



83 - Lessons From Creating and Selling a 7 Figure eCommerce Brand with Mike Jackness

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Brief Background About Mike Jackness

- Mike's been involved in online marketing for over 10 years. He ran one of the largest poker affiliate companies in the world with over 60 employees(even owned part of the Canadian Poker Tour).
- He is based in San Diego but lived throughout the world including Las Vegas, the Cayman Islands, and out of a Class A motorhome while touring North America.
- He's also one of the founders of [EcomCrew](#) - Where they help you with everything there is about finding niches, finding profitable products, and building a successful brand.



Steps He Took to Build ColorIt

- And so we invested a couple \$1,000 and got a good domain name, we spent money and developed a good logo, you know, from day one, and just kind of have all of our collateral in place, and we design nice packaging.
- And presented way above our weight, which I think is very important. You know, we're just your perception of what you are to the public, even when you're selling your first dozen items is that a much bigger company.
- And so that really just set us up in the right spot, to kind of take the next steps which are important, which are, you know, I think as you're as you're going through things, you're you're you're listening to customer feedback and integrating what they have to say into your future products.
- And you're just working towards having a good perception of what you are in the marketplace, I think is very important.



Starting Tactical.com

- So Tactical, you know, fits a lot of the same things that I was talking about. You know, it's one of things I didn't mention is passion. I think that that's another checkbox you want. And so people are very passionate about coloring.
- People are very passionate about guns in the United States, and like prepping and survivalism in these types of things. And so you're having, having that passion, like allows people to become your own advocate, and they do free social media promotion or telling a friend, I'll type stuff for you that you won't get in other other niches.
- And so, we took this e-commerce approach of, well, let's make a blog, you know, a content site about these topics, you know, survivalism and prepping. And 95% of what we do will be getting traffic to that blog about these general topics, but a few articles here and there or product review articles about things that we want to do.

Traffic Generating Strategies

- It's, as of right now, just 100%, organic SEO type traffic. And so we're investing all of our money into just writing great content, we have a few full time writers now on staff that do nothing but write content for Tactical.com, we're releasing probably one or two articles a week, whatever it is at this point.
- And these are two to 4000 word articles that are well researched and have lots of graphics in them and are well thought through not just sloppily put together.



Lessons From Growing ColorIt

- Building that email list. I mean, I was for color it 52% of our revenue came from email.
- And so with ColorIt we really had started reading a lot of content like what are the best colored pencils? What are the benefits of coloring? You know, just tons of like, I love the whole, like, answering questions approach to content marketing, and because people are that's usually what people type in.
- And we have applied that same thing to Tactical.com. And so we have a lot of like, how, who, what, why type things on our website and just really working on building organic traffic that you know, diversifies our business, we now can run ads, and click money off of ad revenue.

YouTube for Traffic Generating Strategies

- We had a very strategic plan in terms of our YouTube content, it wasn't that we were just trying to get people to watch our videos from YouTube. But we found that implanting really good video content into a blog piece of blog content really helped that blog content rank organically, significantly easier and better. Because it really increases your time on page metrics and things of that nature, decreases your bounce rate really suck people in for a long time.



Long-Term Strategies for Tactical.com

- So instead of taking an approach of how can I buy links, or do like a PBN, or, you know, use gray text on top of a web page to like hide keywords, or whatever crap I used to do back in the day, that actually will hurt.
- Why not just write the best article about the topic that's ever been written on the internet, about that topic, put the effort into that and play the long game that way.
- And so that's the approach that we've taken. And we take that same thing with, we took that same approach with ColorIt will take the same, we have taken the same approach with Tactical, which is, you know, having amazing packaging, for instance, for your products, which cost money and takes a lot of extra time to design doesn't help you sell the product, you're selling it online, it does, the people don't really see the packaging, unless you incorporate it in your listing, which we do.
- So to me, the assets are organic traffic, an email list, followers on social media, a pixelated Audience, you know, like people on your Facebook Messenger list, these things don't necessarily immediately indirectly produce revenue for you.