

Digital Presence.

*A story of experimentation, creation
and digital entrepreneurship.*

Without a single euro of advertising.

13 STARTING AGE	10+ PROJECTS	245M+ EST. IMPRESSIONS	€300+ FIRST REVENUE
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Spilios Dimakopoulos

00 — Philosophy

Philosophy

It all started from a simple need: to create. Not for recognition, not for an audience, not for a resume. Every project was a way to put something out that already existed inside me — a love of creation, interaction, and digital entrepreneurship. I never presented any project publicly as my own — it was 100% for personal satisfaction. From age 13 to 16, I went through more than 10 projects on different platforms.

I never wanted to be an observer. I like to try everything.

00 - Timeline

Timeline

YEAR	AGE	PROJECT	HIGHLIGHTS
2017-18	13	best_memes_over_here + Art + YouTube	Instagram meme page 0 → 27K. First revenue, first page sale. Multiple art profiles & YouTube edits.
2019	15	Cobe Arts --- Pinterest	800K-1M monthly impressions, organic.
2020-22	16-18	Curiosity Team	9K+ followers in 1.5 years. First Greek self-improvement content to reach the top on TikTok.
2023-24	19	goldclassicmemes --- TikTok	3rd video: 40M views, ~67M total. Left due to algorithmic instability.
2023	18	Affiliate Marketing	Amazon Associates, Pinterest, Medium, social media. Stopped to focus fully on Adobe Stock.
2023-24	19	OffensivePlug --- Etsy	POD T-shirts. 22 sales in 6 countries. Lesson: marketplace choice matters as much as the product.

01 — best_memes_over_here

best_memes_over_here

Age 13. In about 1 year: 27,000 followers, 2,000+ posts, €200 in ad revenue, and sold the profile for €100 to perierga_gr — one of the first people to do that at the time. Marketing, content strategy, the algorithm, ad pricing — I learned it all on my own through experimentation, without any guidance.

27K	2K+	800K	€200
FOLLOWERS	POSTS	TOP VIDEO VIEWS	AD REVENUE

At the same time, I ran multiple Instagram profiles with 2–7K followers on various topics — non-profit, with lots of cross-promotion between them, mainly to drive traffic to my YouTube videos and build reach organically. This is where I first understood that the algorithm doesn't reward quality — it rewards frequency and the engagement rate in the first minutes after posting. A principle that still holds on every platform today.

02 — Painting & YouTube

Painting & YouTube

Throughout my teenage years I spent at least 4 hours every day on painting — graffiti, illustration, character design. It wasn't a hobby, it was a way of thinking. That obsession with the visual built deep familiarity with aesthetics, composition, and detail — something that shows up in everything I created afterward.

Painting wasn't just art — it was training in design thinking.

Two Instagram art profiles featuring my own paintings (4,500 and 2,300 followers), plus multiple curator profiles for small artists — non-profit, with lots of cross-promotion to communities and other profiles. Alongside that, YouTube channels with video game and NBA montage edits — 400K+ organic views.

Art Profiles	4,500 + 2,300 followers — my own paintings
YouTube	400K+ views · video game & NBA edits

03 — Curiosity Team

Curiosity Team

Multi-platform motivational brand around finance, entrepreneurship, and self-improvement. In 1.5 years we reached 9K+ total followers on Instagram and TikTok, with consistent engagement of 500–885 likes per post. We were among the first Greek pages to adopt TikTok, and the first to reach 600K views with Greek self-improvement content.

2,871	5,840	174.7K	600K+
INSTAGRAM FOLLOWERS	TIKTOK FOLLOWERS	TIKTOK LIKES	TOP TIKTOK VIEWS

We had planned something much bigger — a website with e-learning, certificates, university partnerships. We consciously stopped due to lack of time.

04 — goldclassicmemes - TikTok

goldclassicmemes --- TikTok

2023. I created goldclassicmemes to try out the TikTok Creator Rewards Program. The third video I posted reached 40M views — ~67M total for the whole profile.

6,660	2.4M	40M	~67M
FOLLOWERS	LIKES	3RD VIDEO VIEWS	TOTAL VIEWS

I stopped deliberately. The model — on both TikTok and YouTube — wasn't sustainable: TikTok's algorithm is highly volatile and can zero out an account with no clear reason, while on YouTube the monetization model didn't justify the time invested relative to the return. The platform didn't offer enough stability or predictability to justify continuing.

05 - Cobe Arts - Pinterest

Cobe Arts --- Pinterest

My longest-running project. Street art content, photography, art, and quotes, built on a steady base of 800K-1M monthly impressions for 6 years — ~65M total, with zero advertising. The top 4 pins exceeded 213K, 93K, 52K, and 48K impressions respectively.

2,500	2,000+	800K - 1M	~65M
FOLLOWERS	PINS	MONTHLY IMPR.	EST. TOTAL

The stability wasn't accidental — Pinterest favors evergreen, visual content that doesn't "age out." A graffiti pin from 2020 shows up just as much in 2026, because the platform works like a search engine, not a feed. That was the structural advantage I leveraged.

06 - OffensivePlug - Etsy

OffensivePlug --- Etsy

Edgy meme T-shirts via Print on Demand (Printful) on Etsy. The business model is excellent — zero startup cost, zero stock, focus entirely on design and marketing.

4,015	22	€384	6
VISITS	ORDERS	REVENUE	COUNTRIES

Ratz Shirt --- TikTok
Trend

4 sales · 2.6% conversion · €63.36

I Need HEAD --- Offensive
Tee

1,158 views · 41 favorites · 1 sale

MBTI Personality Shirts

2 sales · €39.91

Quit Social Media Tee

2 sales · €36.96

Modest financial success, but with one clear lesson: marketplace choice matters as much as product quality. The Etsy POD market structurally favors older sellers — shops with thousands of listings and years of reviews have an algorithmic edge that's hard to overcome.

07 – Affiliate Marketing

Affiliate Marketing

For about 3 months I leveraged the organic reach I'd built for affiliate marketing — mainly through Pinterest (800K–1M monthly impressions), Medium, and social media. 46 total affiliate conversions through automated programs. I stopped to focus fully on Adobe Stock.

Amazon Associates	Product reviews & recommendations through content
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Pinterest (Cobe Arts)	Affiliate links on pins with 800K–1M monthly impressions
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Medium	Articles, product reviews, how-to guides with affiliate links
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Social Media	Organic product recommendations on Instagram, TikTok, Twitter, Reddit, Quora—automated.
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08 – Overall Summary

Overall Summary

PROJECT	EST. IMPRESSIONS	PERIOD
best_memes_over_here	80–150M	2017–2020
Cobe Arts (Pinterest)	~65M	2019–2026
goldclassicmemes (TikTok)	~45–55M	2023
OffensivePlug (Etsy)	4,015 visits	2023–2024
Curiosity Team (Insta + TikTok)	~8–15M	2020–2022
YouTube Channels	400K+	2017–2020
Art & Curation Profiles	~3–5M	2017–2020
TOTAL	~245M+	2017–2026

This whole journey — the 245M+ impressions, understanding algorithms, content strategy, the aesthetic sense from years of painting, the commercial thinking from Etsy and affiliate marketing — was the foundation of my success on Adobe Stock. It wasn't luck. It was the result of years of trial, failure, and accumulated knowledge.

Spilios Dimakopoulos · Digital Presence Report · 2017-2026

gr.pinterest.com/cobeartz · offensiveplug.etsy.com · instagram.com/curiosity_team_