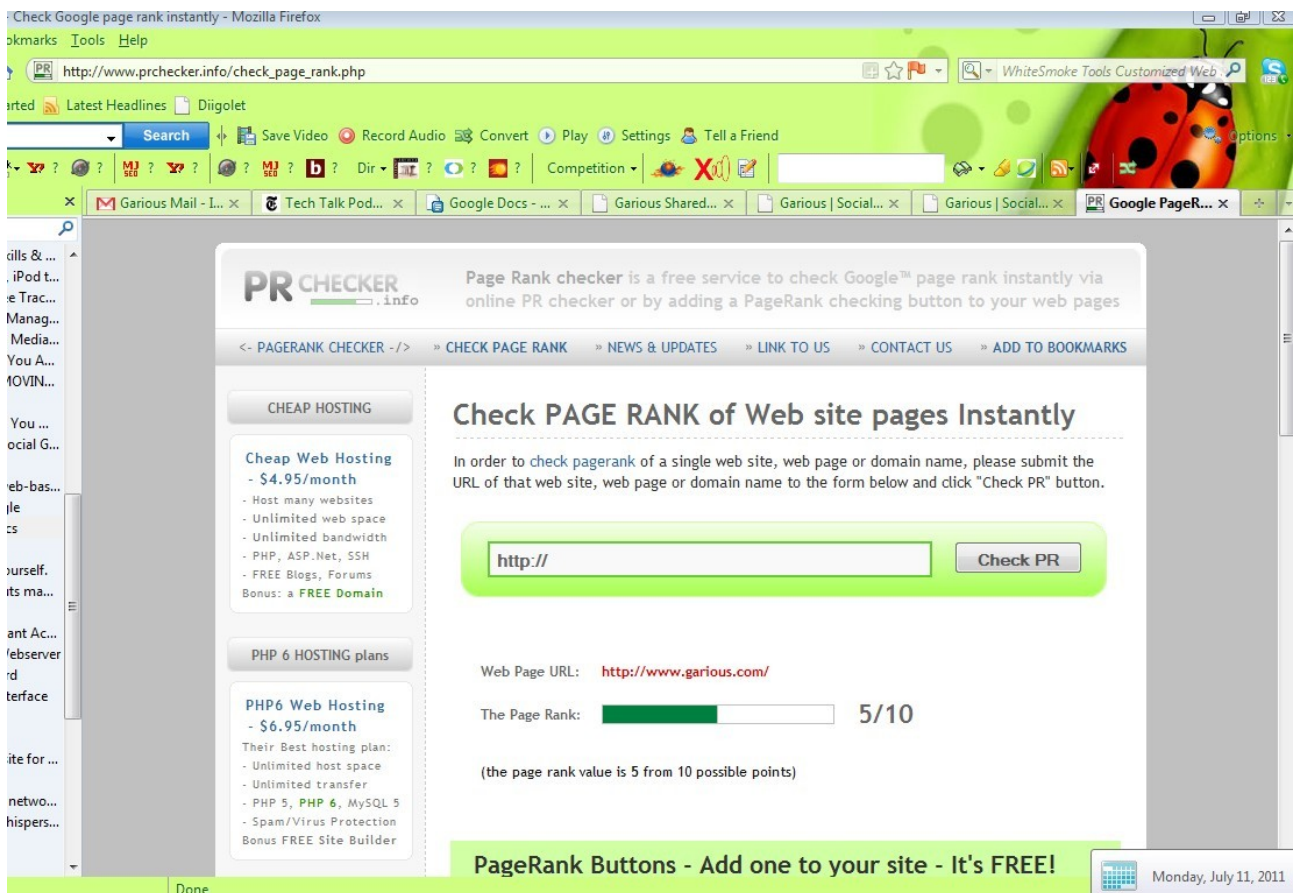


A greGarious Story

Last August 2010, I was approached by [Aaron Eden](#), a brilliant developer who have created this social media scheduling tool out of a personal vendetta to save time on posting updates to his social networking accounts... so he can talk to his peers more. His website, [www.garious.com](#), was a clean slate back then and he didn't have a clue where and how to start spreading the word about his site. *My job?* To help him get the word out.

Sounds pretty simple, you may ask. But with the fact that when you're new and almost a nobody on the Web, that would be like a suicide mission for any social media marketers out there who will have to build the client's brand from scratch. Not everyone is up to take that challenge, out of fear that their so-called 'tactics' won't really work. Most would have preferred to work for clients who have already established some kind of presence on the Web, so the job would be much easier and the setbacks are minimal.

I dared... and I took the calling. After almost 11 months of working with a team of three persons under my wings, I'm proud to say that our page rank have increased from zero to a whopping five out of 10... in less than a year!



The screenshot shows a web browser window displaying the PR Checker website. The browser's address bar shows the URL http://www.prchecker.info/check_page_rank.php. The website has a green and white theme. At the top, it says "PR CHECKER" and "Page Rank checker is a free service to check Google™ page rank instantly via online PR checker or by adding a PageRank checking button to your web pages". Below this, there are navigation links: "PAGERANK CHECKER - />", "CHECK PAGE RANK", "NEWS & UPDATES", "LINK TO US", "CONTACT US", and "ADD TO BOOKMARKS". The main content area is titled "Check PAGE RANK of Web site pages Instantly". It includes a form with a text input field containing "http://" and a "Check PR" button. Below the form, it displays "Web Page URL: <http://www.garious.com/>" and "The Page Rank: 5/10". A progress bar shows 5 out of 10 points. A note below the progress bar states "(the page rank value is 5 from 10 possible points)". At the bottom of the page, there is a banner that says "PageRank Buttons - Add one to your site - It's FREE!". The browser's status bar at the bottom shows "Done" and the date "Monday, July 11, 2011".

You may wonder how? That's not really a secret... and it's all about the art of conversation and building relationships online. Let's just say we did it using the right words, with the right people (*or those top influencers*)... and at the right time. Yet, the challenge has just begun and we're setting the bar higher this time.

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