



For Immediate Release

The WEBMASTERS Episode 2 Hits Amazon Prime Video

Summary: The WEBMASTERS, a new miniseries featuring serial web entrepreneur Kenneth Wisniewski, launches its second episode on Amazon Prime Video. Episode 2 features Wisniewski helping Shane Farley, daytime Emmy award winning producer, improve his online exposure, as he grows his business, [Best Wedding Ever](#). The show's premise is to help celebrities elevate their online presence to increase brand exposure, improve their online reputation and ultimately help people and their businesses win.

Body: (December 18, 2020) Philadelphia, PA – On Friday, the [WEBMASTERS](#), an exciting new miniseries featuring serial web entrepreneur Kenneth Wisniewski, announced its second episode. Episode 2 features Kenneth Wisniewski helping Shane Farley, daytime Emmy award winning producer. Farley's business, *Best Wedding Ever*, is looking to enhance its online visibility as it explodes in popularity amongst celebrities and others.

"Having worked with Giada De Laurentiis in [episode one](#), we wanted to pivot to the wedding and special events industry for episode two", says Wisniewski. "Working with Shane Farley, as his Wedding Videography business is exploding in popularity, we wanted to focus on his messaging and help him expand his reach".

Looking at critical aspects including website navigation and usability, to messaging and branding, Wisniewski carefully dug into Farley's goals and aspirations of his business in order to launch a state-of-the-art website that captures its audience and really tells the story.

"When I launched Best Wedding Ever, I wanted to take people's wedding videos and re-tell their story", says Shane Farley. "We're re-cutting their original wedding video, interviewing the bride and groom, and telling the full story of their day. As an Emmy award winning TV producer, this is right in my wheelhouse, but the digital marketing aspect, I needed some guidance. So, I turned to Wisniewski."

"After speaking with Farley and strategizing with my team, we really identified he's disrupting an established market with a twist. Virtually anyone who has been married and wants to look back at the day, is a potential customer," says Wisniewski. "This is really re-inventing what the wedding industry is".

Season 1, Episode 1 featured celebrity chef Giada De Laurentiis in her quest to catapult the online exposure for her new food recipe website [Giadzy](#). While De Laurentiis has authored several NY Times Bestseller cookbooks, driving her website exposure has been a bit of a challenge.

The WEBMASTERS is produced by Daytime Emmy Award winner Shane Farley and executive producer, Alex Boylan. To learn more about the WEBMASTERS miniseries please visit <https://www.thewebmasters.tv/>. For press and media inquiries please contact John Borkowski at JBorkowski@webimax.com or 609-576-5175.

##