads, with calls to action that entice people to sign up to your email list, book a call with you, try out something for free, or download a lead magnet. It should be another entry point into your funnel.

Case Study: QuickLine Funding, <https://quicklinefunding.com/>

QuickLine Funding is a company that provides lines of credit and loans to businesses.

To build this elegant and simple website they used GroovePages®. It’s a clear, well-laid-out page that explains what they provide, how they work, and who they serve. Visitors will instantly know if they are a good fit for the company. This means that QuickLine Funding won’t get as many inquiries from businesses that they cannot serve.

QuickLine then uses GrooveMail® to collect leads and sales information. There are 3 calls to action on the page:

- Click to call where a visitor can directly contact the customer service team, helping reduce the friction needed to get the prospect in front of the sales team.
- A short “I’m interested” form that has all the fields needed to filter out any prospects that aren’t suitable, all stored within Groove.
- A link to a “Get Started” page where they can fill out the same form as above or fill out a proper application form for their services.

Each CTA is appropriate for a certain type of visitor: the ones who want to see if they qualify, the eager beavers who want to get talking straight away, and those that want to apply straight away.

GrooveAutomations drives all the follow-up communication, sending specific email sequences depending on the CTA used - a perfect way to make sure the needs of their prospects and customers are always met.



Launch Your Business and Let's Groove Together

Groove is the world's fastest-growing all-in-one digital marketing customer relationship management (CRM) platform.

Designed for digital and ecommerce marketers, Groove has become the ultimate marketing automation tool for over 650,000 entrepreneurs, with more making the switch every single day.

That's because with its powerful technology, Groove enables business owners to increase sales, engage visitors, collect leads, and so much more, while saving them time, effort and money in the process.

And while calling a software an all-in-one solution is a big claim, it is true that anyone can use just this one platform to start, run and scale their entire business.

Jam-packed with ready-to-use solutions that continue to increase in features and value over time, Groove has already helped hundreds of thousands grow their businesses faster - even those who were just getting started online for the very first time.

While there are tremendous benefits to becoming an owner of a Groove Lifetime upgraded account, newbies and those who are just starting out or on a shoestring budget will be happy to know that there is an option to secure your own Groove account for free.

That's important to us, because it's exactly how we started out. In mid-2020, at the height of the COVID-19 pandemic, our founders decided to give away the Groove suite of apps for free. Why? Because everywhere they looked people were losing their jobs, losing customers, and being forced to stay home.



We wanted to provide hope for all those that had their lives upside down, and we knew the power of an online business could help those in need. So we gave the Groove platform away for free, to help people take back control of their lives and not be at the mercy of world events. And it's still an important part of our offering today.

Groove Account membership provides access to over 20 powerful apps (and counting), all designed to help you create a successful online business.

These apps consist of a website builder, funnel creator, email autoresponder, sales system, affiliate software, membership site, blogging platform, ecommerce store, video marketing tool, webinar and live stream technology, plus so much more.



Yes, we understand that just the sheer sight of listing each app out one-by-one can be intimidating to some, especially to those who are just getting started.

That's why we created this special report, so you can understand the scope of what's possible with Groove

This Groove special report will explain to you exactly what these apps are, what they can do, as well as a use-case scenario on how to implement them.

Let's face it... we are marketers, and very experienced business entrepreneurs. We know that marketing can seem overwhelming to some. So we want to give back. We are committed to entrepreneurs being successful, and making it as easy as possible for them to succeed.

That's why as part of this special report, not only will we share with you an overview of these powerful apps, but also a real case study on how Groove used these apps - its own platform - to create the results that you can also model and replicate.

Ready to learn more about our blueprint?

Let's get started.



GroovePages®

Get Your Website Live Today

Groove is probably best known for its website, page and funnel builder.

Even though Groove is so much more, we are perfectly fine with this initial association because a website is probably one of the most important assets of your business, excluding your actual product, service and team.

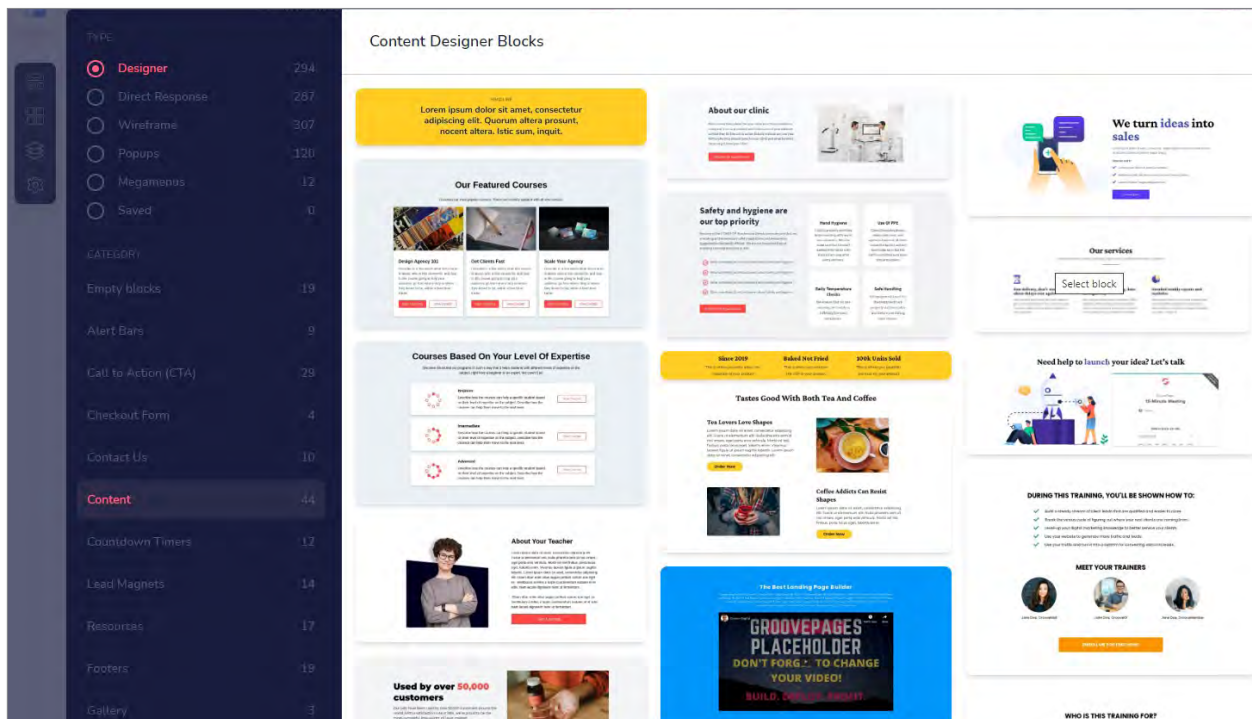
In fact, even without the product, service or team, your online presence may often take precedence over anything else as the first task a business owner wants to complete in preparation for a launch.

You see, you should make sure that your brand name is still available for use, including any trademarks, copyright and domain names.

That's why many marketers define their brands first while snatching up all the available assets prior to building the products and services themselves.

Once you have secured your domain name, even if your product isn't ready, you can leave it parked at the domain registrar, or create a temporary "coming soon" landing page.

Whether you wish to do just that or jump right in to building your website and individual pages, you can use GroovePages® to create your online presence.



GroovePages® is a powerful drag-and-drop page builder that takes the mystery out of creating professional websites.

Along with all the other apps available in Groove, no programming, coding or technical skills are required to do what you need to do on the platform.

And when you go to the Groove homepage, you will see a website that is built entirely with GroovePages®.

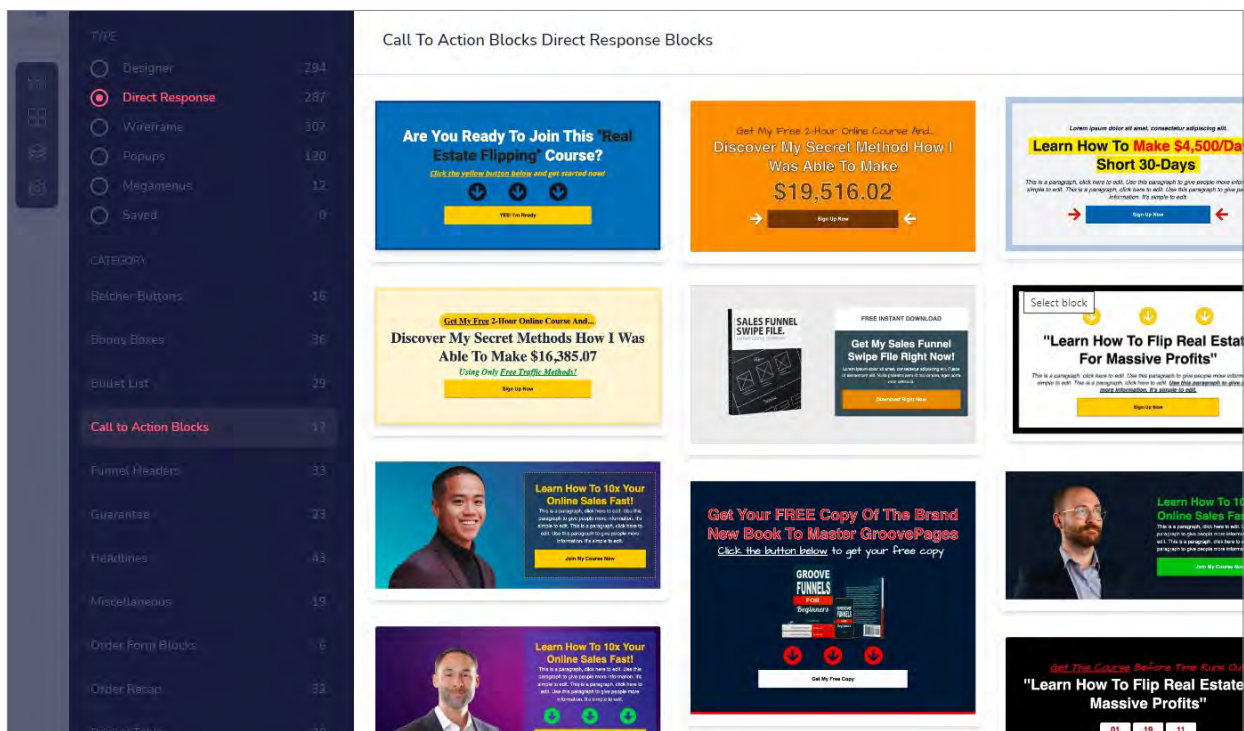
All the advanced features - such as alert bars, headline and sub-headline structure, page layout, graphical elements, video components, and integration of any forms or third-party software - are components within GroovePages® that makes it super simple for anyone to build professional websites by simply dragging and dropping.

To make things even easier, hundreds of beautiful website templates have already been professionally created for you, so all you need to do to get started is to choose the one that you want, and make some minor changes to complete your first website within minutes.

Alternatively, you can start from a blank canvas, and design the website yourself. The possibilities of what can be achieved using GroovePages® are endless.

When you are finished with your website, publish your pages to the world with a simple click of a button.

The simplicity of GroovePages® allows you to build beautiful websites without the need for a tech team to transform your concepts into reality.



GrooveFunnels®

How To Turn Free Leads Into Paying Customers For Your Business

As marketers, we understand that while websites and landing pages may be great for branding, sales and conversion is a process that requires more strategic planning.

This is where the decades of marketing experience from the Groove executive team comes in handy.

In the world of internet marketing, a funnel - also known as a sales funnel or a marketing funnel - is a series of web pages that takes website visitors through a journey you define to the goal you choose.

Generally, your goal in a funnel would be what we term a conversion goal. Like exchanging their email address for your free ebook, purchasing a product, or setting an appointment for a consultation. Your goal is to guide them through your offer, converting them from leads to paying customers in the process.

You can use GrooveFunnels® to do this, which allows you to build out a sequence of pages and organize them into a funnel.

The Groove team has created and tested multiple funnels, some of which may still be live right now, that you can explore on your own.

For example, when you go through the Groove free account signup process, you may find that you are greeted on the next page with a one-time offer - also known as an OTO - that introduces you to the Lifetime upgraded account, providing you with a special deal that may only be available at that moment in time.

Depending on whether a visitor takes advantage of the offer, they would then be taken to a different page in the funnel, such as a downsell (a lighter version of the upgrade) if they don't take the offer, or perhaps a series of additional upsells and cross sells if they do, such as continued education and third-party partner offers.

These pages, when combined, is what makes a sales funnel, and is a proven marketing strategy to maximize conversions used for decades by some of the most successful marketers and digital companies in the world, including Groove.



GrooveSell™

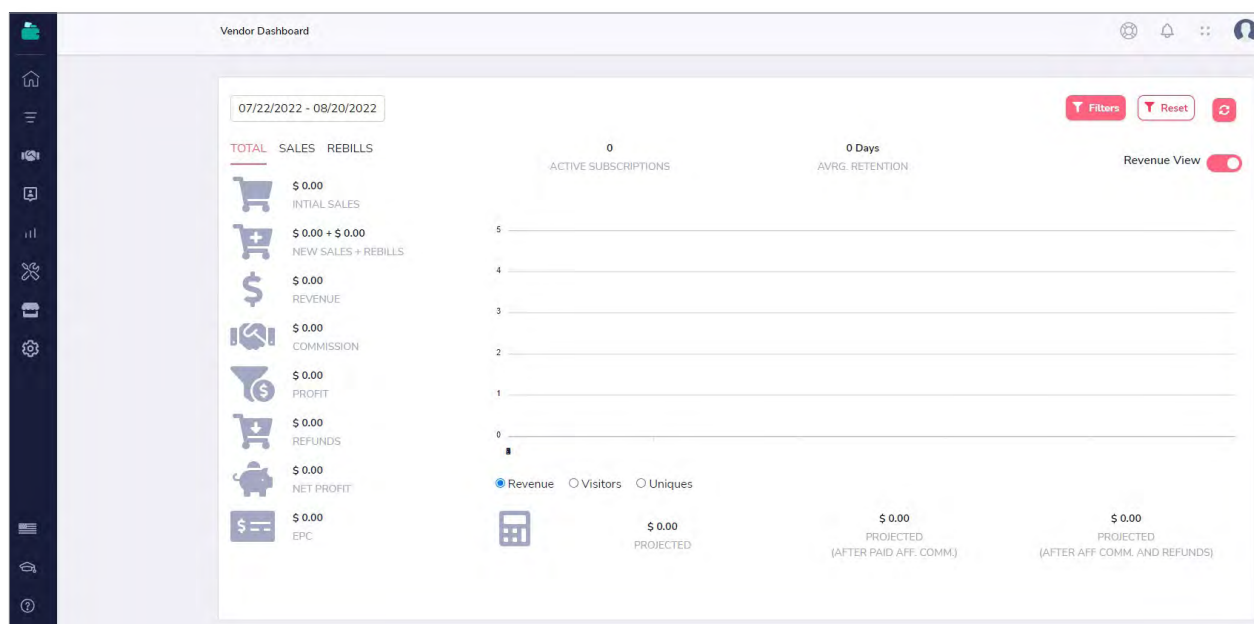
Start Collecting Cash: All The Tools To Make Selling Simple

When you are ready to sell your product, you need a powerful sales system to set everything up.

We're not just talking about simple sales features, such as a shopping cart, checkout page and the ability to accept credit card payments online. Of course these are all functionality that we need in a sales system, but these are just the fundamentals that make selling online possible in the first place.

GrooveSell™ has the capability to easily handle full payments or installments, as well as advanced upsells, downsells and even cross sell promotions. If your product has an affiliate component, you can use GrooveSell to set up and handle your affiliate payouts.

That's why at Groove we use GrooveSell™. It's simple to set up and sell an unlimited number of products and services to an unlimited number of customers using the Groove software alone.



With GrooveSell™, you simply create a product by giving it a name, description and price point so the system recognizes what product is being sold. Then integrate the product with payment gateways to accept online transactions, such as credit card or PayPal. Whether it's single pay, installments or subscriptions.

Then let the system know which pages are in your funnel, including all your upsell, downsell and thank you pages, so that your visitors are redirected to the correct pages automatically in the sequential steps of the funnel.

Providing this information to the system is also a great way to track your conversions.



GrooveSell™ has the option to create tracking codes or paste in other conversion codes you have copied from other tools or advertising platforms.

Probably one of Groove's favorite ways to use Groove is to keep track of the customers and orders.

You see the account signup form on the Groove homepage?

The signup form is powered by GrooveSell™, which means that it is also a CRM system which collects customer information using a checkout form that you can easily create directly within the GrooveSell™ software.

As such, we can always view the customers who sign up, and both the product owner and the customer receive email notifications of every confirmed transaction.

It gets better. The Groove dashboard offers stats and analytics, too. You're able to review a summary of all your free signups, number of sales, revenue numbers, and get varied reporting of the performance of your products.

Imagine how exciting it becomes when - just like Groove - you start to see thousands, and eventually millions in sales, pouring into your GrooveSell™ account like clockwork.

Remember - Groove accomplished this exact feat within only a matter of months, using this same platform that you now also have access to, which means that if you make the commitment and put in the effort, you can do this as well.

Includes

GrooveSell

↓

The Most Powerful Way to Start Selling Online with Easy Upsells and OrderBumps

Create Sell Delivery Grow More

- ✔ **Customize your Checkouts**
Need a single-step or multi-step checkout process? That's easy. Customize your checkout so that you can **convert more leads** and track your prospect as they as they go.
- ✔ **Collect Any Customer Information**
Edit your checkout forms to get the information that matters to your business, and remove any fields you don't need for a **smoother, quicker** checkout experience.
- ✔ **Multiple Price Points**
Quickly add multiple price points and tiers to give your customers **real choice** and **drive higher conversions**.

Edit product

PRODUCT SETUP

- ✔ Information
- ✔ Pricing
- ✔ Get paid
- ✔ Gateways
- ✔ Contents
- ✔ Checkout

MARKETING (OPTIONAL)

- ✔ Order Bumps
- ✔ Funnel
- ✔ Tracking
- Fulfillment
- Affiliates
- Proof widget

LINKS

- Get links

Price Point

Type

One-time
(A separate price point for each purchase)

Price Point Name

Order Point Name

Internal Name

Discount offer

Price

\$0.00

Enable Trial

Recurring

Installments

Recurring Installments

Pay Your Own Price



GrooveAffiliate™

Build Your Own Army Of Affiliates To Promote Your Business For You

Ok, making millions online.

Even with the unfair advantage of having the Groove system, we're sure you would agree that this might be easier said than done.

Would you like to learn one of our top secret weapons to make this happen?

Affiliates, also known as JV partners.

Partnering with affiliates is one of the best strategies used to drive sales for online businesses.

The concept is simple - create a high quality product or service that provides value and converts well, then reach out to affiliates to help you promote it. JV partners help drive traffic to your offer, which generates sales. They send traffic from their list to your product, and you give them a percentage of every sale they refer.

Of course, managing and tracking all of this requires a powerful affiliate software, which is where GrooveAffiliate™ comes in.




GrooveAffiliate™ not only helps you create your own affiliate program, but it also allows you to manage and communicate with an unlimited number of affiliates. Use the powerful promotional tools to help your affiliates make more sales, generating more revenue for you and commissions for them in the process.

Once you list your products or services for sale, you can instantly activate the affiliate program, which creates unique affiliate links each JV partner can use to promote your product, helping you track all clicks and sales right back to them.

It is easy to embed an affiliate portal widget into any page. This provides swipe files of pre-written emails, blog reviews, social media posts, articles, press releases, promo videos, graphical banners, signature fields, thank you pages, log out pages, and even advertising sales copy, for your affiliates to use to promote your products.

These tools help affiliates get better results, which ultimately makes it easier for you to sell your products and remain in control of your brand.




Includes

 GrooveAffiliate

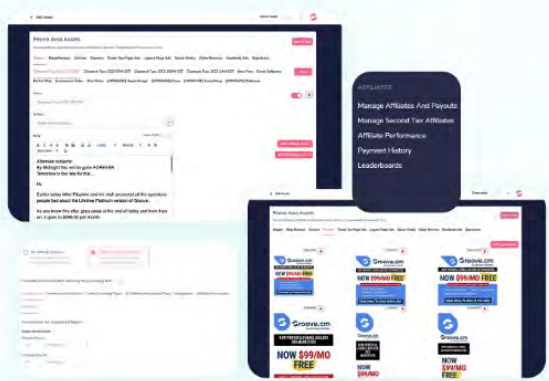
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Create Loyal Affiliates and Explode Your Revenue

Affiliate Portal Reporting Commissions More

-  **Recruit Partners and Affiliates**
Butterfly effect marketing will build your own affiliate army. Create your fully integrated funnel, automate the creation of affiliates and **watch your revenue grow.**
-  **Instant Affiliate**
On sign up, you're an **instant Groove affiliate.** No other sign-ups, no extra technology. Start promoting and **earning today.**
-  **Done-for-you Promotion Tools**
Access **ready-made promotional assets:** emails, blog posts, banners, articles, social media posts... everything you need to setup **multiple streams of income** today.

REPLACES: Tapfiliate | 1stPromoter | PostAffiliate Pro



GrooveMail®

Is the Money in the List? The Ultimate Email Marketing And Automation Tool

You've probably heard the phrase "the money is in the list."

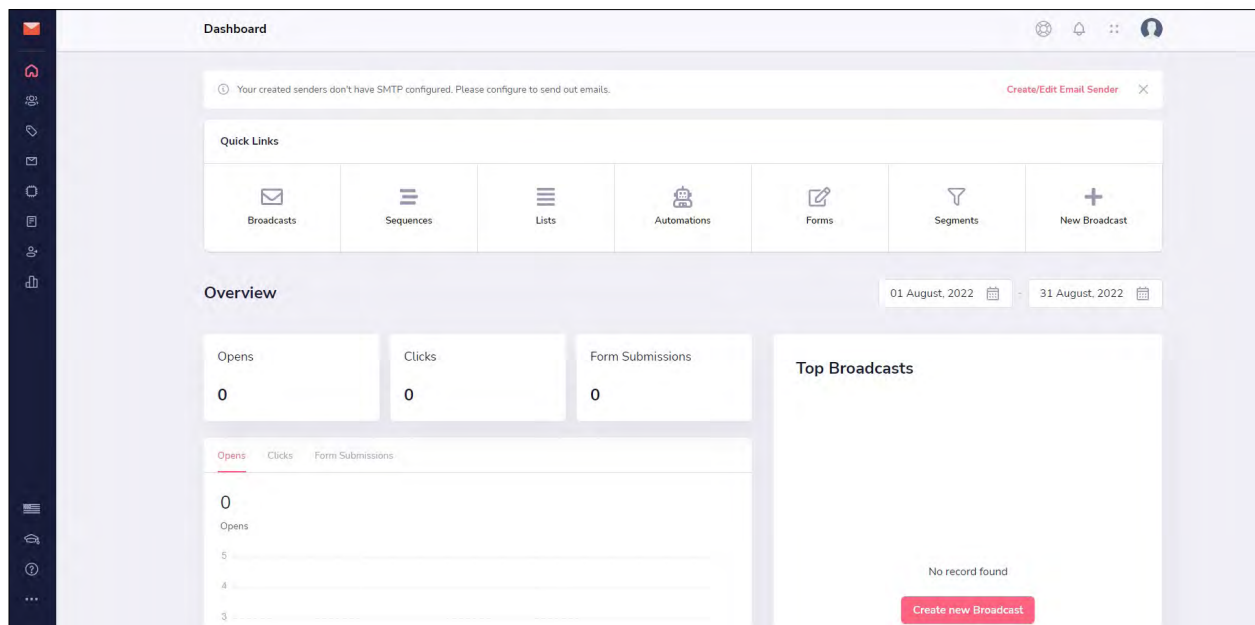
While there is a certain element of truth to that, for long-term results, the money is actually in your relationship with the list.

And as we all know, relationships are not built overnight (and neither are lists, at least not quality ones).

To build a list, you need a combination of resources. From websites, landing pages, funnels, to products, services, sales systems, and affiliates who will help you grow your list...

To make it technologically feasible, the Groove.cm suite of apps has the capability to support any and all of these avenues.

Build a website with GroovePages®, create a form to collect customer data with GrooveSell™, and guide them through a series of pages with GrooveFunnels®.



To engage and build a relationship with your subscribers, you need a professional CRM system that not only manages the database, but also allows you to communicate with your list. Do this by sending them emails, however you want: instantly at the time of signup, automatically and sequentially if your customer takes a certain action, on scheduled dates and times, or even at will, in real time.



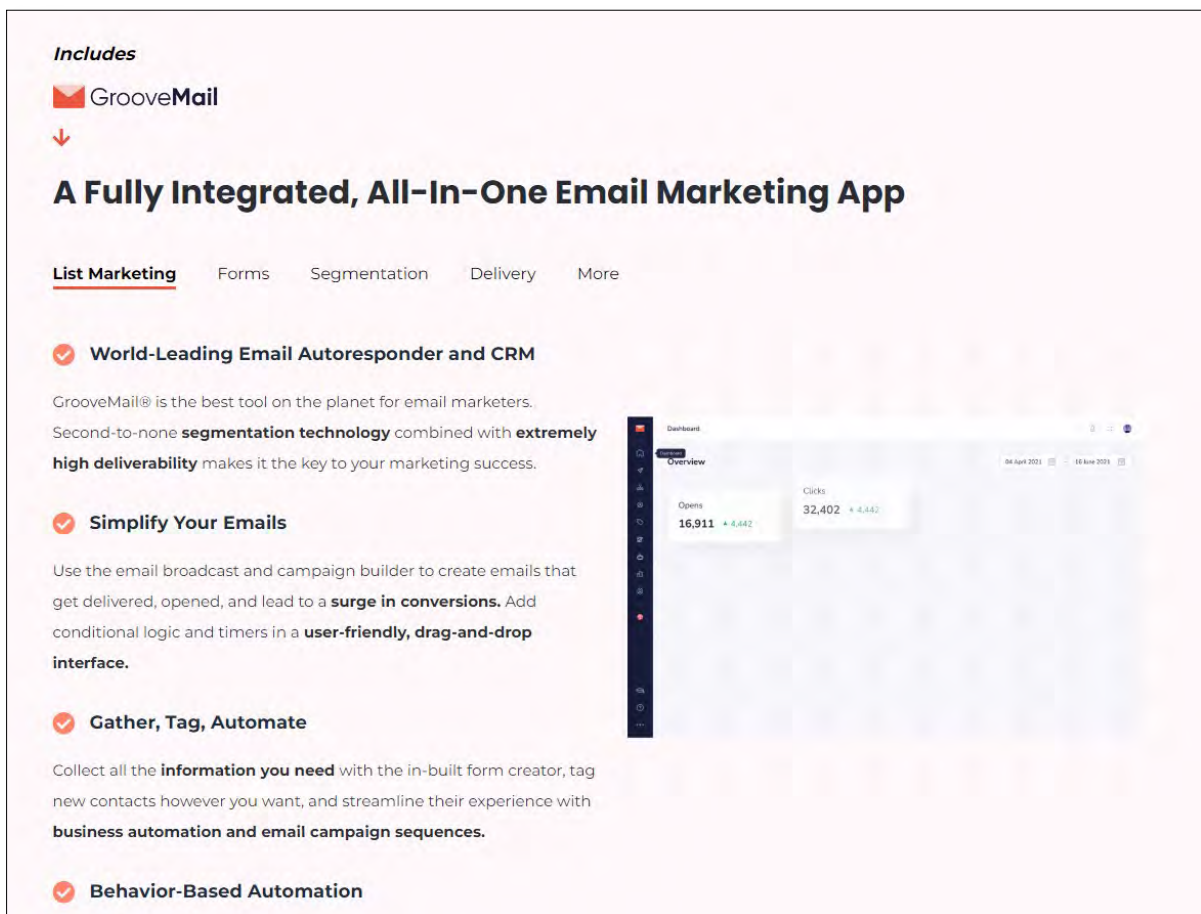
And that's why Groove developed GrooveMail®.

GrooveMail® is a powerful automated, behavioral-based email marketing software that does everything traditional autoresponders do, but a whole lot more.

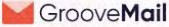
Through a variety of advanced options, such as tagging, categories and automation of almost anything you can imagine within the Groove ecosystem, GrooveMail® is on target to be the world's leading autoresponder that puts you in maximum control.

At Groove, we use GrooveMail® every day to build our list, grow our database and communicate with our subscribers, with the confidence that we are delivering the right messages to the right people at the right time.

Use GrooveMail® right now to increase conversions, build relationships and grow your business.



Includes


 GrooveMail

↓

A Fully Integrated, All-In-One Email Marketing App

List Marketing Forms Segmentation Delivery More

- ✓ **World-Leading Email Autoresponder and CRM**
GrooveMail® is the best tool on the planet for email marketers. Second-to-none **segmentation technology** combined with **extremely high deliverability** makes it the key to your marketing success.
- ✓ **Simplify Your Emails**
Use the email broadcast and campaign builder to create emails that get delivered, opened, and lead to a **surge in conversions**. Add conditional logic and timers in a **user-friendly, drag-and-drop interface**.
- ✓ **Gather, Tag, Automate**
Collect all the **information you need** with the in-built form creator, tag new contacts however you want, and streamline their experience with **business automation and email campaign sequences**.
- ✓ **Behavior-Based Automation**



Overview	
Opens	Clicks
16,911 + 4,442	32,402 + 4,442

GrooveVideo®

The Marketing Superpower Everyone Should Use: Video Marketing

Technology is wonderful, isn't it?

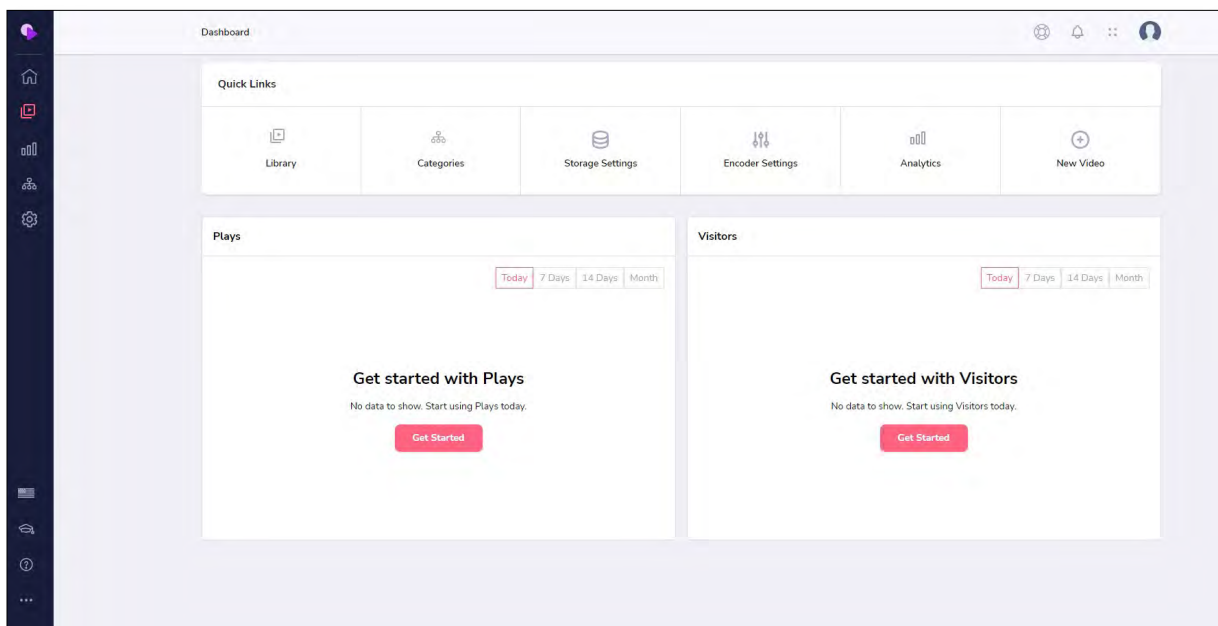
With barely any technical skill and just a little effort, Groove can easily be used to build a website with a full-blown funnel, ready to generate leads, along with a system to follow up with prospects to make more sales.


A little bit of marketing knowledge will only get you some of the way to maximizing your sales.. Knowing the right strategies and having the best tools available to implement those strategies will exponentially increase your results.

Back in the early days of internet marketing, it might have been enough for marketers to generate sales with a simple sales page, some nice (and in some cases ugly) graphics and a few convincing words on their website.

Today, long sales copy pages are a dime a dozen, which means marketers need to step up their game to maximize conversions. Leveraging the power of video technology is an extremely successful strategy.

With video, potential customers are able to see the passion on your face, hear the excitement in your voice, and feel your energy through your entire presentation. Educate your audience on live demos, entertain them using strategic video clips, B-rolls, background music, sound effects and any other visual or audio media that can be edited as part of your overall video production.





Effectively produced videos for the purpose of marketing and conversions can greatly contribute towards your ultimate sales numbers, which is why GrooveVideo™ has been designed specifically with these goals in mind.

A regular old video player, or one that simply embeds a video from a public video sharing site, does not have the features you need to maximize the effectiveness of your videos.

Almost all video players are branded with the video sharing site's logo, and along with the limited functionality of the video player, embedded content tends to show advertisements your customers don't want to see, as well as recommendations to watch other videos - some of which may belong to your competition.

You don't want your customers leaving your site to check out your competitors, right?

GrooveVideo® solves this problem by using a player skin that mimics YouTube, Wistia, Vimeo, or can be customized to your own look and feel. However, GrooveVideo® prevents advertisements or competitor recommendations that interrupt your marketing message to your customers.

Video marketing plays a huge role in converting customers. Recently a number of major browsers disallowed autoplay, meaning that when a customer lands on a web page, they have to manually click play to watch videos. This has dramatically lowered sales.

To circumvent this, GrooveVideo® has been designed to entice page visitors to click play. It does this by autoplaying on mute as soon as the page loads, with a large animated "click for sound" notification and a play button waiting to be clicked. This creates an open loop in the mind of the visitor, building a desire to hear what's being said. Other video players simply continue to play from where the video reached, creating a disconnect in the video's narrative. Not with Groove. Our video player allows you to set the exact point in the video the visitor would play from. So even if they have been on the page and the video has autoplayed for 10 minutes, the video will start at the exact place you choose. That's expertly honed marketing magic!

At Groove, you will notice that we use GrooveVideo® to place videos everywhere - on our homepage, affiliate program page, sales pages, and pretty much every page throughout our funnel, including upsells, downsells, and even the thank you pages.

GrooveVideo® features allow you to generate leads with opt-in forms right on your video. You can add banners or a clickable URL to pop up on screen at specific times during the video. You can set powerful automations based on your users' behaviors, all of which are advanced marketing options that are not even possible with other video marketing software - the platforms that cost you hundreds of dollars a month.

Using the power of GrooveVideo® gives you peace of mind knowing that a sales generation machine is always running for you. Now you can focus your efforts on doing what you love instead.

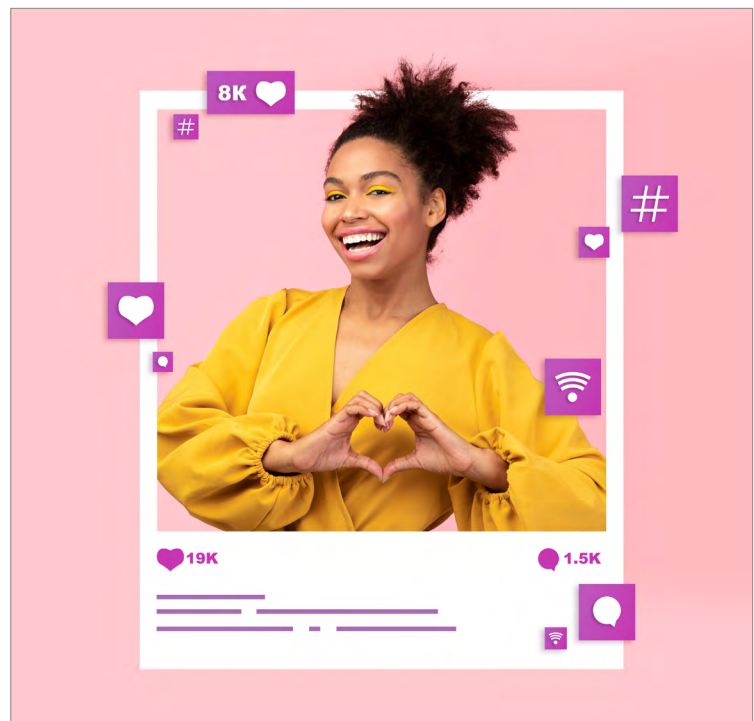


GrooveMember™

Don't Stress Over Content Delivery, Make It Easy Instead

Whether you are selling an online course or software, a product or a service, something free or paid, you need a way of delivering your content to your customers.

Even though sending files as attachments or direct download links to your content via email or on a thank you page of a website are the easiest and most popular ways to deliver information, they are also unsecure and unprofessional.



Delivering content this way does not guarantee the safety or privacy of your copyrighted content and leaves it open to hacks, theft and piracy. Mistakes that are often made by amateur marketers.

To combat this, GrooveMember™ was created to help digital marketers manage their high-quality information professionally, easily and securely behind password protected portals, accessible only to their members.

GrooveMember™ makes it easy to create a membership site to deliver your software or digital content within minutes, providing your customers with an amazing experience to go with it.

With GrooveMember™, you have the option to drip your content over time, gate content behind locked areas or provide full access to your complete course all at once, depending on a customer's level of access. Whether they have a free or paid account, your membership area is fully customizable based on their subscription plan.

At Groove, we use our membership area not only for the main Groove software platform, but also for the variety of video tutorials, online courses and community content that we provide, such as [GrooveDigital Academy](#), Groove's [Fast Start Marketing Lab](#) and [GrooveGrowth](#).

Groove has already generated tens of millions providing fellow Groovesters with special access to top-notch products and services securely hosted behind password protected memberships.

Build your own business with GrooveMember™, combined with the other amazing Groove apps you already have access to, to replicate this proven model and achieve your own profitable results.



GrooveKart®

The Easiest Way To Sell Products Online - Even If You Have None

Internet businesses are definitely not only limited to selling information products, online courses and software.

Our Groove platform is suitable for digital marketers who sell digital content, as well as those who choose to sell physical products with their own online stores.

With Ecommerce sales clocking in at \$800 billion after the 2020 pandemic, opportunity within ecommerce is wide open. Because traditional brick and mortar stores require significant startup capital, many entrepreneurs could only dream of owning a store in the past.

Their dreams were often held back by the costs of bulk purchase of inventory, warehouse space, dealing with wholesalers and suppliers, shipping, handling, storage, logistics, full-time staff to handle orders, support and delivery and so much more. And all of that is just for physical products bought at wholesale for online retail resale.

It gets even more complicated with customized products, such as apparel, accessories, household items and any other branded goods. They require graphic design with the added costs of hiring professional designers, high quality printers, print pricing minimum purchases, PLUS everything mentioned above added on top.

Despite the high earning potential of an ecommerce business, just the mere thought of all the time, money and effort investment required to make this business work is enough to scare away even the most ambitious entrepreneurs.

Includes

GrooveKart

↓


Your One-Stop Shop Ecommerce Platform

Create Sell Deliver More

- ✓ **No Complex Coding. Just Plug and Play Templates.**
Have your store up and running without a dev team. Deploy from 100s of **conversion-focused eCommerce templates** that'll help you **sell more products than ever before.**
- ✓ **Free Custom Domains and Hosting**
All the custom domains you'll ever need, hosted for free, so you can stay on brand and **save money** too.
- ✓ **Seamless Shopify Importer**
Leave those **eyewatering Shopify fees** behind. In a few clicks import your whole store from Shopify: products, prices, descriptions, and variants will all be ready for you.
- ✓ **Complete Store Designer**

The screenshot also shows a collage of images including a woman's face, a laptop displaying a website, and a mobile app interface, illustrating the platform's capabilities.





That's why when GrooveKart® was finally introduced to the market, it was a Godsend to entrepreneurs and became a global sensation in the ecommerce world overnight.

GrooveKart® is an ecommerce platform that allows you to instantly start selling products on your own branded online store, even if you don't have any physical stock..

How can you sell something if you don't have it in stock?

By utilizing the two business models used by the top ecommerce sellers: dropshipping and print-on-demand (POD). With these services, the overwhelming array of logistics mentioned above is no longer needed.

Dropshipping circumvents the need to communicate with manufacturers, negotiate wholesale pricing for bulk purchases, store inventory at a warehouse or your personal garage, and even packaging and shipping out the boxes.

Simply list your products for sale in your store. When your customer places an order and you receive payment, simply click to order from the dropshipper, and the products are shipped directly to the customers on your behalf.

Awesome, isn't it?

With POD, selling your own branded t-shirts, hats, hoodies, accessories and any other products, customized with your logos and designs, is now a simple process. No need to trawl through hundreds of companies to find the suppliers and printers.

With a similar process to dropshipping, custom printed products can also be semi-automated with print-on-demand. It's as easy as uploading your design files and choosing the products you want to sell.

When your fans want to buy shirts, mugs, mouse pads, bags, masks or other cool accessories splashed with your company logo, they simply make the purchase in your store. The creation and delivery of their order is handled by the POD supplier.

GrooveKart® makes all this possible with a few simple clicks of a button, and just like creating a website with GroovePages®, your entire store can be created with simple drag and drop technology, while integrating everything with the factories, manufacturers and suppliers. GrooveKart® has already negotiated the best wholesale pricing with our dropship and POD integration partners, so you don't have to.

We use - and love - our own software. Groove created multiple ecommerce websites for our own dropshipping and POD projects, including one that focuses on selling Groove-branded products called GrooveGear.

With GrooveKart®, starting your own ecommerce business selling products online (without having your own) has never been easier.



GrooveBlog™

The Secret To Scaling: Free Search Engine Traffic With SEO-Friendly Blogs

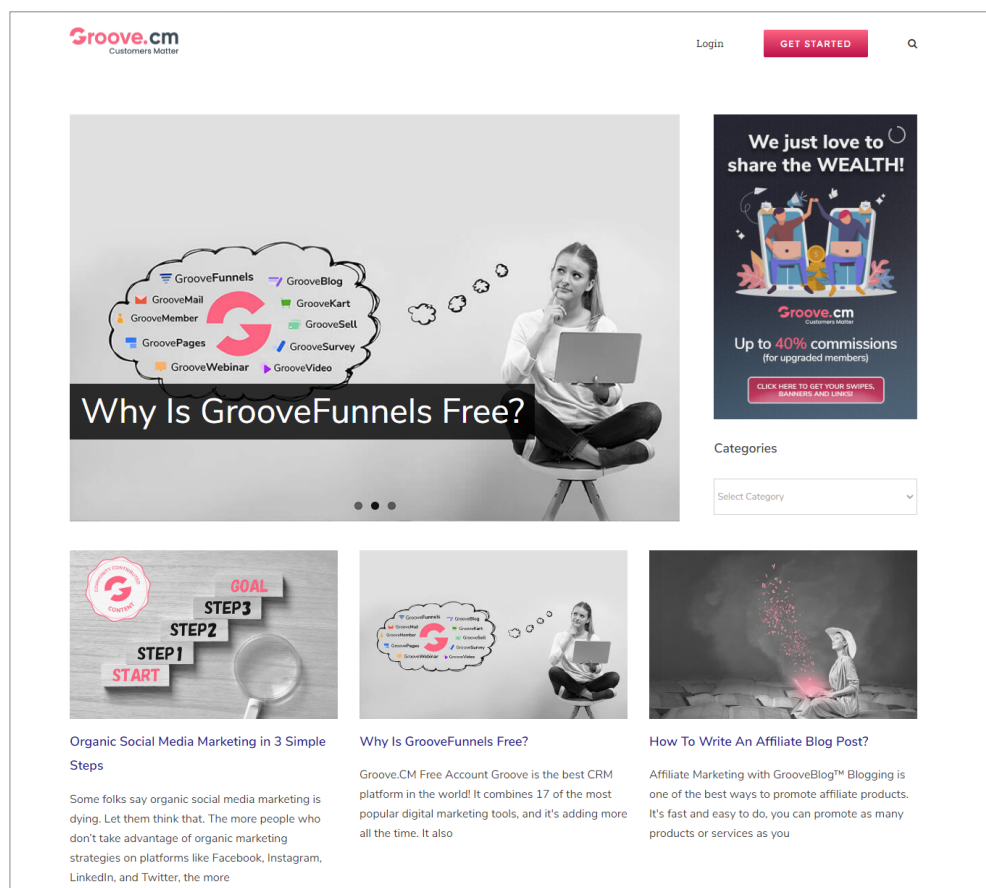
As soon as you have a product or service created, with a marketing and sales process ready to start making you money, it's time to focus on one of the most important elements in digital marketing: traffic.

Traffic generation is the continuous process of gaining increasing numbers of visitors to your website, with the goal of converting prospects from leads to customers.

There are many traffic generation strategies out there that can either be free or paid. These include search engine optimization (SEO), search engine marketing (SEM), social media marketing (SMM), as well as many kinds of paid advertising methods.

While all of the major marketing strategies may work well, one of Groove's favorite ways of attracting new visitors to our website is through search engine optimization, especially with our blog.

Blogs allow you to truly flex your expertise muscles because you can demonstrate knowledge in your field, while legitimately sharing valuable information to website visitors at the same time.









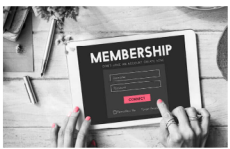



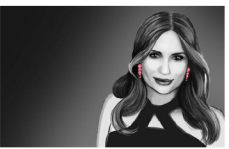

The screenshot shows the Groove.cm website interface. At the top left is the Groove.cm logo with the tagline 'Customers Matter'. To the right are 'Login' and 'GET STARTED' buttons. The main content area features a large article titled 'Why Is GrooveFunnels Free?' with a woman thinking at a laptop. A thought bubble above her lists various Groove products: GrooveFunnels, GrooveBlog, GrooveMail, GrooveKart, GrooveMember, GrooveSett, GroovePages, GrooveSurvey, GrooveWebinar, and GrooveVideo. To the right is a promotional banner for Groove.cm members, stating 'We just love to share the WEALTH!' and 'Up to 40% commissions (for upgraded members)'. Below the banner is a 'Categories' dropdown menu.



Providing your blog readers with massive educational value will help to earn their trust. Your audience will also get to know you and your brand at the same time. When you're able to deliver this kind of massively valuable content to website visitors, the search engines will also reward you with higher ranking and more traffic.

Granted, reaping the rewards of organic traffic using this method may take time, but search engine optimization is definitely a long-term game, and only those who are legitimately knowledgeable and passionate about their topic are able to provide the kind of quality content that both search engines and website visitors want to return to read again and again.

Although, just like with video marketing, blog marketing also requires the right strategy combined with powerful technology.

 <p>GrooveFunnels Lifetime Upgrade</p> <p>CRM for Digital and E-commerce Marketers You may have heard about the GrooveFunnels Lifetime Upgrade option. Yes, even though you have a free Groove account that you can access for life,</p>	 <p>How To Build A Good Landing Page</p> <p>High-Converting and Effective Designs So what makes a good landing page? It needs to be simple and aesthetically pleasing, but also with conversion elements that generate results. Problem is, this requires</p>	 <p>How To Build A Blog From Scratch</p> <p>Creating a blog with GrooveBlog™ One of the best ways to build your brand online is to start a blog. This gives you the ability to share valuable content to your</p>
 <p>How To Set Up My Own Ecommerce Website</p> <p>Setup an Online Store in Minutes Ecommerce is a multi-billion dollar industry! Many people starting out pick ecommerce as a business model of choice. It's a huge opportunity with immense growth</p>	 <p>Is GrooveFunnels a Pyramid Scheme?</p> <p>Groove JV Partner Program Groove is the world's number one digital marketing platform, but it also includes a business opportunity, built-in. It's called an affiliate program, which means you can earn</p>	 <p>GrooveDigital Academy: What's In It For You?</p> <p>Free Groove Training The most important resource that you can use to ensure your success is money. You need money to invest in yourself, specifically in two things: Tools; you need</p>
 <p>How To Create A Monthly Membership Site</p> <p>Build A Membership Area With GrooveMember™ Membership Site with GrooveMember™ Running a membership site is a profitable online business, so it has become increasingly popular for good reason. A membership site</p>	 <p>How To Promote GrooveFunnels</p> <p>Make Money Online with Groove The Groove partner program is your opportunity to partner with Groove. Simply promote Groove to your network leads and customers, and you'll earn commissions whenever they</p>	 <p>How To Create A Blog For Affiliate Marketing</p> <p>Step-by-Step Guide for a Profitable Blog Post Even if you don't have a product, you can start making money with affiliate marketing. This is when you promote other people's products and</p>
 <p>How To Create Your First Affiliate Promotion Using GrooveFunnels</p> <p>Creating Your First Affiliate Promotion With Groove Groove makes it incredibly simple for you to create your first affiliate promotion. First, you'll set up your product within GrooveSell. While editing your</p>	 <p>Biljana Bogoevska: President</p> <p>The Life of a Remote President, with Biljana Bogoevska Biljana was a high school exchange student when she traveled from Macedonia to Atlanta, Georgia by herself. Undeterred by the language barrier, which she soon</p>	 <p>GroovePages Tutorial: How To Add An Email Pop Up</p> <p>Lead Generation: Pop-Ups Pop-Ups aren't the same as they used to be! Instead of the brand new window, it's a frame that opens up inside the same page that your lead</p>

GrooveBlog™ is that powerful technology. It contains the simple drag and drop elements made famous by GroovePages®, along with SEO-friendly elements built right into the platform designed to communicate with the search engines when your content is created within the blog pages.

Easily create keyword-rich titles, tags, and content within your blogs. It is simple to integrate videos, images, and other types of multimedia into your articles. The added elements make your blog even more powerful, directing new traffic to your main website, which in turn will generate more leads and ultimately additional sales.

Groove has a number of blogs filled with tons of amazingly valuable content and marketing tips. And the exciting thing is you can replicate your website look and feel, and customize your blog with your own valuable content, all with the power of GrooveBlog™.

Blogging is a proven strategy that has helped deliver results for top marketers for decades. Leverage the power of GrooveBlog™ to create an automated traffic generation machine for your business.

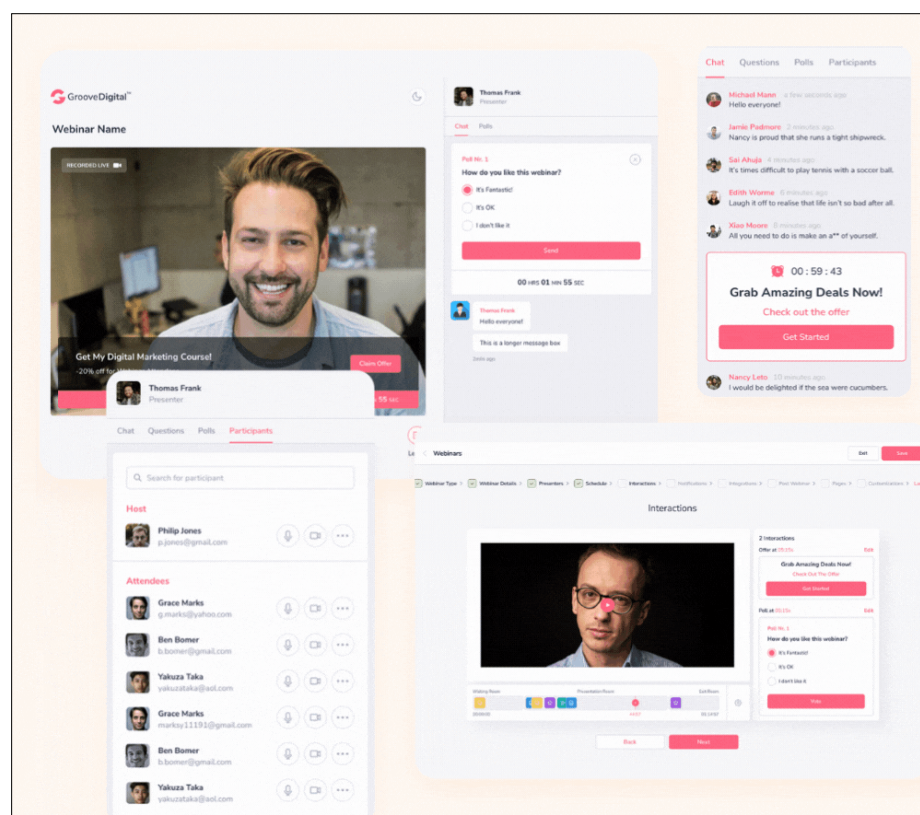


GrooveWebinar™

Increase Sales And Maximize Your Time With Live And Automated Webinars

While there are many elements required to pull off the perfect product launch, many of which we've explained in this special report, this proven blueprint often includes creating a major online event called a webinar.

A webinar is a web-based seminar, hence the name. It's a virtual presentation, allowing you to use your webcam to connect with your audience, while sharing your computer screen to display your slides or give live demos.



Groove CEO, Mike Filsaime, created the original competitive live and automated webinar platforms for digital marketers. He has used webinars to increase sales by millions of dollars for multiple companies and product launches. He designed the GrooveWebinar™ platform based on his extensive knowledge of webinar software, combined with his experience with webinar best practices and conversion. GrooveWebinar™ is a winning combination of marketing and tech best practices.

Webinars are a strategy we use extensively as a company. When Groove launched, we wasted no time using webinar technology to get the word out about the company, provide training on the software product, and worked with our JV partners to conduct regular webinars to attract more customers into the Groove community.

Groove also uses webinars for privately hosted online events, such as special sessions with expert guests, weekly webinars for new members to attend and affiliates to promote, or the official "State Of The Groovion" with Mike Filsaime, which features announcements and surprises reserved for only registered participants.

Webinar marketing can be taken to the next level with automated webinars. These are similar to a regular webinar, except it is a pre-recorded event of either a video or previous live webinar, used and simulated as if it were a live webinar.

At Groove, we use both methods as we often have webinar events that must be conducted live due to time-sensitive content (like launches that include hard dates), as well as evergreen content (like training) that works perfectly fine automated.




Not only does GrooveWebinar™ allow you to create, conduct or play the webinars directly in the app, but you can also set up the entire funnel that supports the webinar. This can include the registration page, as well as form integration, thank you pages, sales pages, email follow ups, and live interaction -all built right into this one, simple-to-use platform.

Split testing has shown that offering a “just in time” option to webinars massively increases show-up rates. GrooveWebinar™ has every option you might need for scheduling your event. You can set any schedule that works for you or your business, whether it is a one-time event, weekly or monthly sessions at certain times, or “just in time” webinars scheduled every hour or even every 15 minutes.

GrooveWebinar™ provides you with a ton of flexibility in the marketing and delivery of a webinar strategy proven to generate tremendous conversion results. Now, you can use the exact same technology that Groove has used to replicate similar results for your own business.





Includes

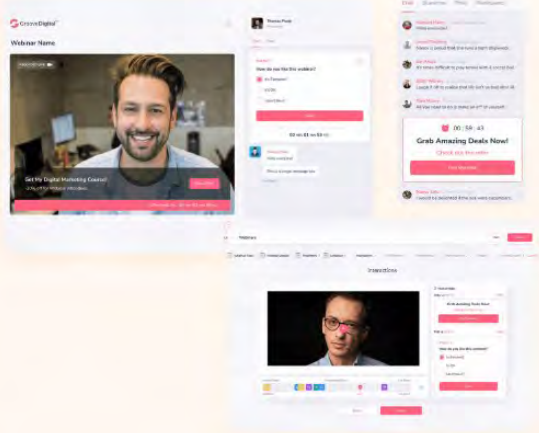
 GrooveWebinar

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Generate Sales on Autopilot with Conversion-Focused Webinars

Create Customize Webinar Marketing More

-  **Revolutionize your Funnel with Automated Webinars**
Unleash the power of automated webinar marketing to **save yourself hours, engage your audience, and skyrocket conversions** with a perfectly crafted pre-recorded presentation.
-  **Designed by Webinar Experts**
All the functionality you need to capitalize on the **high-converting techniques** the **webinar marketing pros** are using right now to send webinar sales into the stratosphere.
-  **Continually Optimize**
Craft Polls and Surveys to create and maintain **viewer engagement**, and **gather feedback** during and after the webinar so you know how to **optimize your pitch**.
-  **Add Registration, Confirmation, and Upsell Pages in Seconds**



Groove Bonuses

Even More Groove Apps, Products And Services To Help Run Your Online Business

Groove is a giant ecosystem of amazing products, services and technology, all of which are essential to running a flourishing online business.

There are many software tools that we use every day to run a digital business, which is why Groove has plans to own its own version of the tools to maximize the all-in-one concept widely accepted within our culture.



Before talking about the tools, though, let's talk about the most fundamental service needed to run an online business. Because without this, you can't make a sale. We're talking about merchant accounts. This is essential for processing payment transactions safely and securely.

GroovePay® is Groove's merchant processing service especially designed for digital and ecommerce marketers, making it faster and easier to get your account approval than ever before.

As the leading merchant account solution for online and ecommerce businesses, GroovePay™ offers world class value and service to their customers.

[Visit the website](#), see for yourself and apply for your own GroovePay™ merchant account now - no credit checks required.

The longer you run your business, the more value you will find in not just the free traffic you get with apps like GrooveBlog™, but you will likely begin to explore paid traffic methods to improve your results.

Even though Google and Facebook ads are effective, they can be complicated and expensive if you don't know what you are doing.

[GrooveSolos](#) offers solo ads, which is a targeted traffic strategy using email marketing. Targeted emails promoting your offer are sent out to your niche, which means that you don't even need to have a list yourself to start generating traffic to your product, service or affiliate offer.

This makes clicks affordable. With click packages starting as small as 250 clicks, you can test the waters with your offer and not have to worry about risking thousands in capital.

This makes it easy for you to get started because you simply pay for results, rather than wasting time and money learning how to buy Google or Facebook ads.



In addition to traffic and conversion services, if you simply need someone to help you get your project off the ground, then look no further than **GrooveAgency**.

GrooveAgency is the official agency service of Groove, where your business vision is brought to life. Whether it's a new build, funnel or website migration, or complete branding and web design strategy and build, GrooveAgency is your one-stop-shop. With staff who have worked on multiple million dollar launches, your pages and funnels will be built with marketing best practices in mind, and will not only look beautiful - they'll massively convert too!

Forget struggling with outsourced staff and subpar work. GrooveAgency takes care of all your page, funnel, creative and graphic design needs.

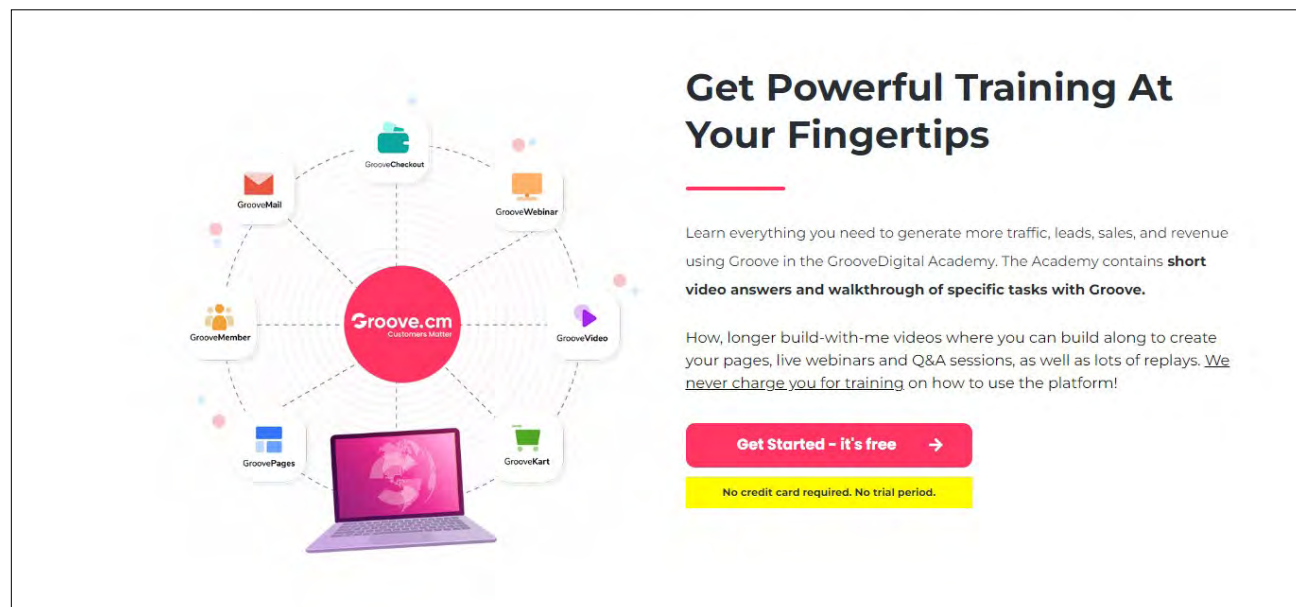
With the **GrooveProof** widget, website visitors can see social proof of new members flashing on their screen, notifying them of live sign ups or sales for your product. Control what's shown with options to identify customer names, country and city of residence. These widgets act as a real-time testimonial, creating credibility for your product, and tend to give the buyer a sense of urgency and fear of missing out. The social proof widget massively increases conversion.

Close more sales directly on the checkout page with an advanced checkout system we are calling **GrooveCheckout™**. With so many customization options, it is easy to change the look and feel, integrate order bumps directly on the checkout page, add sense of urgency elements like countdown timers, and save more sales with pop-up alerts when visitors abandon cart or try to leave the web page.



And if all these awesome Groove apps, products and services seem too good to be true to you, one last bonus you can look forward to is a feature called **GrooveAutomations**, which works in the background to automatically and seamlessly integrate your entire suite of Groove products.

Imagine that any action that a user takes can trigger another action, such as the purchase of a certain product can automatically add them as a subscriber to a certain list, which gives them access to your membership site, and integrates them into a video training series on how to use your product, all while automatically signing them up to be your affiliate so they can start promoting your business for you.



Get Powerful Training At Your Fingertips

Learn everything you need to generate more traffic, leads, sales, and revenue using Groove in the GrooveDigital Academy. The Academy contains **short video answers and walkthrough of specific tasks with Groove.**

How, longer build-with-me videos where you can build along to create your pages, live webinars and Q&A sessions, as well as lots of replays. We never charge you for training on how to use the platform!

Get Started - it's free →

No credit card required. No trial period.

GrooveAutomations can make this happen - and a whole lot more. There's no need to duct-tape your tools together with clunky, third-party integration apps that always seem to fail.

Groove has its own marketplace: one called the **Groove Marketplace**, and another called the **GrooveAffiliate™ Marketplace**.

The Groove Marketplace is where you can buy other Groove and GrooveKart® user products, which means that anything you create with Groove can be put up for sale to be purchased by fellow Groovesters.

The GrooveAffiliate™ Marketplace is a place where you can list your product for others to sell, or you can find products you want to sell for an affiliate commission.

This provides you with an excellent opportunity to get your products in front of affiliates so you can build an army of promoters that will grow your business and increase your revenue.

Groove has an incredible [community of over 100,000 members](#) who help and encourage each other, give support and mentorship. And ultimately, if you ever need assistance outside of what the community provides, you can always reach out to GrooveSupport directly.



The Groove Support Team works extremely hard around the clock to help you resolve issues, answer questions and provide solutions.

We are always here for you.

Even though Groove as a business has had some pretty impressive accomplishments, for us this is still very much still the beginning. We have a never-ending goal of making Groove the ultimate all-in-one platform for online business there is.

Groove is committed to not only providing software. It is our mission to educate current and future entrepreneurs on the strategies and ideas that will grow their business, and also to empower them with access to tools and resources that will allow them to create their own branded website, and sell unlimited products and services.

Join our very engaged and educational social media communities - especially on [Facebook](#), [YouTube](#) and [Instagram](#) - and don't forget to contact our support team for any specific requests.

You'll also want to make sure to check out our content available on GrooveDigital Academy. This is the central hub of our educational series. From GrooveGrowth (a personal development program), Groove.how (how to do everything Groove), to multiple livestream sessions and replays of webclasses about digital marketing and more, your education options are seemingly endless.

Now you're equipped with the money making ideas and all the apps you need to make your online business dreams a reality.

Take action on that right now, let us know if you have any questions, and we will see you on the inside. You'll be glad you did.

