



DIGITAL

A Harte Hanks Company

Individual Entrepreneur:

Expanding presence and credibility with a
Wikipedia Page

CLIENT

A successful, notable music and entertainment impresario seeking to boost his online presence.

CHALLENGE

While the client's resume and career accomplishments met the relevant notability guidelines for Wikipedia, the likelihood of someone organically creating a Wikipedia page for him was small. Moreover, Wikipedia profiles are difficult for individuals and companies to create on their own behalf; besides lacking objectivity, parties who only post for their own benefit (without contributing quality, impartial content for the benefit of the Wikipedia community) are generally rejected. The client reached out to 3Q Digital to create a Wikipedia page on his behalf.

SOLUTION

3Q created a compliant Wikipedia page summarizing the client's career, bringing in diverse online source material as references for each salient fact on the page.

RESULTS

After the client approved the material, 3Q posted the page, which underwent a successful review by Wikipedia moderators and the Wikipedia community. The client has since reached back out to 3Q twice after notable career accomplishments; 3Q successfully updated the page each time. The page now stands as the client's "dynamic" online biography.





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