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## Spectacular pretty ricky net worth

I found javascript disabled in this browser. Enable JavaScript or switch to a supported browser to continue using twitter.com your browser. You can view a list of supported browsers in the Help Center. Help Center Pretty Leaky Net Worth: Pretty Ricky is a U.S. R&B with a net worth of \$2 million B and hip hop group. Pretty Ricky was formed in Miami, Florida, in 1997 and consists of members Baby Blue, Spectacle, Pleasure P and Slickem. Their debut studio album Blue Star was released in 2005 on Atlantic Records and Blue Starent. The album is gold-certified in the U.S. and #3.S. rap charts, It's a #5 B chart, and it's on the Billboard 200 #16. The 2007 album Late Night Special was released on the Billboard 200, US Rap, U.S. R&A. In the B #1, the U.S. is gold certified. The second album, Pretty Ricky, was released in 2009, and the second album, Blue Star's 2, will be released in 2015. Pretty Leakey has single Grind with Me and On the Hotline certified platinum in the US, while Single Your Body is gold certified in the US. Pleasure P left the group in 2007, but reunited in 2014 and released their single Puddles on Valentine's Day 2015. All net worth is calculated through a combination of powerful methodologies and proprietary algorithms. Results are fact-checked and confirmed by a team of editors and industry insiders. We work diligently to ensure that our numbers are the most accurate celebrity net asset data you can find anywhere on the Internet. Spectacular Blue Smith is an R&B He is known for being a member of the B/Hip Hop group Pretty Leakey. In recent years, however, he has reinvented himself as a social media guru. He still has seen most of his time devoted to the Adwizar of his business over the past few years, while musicians (solo albums are coming soon). Adwizar is a company that manages and monetizes social media accounts. The Los Angeles-based business of 25 people occupies major stars, mainly in urban music, but also open up sports verticals. Customers (or partners in Adwizar Ringo) include Birdman, Jermaine Dupree, J. Holliday, Soulja Boy, Kevin Gates, Fat Joe, and nearly 100 others. The advertising company's main strategy is to post viral content on its partner's Facebook page and then sell the ad space in the resulting article. I spoke with Smith about transforming from a musician to a social media star at the Big Machine Agency office in New York. Our conversation has been lightly edited for clarity and length. Photo courtesy of Spectacle Smith on The Big Machine. Sean Setarro: What would you say about Adwizar? What is it? Gorgeous Blue Smith: Adwizar is a platform for influencers, entertainers or athletes to maximize their followers. It has at least 1 million followers. Once you join the platform, you'll have compelling content for your audience. Whatever it is, it will be customized their demographics. So if it's an athlete, then we'll do sports content. We figured out a formula to increase at least 20,000 new fans a week and increase the reach of at least 5 million people a week to each individual on the platform. Setarro: Are you providing this content? Anyone who signs up with you doesn't have to do anything? SMITH: 0. I give them exactly what you ran it on, run the page, and think of us as value added to the team. So you're getting this entire staff of absolutely free marketing professionals and social media experts. Once you go to a super participating place, you make money with advertisers. We do everything. We take their brand and make deals to put in the product. Similarly, we made uniforms like the Microphone Jersey for Bow Wow. We do such advertising deals, and we will also clickbait or post stories related to their brands, and their fans will click. And, of course, when you get to a real website [with a story], advertisers bid on banner placements for traffic. Adwizar placed the story on Birdman's Facebook page. Setarro: So what clickbait story will guide people to a separate website that you guys want to build and maintain? Smith: Yes. [Note: Most Adwizar placement stories take people to the siteprettypicturewives.me] as ad theta: So this works with their existing social media accounts? SMITH: Exactly. It is their social media accounts. I give an example of being in a club and an example of DJ sucks. All these people are in the club, but everyone is bored. You have a fanbase there, but they don't participate. You have one million followers and 500 people can love your photos. So our job is to switch DJs and get people to party. You get them people active, so now. Now, since joining Adwizar, instead of getting 500 likes, the post is getting 5,000 or 10,000 likes. Setarro: How can you tell me how to increase engagement? Ad Smith: We know what viral content looks like and we know how to clone virus models. So we can make fresh pitches, take photos, make viral videos, and sometimes find licensed viral videos. Setarro: You claimed that Pretty Ricky used these methods to make more than \$200,000 a year. SMITH: Yes, but it started with 400,000 followers. Now another case study we did, a guy named Mighty Duck, we took his page from a million followers, and within a year he had 4 million followers. Now he's at 5.5 million. He spends \$12,000 a week from advertisers bidding on banner placements. Adwizar placed stories on Mighty Duck's Facebook page. See the link to the custom site... [+] mightyduckbuzz.com. Advertising Setarro: What was your experience with social media before you founded this company? How did you figure these out? SMITH: I was, of course, in a group called Pretty Ricky. I was at the top of the charts and touring and everything. But I'm an entrepreneur in my heart. One of my men called me and said, you can make money from tweets. At the time, I had 50,000 followers. So I was tweeting and making money. But I had 50,000 followers and I felt that if I was making this money, if I had 100,000, it would double. So I've come up with creative ways to build mass following without using my own social media networks. I came up with the idea of creating a parody account. So I created a Will Ferrell account, a Beyoncé account, a Kart Williams account, an Angelina Jolie account. I created all these different stories and spoke in their voices and built this huge following. The real Will Ferrell wouldn't post funny stuff all day, so people liked to follow my page more than the actual page. Smith's parody Grumpy Cat Twitter account. Advertising it grew so fast. All my networks have a total of 4 million followers, and I was earning \$50,000 a month. Two years ago, I decided to do it for more than myself. I had the same formula on Facebook. I was told it was 20 times more viral. And that's when I started a case study with Pretty Ricky. Once I had a real, unbreakable system that I could do on a scale, I was on my first client who was J. Holliday. So now I am killing it. I have about 100 clients, and I say partner, and I build every day. Setarro: Why do people need at least a million followers before working with them? SMITH: Because if we have a million followers, we can work with him. I use the example of a club. I don't want to come into the club and take over the club night, so there are only 20 people in the club. I want to have something to come and work with. We can make residual income, and in the meanwhile it will be worth me. I have an employee. If you want to put an entire team dedicated to your brand, you want to see something. Setarro: Are you planning to grow this company yourself, or is it the end game you sell to Facebook or an advertising company? Smith: If you give me the right price. I just started adwizer sports with Mike Bibby, and we're going to take the whole throttle off with the sport, bring the pages of this sports person to a place where they're considered participating and make money on social media. Ad Setarro: Facebook is always changing its algorithms and changing what people see in their feeds. How do you keep on top of it? Smith: I know the right one to post. The algorithm is based on the behavior of the user who follows the user. If you're participating in content, you'll see more content. So if you consistently post this engaging content, you'll show your stuff in your feed. Every time Facebook changes something, it's unaffected because it has an attractive page. Setarro: How to add a viral story to your page Does it make sense to the artist's identity? Smith: It all depends on how the writer wants his page to run. Some guys say, post whatever you want. Some guys stick to their niche and say we're going to create custom content around their brand. We need to test and figure out what our fans like and make it in bulk. Setarro: Can you talk about building a business that relies on Facebook? Does that make you nervous at all? SMITH: I definitely get nervous because I don't know if it's going to be the next MySpace. But I have a lot of faith in Facebook, and I know that they won't be going anywhere during the day. Advertising but that's another reason I added it to my business model. I just started using the website for advertising, and now I'm bringing product deals to the table. If you're getting royalties from other things, the money will roll over whether Facebook exists or not. We can build on Twitter, we can build on Facebook, we can build on Snapchat, we can do anything because it's all official. I came from Twitter. So if I can do it on Twitter, I can do it on Facebook. If another social media platform comes, I can do it. I have 1.7 million on Google Plus. I know how to build the following. So no matter what platform you come from, you understand social media. You can run any page, and our team will be qualified to grow anything. Setarro: Is this business help you grow your audience as a performer? SMITH: Yes, no. I'm making a relationship out of this and bringing it into my performance. Likewise, I have a Master P page and we create a relationship where he can be my mentor, and it helps in my career. We have Soulja Boy. I'm in the studio talking business with him, and we ended up doing the record together. So almost everything goes together. Adwizar placed the story on Ad Soulza Boy's Facebook page. Setarro: What are the ultimate benefits for anyone working with Adwizar? Smith: The ultimate benefit is to raise awareness of your fan base and brand. Some people pay a million dollars for advertising at the Super Bowl, and I don't know if one person is going to go out and buy their product. With Adwizar, you have this huge fanbase that you can constantly promote no matter what. Whether it's glasses, t-shirts or clothing lines, you can make the impact we're building, engage with it, and promote what you want to do to leverage the audience that Adwizar has built for you. That's the main goal. Ad Setarro: When did you learn that you had some work on social media? SMITH: In 2009, I realized I had to make money. I can tell you a quick story. In sixth grade, everyone is always hungry. They want candy, so they decided to start candy sales. Now when I started, there was \$40 worth of candy, and the bookbag because it was too big. My half had seven periods. When I arrived at the 3-pyriard, everyone specs, I need more candy. And I was like, I'm sold out! So I want to sell candy to everyone? You want to make money? At this time, when I was a kid, I didn't know what I was doing - I'm only 11 years old. But I had 10 people working for me. I met me at the beginning of school and I will give you a \$25 bag of candy. You sell this candy all week, and I'm going to give you \$20. If you sell this candy three times a week, you will add \$5. Advertising was when I was a kid. No one taught me this. Now I understand, I had an incentive for them, which was an extra \$5. I took them on payroll. And I was making more than my mom. Sometimes I would make \$1,500 a week and \$2,000 a week. So at age 11, I became an entrepreneur and started to get something and take it to the next level. I said it took me four years to get this on Twitter via social media. What if you had someone like Acorn with 40 million followers? What can I do with it? So I started. Start.