The Digital Gold Rush!

Mining the miners: Who is the miner and who is doing the mining?

How did Amazon and Google become so big so quick? Might be they know something about the difference between mining the miners and the art of mining.

What does Levi Strauss and Google have in Common? They know where the true gold was.

There is not much difference between the Gold Rush era and today’s digital gold rush. Except that many of the familiar stories could just as easily come from today’s era. If you knew where to look or better still if you knew where the real gold was, you’d see if we can help you find the real gold and stay away from fake gold.

Let’s Go Back in Time To California’s Gold Rush Era

During the California gold rush 1848-1851 over 300,000 people migrated to this vast, unexplored land hoping to get their own little piece of this incredible deposited discovery. However, the profits of the merchants and speculators superseded that of the miners due to their resourcefulness and exploitation of the miner’s needs.

Fast Forward 150 Years

Fast forward 150 years later in the same state only this time in a garage in Menlo Park, Larry Page and Sergey Brin, two PhD students founded Google, which is now the world’s most used search engine.

Let’s compare the Internet to the American River: the young miners are the wild rats of business and Google is the equipment able. The Internet quickly recaptured the frenzy of the gold fever.

Mining for digital gold became about getting your hands on the tools necessary to improve your business into the top search now using.

Using The Internet To Mine For Business Success

In order to be successful, a business must leverage all available digital channels to connect with their customer base. Digital marketing services offer essential technological application. Their support infrastructure truly is the light at the end of the tunnel, flooding in the light of a more promising business strategy.

Introducing Levi Strauss

In order to connect our two historical events, we can look to a man whose company was born during the gold rush and still exists today in digital technology.

This man was not only a pioneer in the fashion world but also the perfect example of how using opportunities rather than just taking them can create a longer lasting impact.

How Jeff Bezos is Leverage The Digital Age To Mine For Success

Another man who has basked in the splendor of the golden rays of economic bliss is Jeff Bezos, founder of the technology giant Amazon. He is considered the first dot-com millionaire and is one of the richest men in the world.

While some businesswomen were out there handing out business cards at the boardroom opportunities of this new digital age, Bezos got his hands dirty, did it all himself and was billing all the risks of the internet mines.

By July 1998, he was worth almost two billion. So, whether you start with a small glass jar of money, saving from parents, in a garage or aRun in an old mining dig is, it’s about what you do with it. It’s about taking one small nugget and making it a pile. Bezos never stopped mining; he went down every tunnel and into every held of digital mining and really had struck gold.

The Numbers Don’t Lie


So what does this mean for your business?

To become a marathon mogul you need rich determination and a second to none support system.

To mine the economic treasures of our global golden market you need steady growth and a go-golden mentality. You can pick and choose the right path away but if you just dive right into it you might never know how to hit the jackpot. Perhaps you were only on an inch away.

Striking Gold In Today’s Digital Gold Rush

Whether it’s seeking at the major merchants of the gold rush or the technology giants today, there’s no clear path to show how proper tools are absolutely vital in order to achieve greatness.

So the question is, if you were the idea you are ready to leverage the right marketing expertise and have the proper tools to find what you need to realize the world’s opportunity that the digital gold rush promises to business owners?

If you read this and want to move out of the real of being a miner talk to us today.