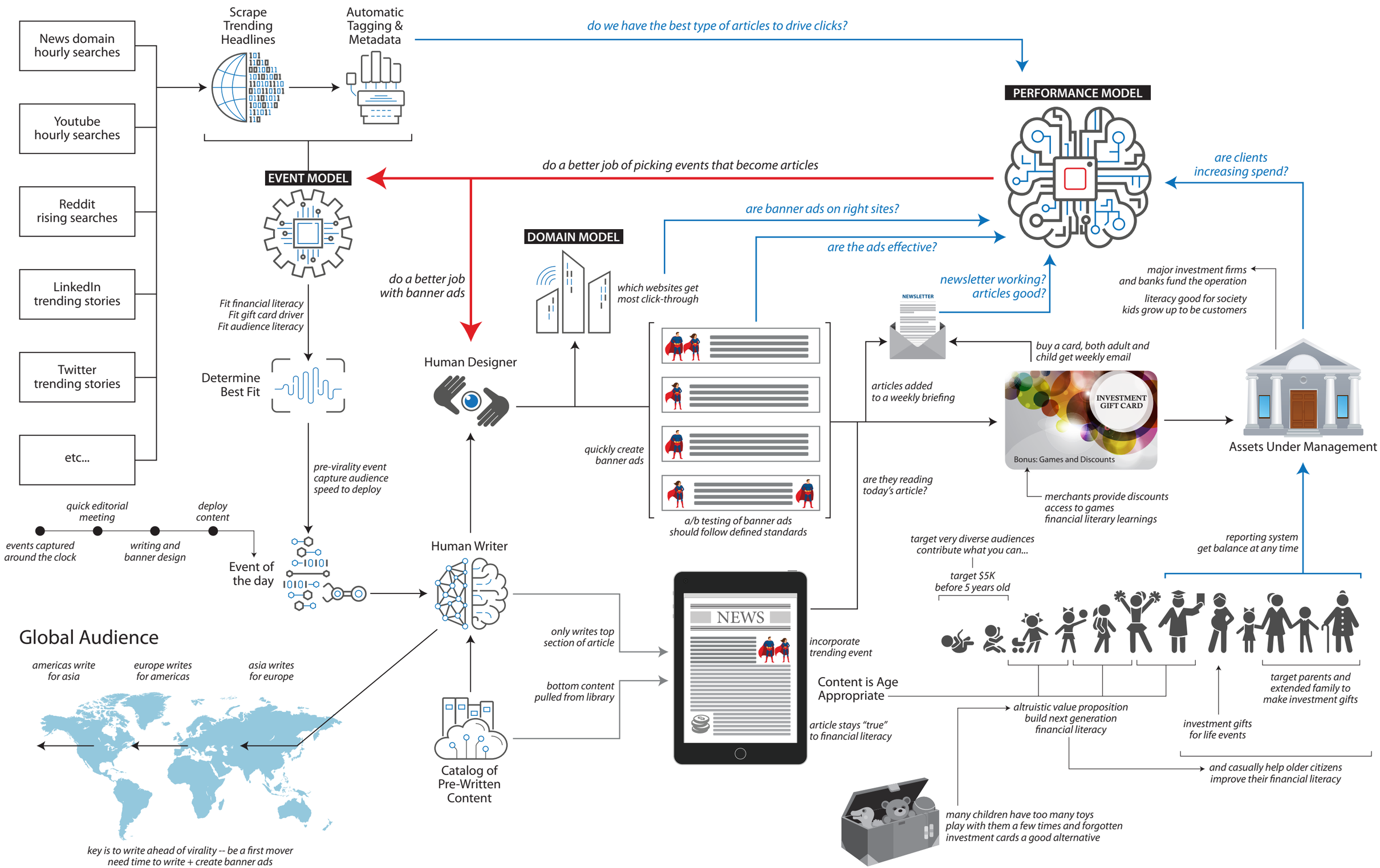
News domain hourly searches
Youtube hourly searches
Reddit rising searches
LinkedIn trending stories
Twitter trending stories
etc...
Scrape Trending Headlines
Automatic Tagging & Metadata
do we have the best type of articles to drive clicks?
PERFORMANCE MODEL
EVENT MODEL
do a better job of picking events that become articles
are clients increasing spend?
are banner ads on right sites?
are the ads effective?
DOMAIN MODEL
which websites get most click-through
do a better job with banner ads
Fit financial literacy
Fit gift card driver
Fit audience literacy
Determine Best Fit
Human Designer
NEWSLETTER
newsletter working? articles good?
major investment firms and banks fund the operation
literacy good for society kids grow up to be customers
buy a card, both adult and child get weekly email
articles added to a weekly briefing
INVESTMENT GIFT CARD
Bonus: Games and Discounts
Assets Under Management
quickly create banner ads
are they reading today's article?
a/b testing of banner ads should follow defined standards
merchants provide discounts access to games financial literary learnings
pre-virality event capture audience speed to deploy
quick editorial meeting
deploy content
events captured around the clock
writing and banner design
Event of the day
Human Writer
target very diverse audiences contribute what you can...
target $5K before 5 years old
reporting system get balance at any time
Global Audience
americas write for asia
europe writes for americas
asia writes for europe
only writes top section of article
bottom content pulled from library
NEWS
incorporate trending event
Content is Age Appropriate
article stays "true" to financial literacy
target parents and extended family to make investment gifts
altruistic value proposition build next generation financial literacy
investment gifts for life events
and casually help older citizens improve their financial literacy
Catalog of Pre-Written Content
key is to write ahead of virality -- be a first mover need time to write + create banner ads
many children have too many toys play with them a few times and forgotten investment cards a good alternative