

**Business of Strength Podcast # 15**  
**A Window Into The World Of**  
**Sports Marketing**

In this episode Joe and Dan speak to marketing expert and founding member of Sportsmemorabilia.com, Mike Gallucci. Mike is a local NJ guy who started from the ground up with the small on-line start up. Mike sheds light on how he took a small online operation to a global brand. He takes us along the ride from initial “start-up” to eventually being purchased by a billion-dollar brand! Get insight on how he turned his passion for sports into his profession.

**Topics Include:**

- Today’s marketing landscape
- Marketing tips for small businesses
- Getting a start-up purchased
- His passion for business development
- How he turned an internship into a career
- How SEO and Organic Search works
- Exclusive Partnering with Pro Athletes
- The life and mind of a cereal entrepreneur

**Connect with Mike**

- [www.sportsmemorabilia.com](http://www.sportsmemorabilia.com)
- [Instagram.com/mgallucci](https://www.instagram.com/mgallucci)

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