

The Business Behind the **JERSEY SHORE**

Q: Has "Jersey Shore" actually impacted the economy.

A: To answer this question, we must first study the specimen known as "the Snooki."

The Hair

Believe it or not, the hair of "the Snooki" has led to a multi-million dollar industry. Otherwise known as "the poof" or "the Snooki bump," this hair style has led to the creation of a product known as "the bump it." It's a hair insertion piece that allows one to achieve the "Snooki bump" with minimal effort and little hair spray.

The Bump

At \$9.99 per unit, the company has claimed to have sold well over 4 million units, grossing nearly \$40 million.



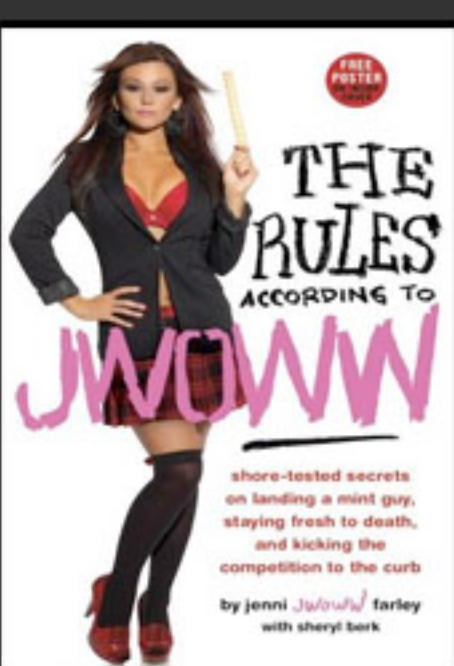
GTL stands for "Gym, Tan, Laundry" and it's something that character Mike "The Situation" lives his life by. So much so that in September of 2010 "The Situation" released his own iPhone app at a cost of \$5 per unit. Within a week the app was officially one of Apple's top grossing apps in their store.

The Tech



Philosophy

Being good-looking is only good if you know how to use it; and for the character JWoww, she plans to profit from it. The rules according to JWoww will include "a new spin on the dos and don'ts of dating--from 'smushing guys' to avoiding the booty calls that follow." It is set to release in 2011, along with her own personal tanning lotion . . . which is on sale for \$23.



The Noise



Character Pauly D came on the show shy and soft spoken. Within a few episodes, we would learn that he is also a talented DJ. While on the show, he did DJ at a few clubs, for free. Now, however, he demands a ridiculous \$40,000 per night as "DJ Pauly D". That is most people's annual salary, in one night.

The Price

Partying is what the cast of the Jersey Shore does naturally, but now they have found ways to profit from it. During the off season, each character will travel from club to club charging an appearance fee for each night. Here are the reported totals:



\$20K \$40K \$40K \$20K \$30K \$15K \$6K

The Loss



Losing is winning, for the case of the "large" member of Jersey Shore named Ronnie. In the most recent season, he has landed a six figure contract with Xenadrine as their weight loss spokesman. At \$80, it's absolutely guaranteed they are making some big bucks off the shore.

The Style



Some people may agree that the cast of the Jersey Shore wears some pretty ridiculous clothing, but here's one fact: nearly everything you see is from their OWN CLOTHING LINE. The Situation has launched his line under the company "Dilligaf", Vinny and Ronnie have IHAV, JWoww has "Filthy Couture", Snooki has one in the works, and Pauly D has official DJ shirts. Like it or not, but the kids are creating and advertising their own clothing on the show, and bringing in millions while doing so.

Negotiations

When the show first began, it only cost MTV \$5,000 per character per episode to run the show. During Season 2, the cast reportedly made \$10,000 per show. And for the newest Season 3, each character makes around \$30,000 per show. However, this is just a fraction of the revenue each character brings in due to their fame. The Situation brought in a speculated \$2 million last year alone.

Visits

Graph by: [Icons]



Site Usage

78,558 Visits

92,161 Pageviews

1.17 Pages/Visit

90.52% Bounce Rate

00:00:37 Avg. Time on Site

94.42% % New Visits

Visitors Overview



74,197 Visitors

Map Overlay



White Hat Viral Marketing through use of Infographics

Definition: The term viral marketing refers to data and content that is developed with the sole purpose of being spread and shared by others.

Types of Marketing: While Youtube videos and flashsites and games have become the notorious outlet for viral campaigning, they offer very little in terms of an SEO strategy. Using a third party site such as this will allow virtually zero link juice to your site and do nothing for your keywords.

For the past 3 years infographics have been taking over the viral marketing scene specifically with the intent of SEO. With Google's algorithm constantly becoming more complex it will become increasingly more important that your site possesses high quality natural links from other domains as well as social sites. Google has begun testing with GoogleSocial, which ties your identity in the social sphere with the rankings of your keywords. An explanation with Google's intentions with Social is in the video below: http://www.youtube.com/watch?v=4hAgIXuNbs&feature=player_embedded

Many SEO firms believe that this is the direction that Google is taking in the future and many firms have begun to shift their marketing strategies to the social networks.

Types of Links Acquired: Through a high quality, well timed and designed infographic your site will have the potential to receive hundreds if not thousands of backlinks. You will never be penalized or blocked by Google for possessing these links and it will also help diversify your link portfolio. The majority of these links will be from a list of forums, social networks, and Twitter accounts. However, the real benefit from an infographic is the quality of links from news networks, blogs, and other outlets. I have specifically had infographics on the front page of Yahoo, the Huffington Post, and CNN to name a few. Links from these sites would cost tens of thousands of dollars per year if purchased, yet the client was able to obtain these links for the price of an infographic.

Examples of my Work: Last year we were approached by a major American University with the sole purpose of building their links and a social following. A social site was created where we hosted their infographics. Their keywords included very competitive terms such as "Masters in Psychology" and other areas of online education degrees. They were on the 3rd page of Google when we started, now they currently rank 2nd for that keyword.


Online education and degrees are extremely boring and tedious. I went about it a different way by making a campaign of 4 infographics called "Diagnosing Hollywood". This took examples of bad science, medical practices, and other things abundant in Hollywood drama and brought them to light. Unfortunately the original infographics have been redirected to their main homepage for SEO purposes, but I do have some screen shots of the success in the campaign.

As you can see in the screenshot below, we were able to secure nearly 38,000 links for their social site, with the majority of them coming from the infographics and social networks in the "Diagnosing Hollywood" campaign. I have had to blur out their name for confidentiality purposes, but their infographics went extremely viral in a short amount of time.



linkto: http://social. [REDACTED]

About 38,700 results (0.31 seconds)


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One of my favorites for their “Masters of Business” was entitled “The Business Behind Jersey Shore” enjoyed mentions from CNN and various news outlets, as well as time on the front page of Digg, Reddit, and StumbleUpon. Attached to this email are some examples of my work that I hope you will look through.