



## For Immediate Release

# The WEBMASTERS Episode 3 Launches on Amazon Prime Video

**Summary:** The WEBMASTERS, an exciting new miniseries featuring serial web entrepreneur Kenneth Wisniewski, recently launched its third episode on Amazon Prime Video. Episode 3 focuses on Alex Boylan, TV producer, and Amazing Race winner, scale his business, *This You Need to See*, to the national spotlight. The WEBMASTERS 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: (January 14, 2020) Philadelphia, PA** – On Thursday, the [WEBMASTERS](#), an exciting new miniseries featuring serial web entrepreneur Kenneth Wisniewski, launched its 3<sup>rd</sup> episode. Episode 3 features Kenneth Wisniewski helping Alex Boylan, TV producer and Amazing Race season 2 winner, scale his business, [This You Need to See](#), to the national spotlight.

“With today’s dynamic environment of online viewership and exposure, Alex’s case is fairly standard”, says Kenneth Wisniewski. “He has an incredible idea but needs the right comprehensive marketing plan to be able to scale it and reach his intended market.”

*This You Need to See* is a new TV series produced by Emmy Award Winning Producers Alex Boylan and Shane Farley. The show features the nation’s top real estate agents/brokers and the gorgeous homes they are selling that week. Airing on CBS, Amazon Prime Video and Roku, the show is reaching real estate audiences and potential home buyers alike.

“As soon as Alex brought his business to my attention, I knew I could immediately help him”, says Wisniewski. “We utilized my award-winning digital marketing team at [WebiMax](#), to create a new state-of-the-art website that loads quick, is mobile responsive, and conveys his message to his intended audience”.

“Ken’s team really helped me take my proof of concept and launch it into a powerful new website that can not only reach my intended audience, but convert website visitors to potential clients”, says Boylan. “I’m a huge data-analyst and seeing the data under-the-hood of the website provides me incredible feedback on how I can adjust the business as I continue to scale”.

The WEBMASTERS is produced by Daytime Emmy Award winner Shane Farley. 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](mailto:JBorkowski@webimax.com) or 609-576-5175.

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