



Website: www.SEOwhat.com

Industry: Search Engine Optimization, Internet Marketing, Social Media Optimization

ABOUT THE COMPANY

SEOwhat.com is an integrated agency that helps companies navigate the world of internet marketing, search engine optimization, social media optimization, and search engine marketing. In addition, SEOwhat.com provides website redesigns. Specializing in developing search friendly websites with a variety of platforms such as Yahoo!Stores, Wordpress and custom built sites, SEOwhat.com objective is increasing a clients website visibility. Catherine Seven, SEO expert and founder of SEOwhat.com started the company in Huntington Beach, California before moving the company to Mankato, Minnesota. SEOwhat.com continues to have success with the growing client base as well as the growth of the company overall with continued hired employees.

THE CHALLENGES

Catherine Seven, SEO expert, wanted to create a Facebook page for experimental purposes. The challenge was to allow a Facebook page to essentially create itself, and to await for the resulting evidences.

THE ACTIONS

By formulating an original idea, a Facebook fan page was created and put into action in the world wide web. With no target market established, and only a limited amount of updates and inputs, the Facebook page was established. The concept was to implement an idea and allow it to manifest itself and observe the processes.

THE RESULTS

The results for the Facebook page were both amusing as well as appalling. The page originated with posts of fans replying to their attraction for celebrities with baldness. In as little as a few days the Facebook page fans grew exponentially resulting in the addition of fans by the thousands daily. With this continued augmentation also came the unpredictability of the audience. What began as an appreciation for bald men manifested itself into fans posting, pictures of their husbands, boyfriends, or sons, which at times were slightly inappropriate. To men placing pictures of themselves and asking for the attention of women. The end result in the Facebook page showed that what began as an appreciation for a particular appearance, ended in a potential dating webpage. Although along the way, a newly formed company that was simply a week old did share that due to the tremendous success of the Facebook fan page, their own company was having an abundant amount of orders. Thus, this can conclusively be said: social media can be used as a wonderful asset as business advantage, but if not monitored appropriately can inevitably spiral out of control and result in points that were never intended.

FACEBOOK PAGE NOW:



4,777 People Like This



"Company is only one week old and already can't keep up with orders. If owner of "Bald Men Are Sexy" contacts me I will send you a free happybald T-Shirt."
-Kirk Moundros

"Social media is amazing: it can be both beneficial and detrimental to a business. At SEOwhat.com we make sure our SMO client accounts are implemented with the highest level of expertise all aimed to achieve optimum positive results!"
—Julia Fowler, SEOwhat Cre8ive Director

