How to Ethically Beat Facebook, Google and Other Data Pirates…

at Their Own Game!

The current digital economy is in a woeful state.

The greatest companies of Earth pour their wealth and talent into scraping every scrap of data about people they can find.

Why?

To get them to click on more ads.

The dreams for the early internet were of a global system, decentralized and equally empowering to everyone. Instead, what do we have?

Data harvesting so extreme it makes privacy seem quaint.

Unregulated psychological experiments conducted on you without your consent. Cambridge Analytica is not the only (or even worst) offender out there.

Foreign hackers and stateless misfits attacking our democracies via social media.

A stalker’s paradise where your personal security can disappear instantly. And once it’s out there, you can’t hide it again.

A system where anyone can spew toxic bile at you - where rape and death threats are routine - because they think you said something they didn’t like.
Does all the blame fall on Facebook, Google and every company that squeezes the data out of you?

Of course not. We, as users of these systems, have to accept a lot of the blame.

But their broken business models sure aren’t helping. If they weren’t trying to put a camera and microphone in every home, a tracker in every car and a bug in every device, we wouldn’t have the stalker’s soup we have today.

I have good news for you, though.

You don’t have to buy into this system. Whether it offends you or not, you can operate outside this broken model and still make a good living.

In fact…

You Can Beat Facebook and Google at Their Own Game, Without Having to Violate Anyone’s Privacy

Now, I want to be clear on something: when I say you can beat them, I don’t mean you’ll earn more money than them. That’s obviously impossible for 99.9999% of us. But you can build a business model that works like theirs, only more effectively, while letting your customers keep their secrets.

If it’s so good, why don’t the tech giants do it?

It’s not because I’m so much smarter than them. No, the truth is it doesn’t scale as well as invasive privacy violations. The tech giants are willing to go after everyone in the world - so they’ll do things differently.

But maybe your customer list isn’t measured in the billions.

Batten & King Creative Solutions
Or even the millions.

Maybe you only have hundreds… or maybe you’re just starting out, so you don’t even have two customers to cling to at once. That’s fine. With a little hard work…

You Can Be Like A Benign Tech Giant With Your Customers, Even if You’re a Solopreneur!

Here’s what I mean…

**How to UnBreak the Tech Giant Business Model**

Okay, this is going to seem incredibly old fashioned. Trust me, that’s a virtue. Compared to the modern state of things, a touch of the older way of thinking is probably just what the doctor ordered.

But I’m not telling you to go off the grid and abandon technology. No, you can (and should) use the latest developments to your advantage.

You can do it without harvesting every scrap of data from your customer’s lives, though.

Here’s how the broken tech giant business model works:

1) The tech company offers a useful service for free.
2) People sign up.
3) The tech company harvests as much data as they can - the more, the better! (for the bottom line, at least…)
4) The tech company profiles its users based on this harvested data.
5) The tech company sends targeted ads on behalf of their real customers - the ones who pay for advertising - to its users.
There’s nothing wrong with this, apart from the corrosive effect of Step 3. Hackers can steal that data, foreign agents can use it to manipulate you… or nefarious actors could simply buy it.

Here’s my unbroken version of the business model:

1) You offer a useful service for free.
2) People sign up.
3) Since they’re the sorts of people who want to use your service, you don’t need to gather any data. You already know this one thing about them.
4) No need to do much profiling, if any. You’ve already done that in Step (3).
5) You send relevant ads to these users - either for your products or someone else’s. Oh, and they can opt out of the ads at any time.

Let’s talk about how this looks in practice:

Firstly, the broken tech giant story. I once realised there was a seminar in London (the other side of the world from me) a few days after a planned holiday of mine. So I booked flights from a city I don’t normally live in, on a particular airline, to London.

What did I see all over Facebook? Ads for flights from that same city, to London, on the same airline.

That’s an advertising failure. I already bought the tickets - why would I want to buy them again?

(And how did Facebook know about my plans? I certainly didn’t tell them about it…)

Anyway, people come across this all the time. Plan a wedding? Expect Facebook ads for wedding supplies years after you upload your wedding photos to Facebook.

Decide to buy a white T-shirt? You can look forward to dozens of ads offering you what you just bought, all over again.
Sometimes it gets it right. But it’s a pretty poor hit rate, given how much data they pilfer to build your profile.

Now, contrast it to my model:

I have an interest in marketing, of course, so I signed up to a marketer’s email list. In exchange for my email - the only personal data they have on me - I got some free information about digital marketing.

Now, I receive regular ads from this marketer in my inbox.

These ads are always worth interesting. I don’t act on every offer, but I sure am interested in most of them.

And I can opt out of these ads at any time.

The result?

I’ve given this marketer thousands of dollars - happily paid for products he offers - whereas I’ve clicked maybe four Facebook ads and spent nothing.

This is why my approach beats the stuffing out of the tech giants’. They spend billions trying to harvest your data, only to fail to offer you anything you want. Meanwhile, you can build a better “profile” of your users by offering something only certain people want.

I say profile in quotes like that because you barely know anything about them… but you know enough to sell to them.

I doubt the tech giants will lose much sleep over me sharing this business model.

But we’ve talked enough about them.
Let’s talk about you.

Do you want to deliver targeted ads without having to corrode privacy or shackle yourself to a cold, distant tech giant?

Do you want to build a relationship with your audience, rather than thinking of them as sponges to squeeze the data from?

Are you driven by a desire to help people but aren’t sure how to handle the business side of things?

You have two options:

If you want to hire me to work with you - to handle this so you can focus on the real reason you started this business - then all you have to do is reach out:

   hello@battenandking.com

I warn you, though - I’m not cheap. I can help you transform your business and how you attract customers, so I like to think I’m worth it. Even so, fair warning.

If you want more information about how to use this people-friendly business model, then sign up to my email list on the following page. You’ll receive a free eBook walking you through every step of how to get this off the ground:

   https://battenandking.com/

Either way is the best choice, so I look forward to you making it.

Cheers,

William T Batten
Director of Marketing & Copywriting
Batten & King Creative Solutions.